



North Vancouver Recreation & Culture Commission

POLICY MANUAL

Policy No. 102

Section:	Administration
Title	Advertising, Signage and Information Display

REASON FOR POLICY

To set out the terms and conditions for advertising, signage and information display within North Vancouver Recreation and Culture Commission (NVRC)-operated facilities, on equipment and in official publications.

POLICY

1. Advertising

The NVRC shall permit advertising within NVRC-operated facilities, on equipment and in official publications under the following terms and conditions:

- a) Advertising within NVRC-operated facilities and publications may be permitted in exchange for cash, goods or services. Any goods or services received in exchange for advertising must be of equal or greater value than that of the advertising and shall be of direct benefit to the NVRC.
- b) Not-for-profit organizations may request to have their community promotion and advertising materials posted on dedicated community bulletin boards and/or displayed on dedicated community information tables in NVRC facilities at no charge, subject to the approval of the NVRC and space availability.
- c) All advertising shall be appropriate to and consistent with the values of the NVRC.
- d) Priorities for space usage on bulletin boards shall generally be as follows:
 - i. NVRC business and information;
 - ii. non-profit community/recreation groups;
 - iii. church and association notices;
 - iv. citizen-oriented announcements.
- e) Preference shall be given to advertising which is positive in nature, appropriate for children and families, and which generally promotes a healthy, active lifestyle and attitude.
- f) No advertising shall be in conflict with any policy of the NVRC or owner municipality of the facility.
- g) All private sector advertising shall be under contract or letter of understanding, be it for cash, goods or services.

- h) Advertising contracts or agreements shall not influence or determine the supply of goods or services to the NVRC beyond the terms of the contract or agreement.
- i) The NVRC will consult operating partners as appropriate regarding advertising contracts or agreements involving facilities operated in partnership with the NVRC (e.g. John Braithwaite Community Centre and Parkgate Community Centre).

2. Signage

- a) No political candidate or party election signs shall be allowed in NVRC facilities or on NVRC property. If a political candidate rents meeting space in a NVRC facility, a notice of that meeting may be posted in the facility.
- b) Groups renting NVRC facilities shall be permitted to display notice of their meeting/event in the building for up to four hours prior to the event, subject to approval. Meeting/event notices must comply with all NVRC policies.
- c) The NVRC retains the right to limit the number and placement of any and all signage.

3. Information Display

- a) Wherever possible and practical, the NVRC shall permit the display to the public of information with recreation or general community interest themes.
- b) Bulletin boards shall be used for recreation related, public non-commercial and sponsorship information only.
- c) All information approved for display must be consistent with the NVRC's values and be appropriate for families.
- d) No notices shall be posted without the permission of NVRC staff.
- e) Community newspapers may be displayed in facilities if they have a signed letter of agreement with the NVRC and are displayed in racks supplied by the distributor with the name of the paper clearly visible on the racks.

AUTHORITY TO ACT

Authority to act is delegated to the Director of Recreation & Culture.

Approval Date:	November 8, 2007	Approved by:	Commission
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