

Village of New Glarus Ballfield Sign Program



WHY do you want a ballfield sign advertisement?

The ballfield sign program is a means by which the Village of New Glarus Parks and Recreation Department raises money to support improvements, maintenance and youth programs at municipal parks each year. By raising the money through independent advertising sales, the money needed to make necessary improvements and upgrades at village parks will not have to come entirely from local tax revenue. Every dollar (minus the cost of the sign) goes to support these improvements at municipal parks and is spent on equipment, park maintenance, youth programming, and/or improvement projects. Youth and adults of all ages will benefit from your support.

WHAT are ballfield signs?

Ballfield signs are banners displaying your company's logo and other pertinent advertising. They are 4'H x 8'W in size, constructed from 3mm aluminum to withstand Wisconsin weather. Lettering and images are full color for an impressive display from the outfield fence locations that can be seen by both spectators and players.

WHERE will the ballfield signs be displayed and what exposure will they receive?

The ballfield signs will be hung on the outfield fence at Veteran's Park and the newly renovated Glarner Park beginning in Spring 2024, and will remain there year-round for five years. Thousands of people will look at these signs every year. The following is a list of activities that take place at Veteran's Park and Glarner Park in a normal recreation season:

- Varsity High School Baseball and Softball
- Junior Varsity High School Baseball and Softball
- Youth Baseball and Softball 4K-8th Grade including annual tournaments
- Summer Babe Ruth Baseball (high school age)
- New Glarus Fire Department Firefest (Glarner Park)
- Many reunions and private gatherings throughout the year

WHY PROMOTE YOUR BUSINESS WITH A BALLFIELD SIGN?

1. Local families are good customers of your business.

Many local families use your business for their everyday needs. Exposure to the ballfield signs will keep local families loyal to local businesses.

2. The advertising is cost effective.

The cost of the ballfield sign targeted to families and friends that frequent Veteran's Park and Glarner Park compares quite favorably to advertising at other sporting or business venues.

3. The advertising payment is tax deductible.

All costs you incur to help support the parks and recreation program are tax deductible to you as an advertising expense.

4. Your advertising dollars will support recreation facilities that can be enjoyed by youth and adults of all ages throughout the village for many years to come.

Cost:

- Glarner Park: \$1,700 for five years of advertising
- Veteran's Park: \$1,200 for five years of advertising
- Double Duo: \$2,700 for a sign at both Glarner Park and Veteran's Park for five years of advertising. This package is for identical signs at both fields.
Enjoy a discount of \$200!

Each package includes the cost of the sign and advertising through 2028. Advertisers will be contacted in 2028 to renew their advertisement(s) for the following five years.

Available Advertisement Space

There is a limited number of space available at each field. Signs will be sold on a first-come, first-serve basis.

Village of New Glarus Agreement:

- Arrange to have sign made
- Pay for cost of sign
- Pay for sign replacement if damaged within 5 years (2028)
- Place signs on appropriate fence in Spring 2024

Advertiser Agreement:

- Provide sign artwork in PDF format to Kelsey Jenson at ngclerk@newglarusvillage.com
- Pay for agreement promptly – sign will not be ordered until full cost is received by the Village. Checks are preferred.
- Approval of final artwork before printing (timely approval is required)

SAMPLE SIGNS:



Order Form

Company Name: _____

Company Address: _____

Contact Name: _____

Phone Number: _____

Email Address: _____

Ballfield Choice

_____ *Glerner Park - \$1,700.00*

_____ *Veterans Park - \$1,200.00*

_____ *Double Duo: Glerner AND Veteran's Park - \$2,700.00*

Please email Clerk-Treasurer Kelsey Jenson at ngclerk@newglarusvillage.com with a PDF of your logo for use on the sign.

Checks should be made out to: *Village of New Glarus*
Mailing address: 319 2nd Street, PO Box 399, New Glarus, WI 53574

You will be contacted concerning final approval of artwork.

**The order deadline to have your sign hung by the end of Spring 2024
is **March 31, 2024.****

***** Thank you for your support! *****