

Advertise at Wanner Stadium!



Reach an audience of over 72,000 people a year at Sanford B. Wanner Stadium in James City County, VA.



Parks and Recreation

Wanner Stadium is the state-of-the-art centerpiece of Warhill Sports Complex. The stadium seats 3,000 and hosts many regional and national tournaments and programs including Football University and the National Softball Association World Series. Wanner Stadium is also home to school and community athletic competitions, plus special events such as the County's annual Easter Egg Hunt.

For only \$500 a year, you can purchase banner display space at the stadium. The fee covers placement of a 36" x 96" banner on the stadium fence; it does not include design or production of your banner. Gain name recognition, promote your products and services, and show support for your favorite local team. Banner space is first come, first served—don't delay!

Wanner Stadium, located at 4785 Stadium Road in Williamsburg, VA is close to I-64 and Route 199. Each year, more than 385,000 people pass through the Warhill Sports Complex with 72,000 attending events inside the stadium. This is a terrific marketing opportunity for your business or organization!

**Contact: Julie Northcott-Wilson, James City County Parks & Recreation
757-259-5412 • julie.northcott-wilson@jamescitycountyva.gov**

BANNER SPACE Purchase Order



This **Banner Space Purchase Order**, along with the accompanying Policies, Terms and Conditions, is a legally binding contract between the Advertiser and James City County. The parties agree that the provisions are binding upon the parties, their employees, agents, heirs, successors and assigns.

The parties further agree that this replaces any previous agreements or understandings between the two parties. The provisions of the Banner Space Purchase Order and Advertising Policies, Terms and Conditions may only be changed by written agreement between all parties. James City County will not be bound by conditions, printed or otherwise, appearing on the Banner Space Purchase Order or copy instructions when those conditions conflict with James City County advertising policies, terms, conditions or rates.

Payment by cash, check or credit card must be received with this completed form to reserve banner space.

Advertiser/Company _____
Contact Name _____
Address _____
City, State, Zip _____
Phone _____ Fax _____ Email _____

BANNER PLACEMENT REQUEST

Facility Sanford B. Wanner Stadium Location Warhill Sports Complex, 4725 Stadium Road
Preferred Start Date *(deliver banner to 5300 Palmer Lane, Suite 1A one week in advance)* _____
Comments _____

PAYMENT INFORMATION

Please pay by check (payable to **James City County Treasurer**), Visa, Mastercard, American Express, Discover, cash or money order. In the memo area of your check, please write **Stadium Banner**. **Please note, a 2.95% convenience fee is added to all credit/debit transactions.**

Amount Paid \$ 500.00 Cash Check Charge
I authorize James City County to charge: MasterCard Visa Discover American Express
Card Number _____ Security Code (3 digit) _____
Cardholder Name (please print) _____ Expiration Date _____

I have read and understand the Banner Space Purchase Order and the Advertising Policies, Terms and Conditions and agree to abide by these provisions. I understand that a breach of such provisions could result in the rejection of a proposed banner, withdrawal of a previously accepted banner, and loss of fees paid.

Signature _____ Date _____ Deliver or mail to: Julie Northcott-Wilson
James City County Parks & Recreation
5300 Palmer Lane, Suite 1A
Williamsburg, VA 23188-2794
Tel. 757-259-5412, fax 757-259-5420
Advertiser/Company _____

For Office Use: Date Received _____ **Household Number** _____ **RecTrac Receipt#** _____
Banner Installation Date _____ **Banner Expiration Date** _____

General Policies, Terms, and Conditions

Advertising will be accepted on a first-come, first-serve basis until all space has been allocated.

Advertising for the following is prohibited:

- Political advertisements of any kind, including advertisements containing an endorsement by a political figure
- Advertising of any tobacco product
- Advertising of alcoholic beverages
- X-rated movies, adult bookstores and other goods/businesses/services inappropriate for promotion to a family audience
- Entities that practice or promote activities in violation of federal, state or local laws
- Entities whose mission or goal is in conflict with James City County's mission or best interests

Advertising is accepted on the premise that the merchandise and services offered are accurately described and are available to customers at the advertised price. Deceptive advertising and advertising that does not conform to this standard will be rejected. Advertisements are accepted entirely on the representation that the advertiser is properly authorized to publish the subject matter.

Responsibilities of Advertiser

- Advertiser is responsible for the cost of designing and producing a banner, with the printer of their choice.
- Advertiser is responsible for delivering the banner to the Department of Parks & Recreation at 5300 Palmer Lane.
- Advertiser must obtain all necessary permissions for use of logos, art, photos, etc.
- Advertisements for "900" numbers must include the cost per minute in large, bold print.
- It is understood that the Advertiser will fully indemnify and hold harmless James City County against any judgment, costs, expenses, or disbursements incurred by reason of claim or suits for libel, violation of privacy, plagiarism, or copyright infringement based on the content or subject matter of such advertisements.
- Amount due must be paid in full prior to the banner being displayed. Cancellation requests must be received in writing not less than 30 days in advance of the scheduled display date.
- If the Department determines that a banner is in poor physical condition, the advertiser shall be responsible for replacing the banner.

Responsibilities of James City County

- The Department will install the banner in the Stadium. Efforts will be made to accommodate requests for a particular location in the stadium for the banner; however, locations cannot be guaranteed.
- Banners shall be displayed in Sanford B. Wanner Stadium for a period of one year, with the right of first renewal.
- In the event that a banner includes a photograph or testimonial, the County reserves the right to require a release from the individual represented.
- The Department can terminate any banner advertisement at any time should the banner fail to comply with County policies. A warning letter shall be sent via certified mail to make the advertiser aware of the reason(s) for cancellation. The letter will specify a date by which the advertiser must comply with said issues in order to regain compliance and avoid cancellation. This may or may not require banner replacement.

Specifications for Wanner Stadium Banners

- Banners must be made of heavyweight vinyl suitable for outdoor use (minimum 13 oz weight). Warhill Sports Complex frequently experiences strong winds, so it is important that banners be sturdy.
- Banner size for Wanner Stadium is 36" high x 96" wide. No other sizes will be permitted.
- Banners should have eight or more grommets. All four sides must be hemmed or stitched.
- Banner content must comply with James City County advertising policies, terms and conditions.

I understand and will abide by the policies, terms and conditions above. Initials: _____ Date: _____