

**DRAFT**

**Town of Wilton Board of Selectmen  
Policy for Advertising and Sponsorship at Athletic Facilities  
Adopted: \_\_\_\_\_, 2023**

It is a goal of the Board of Selectmen (or “the BOS”) to ensure that Town owned properties avoid promoting private commercial activity for profit. However, the BOS recognizes that permitting some commercial advertising or other corporate sponsorship at particular locations offers an opportunity for the Town to fund enhancements to existing athletic facilities and/or create new athletic and recreational facilities.

Advertising and sponsorship at athletic facilities, for those purposes, is allowed under a **Banner Program** with the following guidelines.

***Allowed Advertising and Sponsorship Content***

Acceptable advertisements or corporate sponsorships must maintain the integrity of the athletic and recreational environment, and are not be in conflict with either established BOS policies, federal or state law.

Because spectators may perceive a sign on Town of Wilton property to bear the Town or School District's approval of the advertised product or service and associate the Town or the School District with a particular advertisement and because children of young age attend school athletic events, signs must conform to the requirements and restrictions for advertising in District schools.

The following advertising is not allowed.

- Advertising that is false, misleading, deceptive, disrespectful, fraudulent, or libelous.
- Advertising that contains material or language that is obscene, profane, vulgar, offensive, or reasonably determined to be in poor taste.
- Advertising that is political, religious, issue-related, controversial in nature, or not appropriate for Town wide consumption.
- Advertising that promotes or opposes a sitting politician, political candidate, political party or ballot proposition.
- Advertising that promotes or memorializes an individual person or group.
- Advertising that promotes illegal goods, services or activities.
- Advertising that promotes firearms or other weapons.
- Advertising that promotes gambling, or the sale or use of tobacco, e-cigarettes, vaporizers, pharmaceuticals, marijuana, alcoholic products or other controlled substances.
- Advertising that promotes the sale or use of products designed for use in connection with sexual activity.
- Advertising that depicts or glamorizes violent or antisocial behavior, or sexual conduct.
- Advertising that declares or implies an endorsement by the Board of Selectmen or the Town of Wilton.

***Allowed Advertising and Sponsorship Sign Locations***

Advertising and sponsorship signs are allowed on the following locations. Locations may be added or removed at the recommendation of the Parks and Recreation and/or the approval of the Board of Selectmen.

- Veteran’s Memorial Stadium

- Fujitani Field and Track
- Guy Whitten Field
- Varsity and JV Baseball and Softball Fields
- Kristine Lilly Field
- North Field
- Middlebrook School Football, Soccer, Baseball and Softball fields
- Middlebrook Tennis Courts
- Comstock Community Center Soccer and Baseball Fields
- Comstock Basketball Courts
- All remaining outdoor athletic fields maintained by the Town of Wilton

***Allowed Advertising and Sponsorship Sign Format***

Advertisements at each location will be of uniform design, as approved by the Board of Selectmen's designee and uniform rates will be charged at each location according to the size of the sign.

***Allowed Use of Funds***

Net Proceeds from the Banner Program will be used to fund

- Projects that enhance the existing Town Athletic Facilities and/or create new athletic and recreational facilities
- Projects that directly and positively impact Wilton youth sports and recreation and/or related programming
- Projects that benefit the highest number of Wilton youth and Wilton residents

A list of projects to be funded will be identified and approved on an annual basis. Priority will be given to projects that are lower-cost, safety and utility enhancing and readily implementable.

***Administration of Advertising and Sponsorship Signage Program***

Advertising and sponsorship will be administered by Wilton Athletic and Recreation Foundation Company, a Connecticut non-stock corporation ("WARF") under the terms of an agreement executed between the Town and WARF.

