

Guidelines for Advertising Banners

Any individual or business interested in taking part in our advertising initiative should contact the Franklin High School Athletic Department at 508-541-2100 X3040 or email Athletic Director, Brad Sidwell at: <mailto:sidwellb@franklin.k12.ma.us> for further details.

All revenue from the program will be deposited in the Franklin School Department's revolving account for athletics, with such proceeds being used to offset the cost of the district's athletic programs.

Field House Banners:

Advertisements placed within the Field House will adhere to the following specifications:

- Each will be 6' x 4' banner-style ads on vinyl;
- Banners must be printed on flame retardant materials that meet NFPA701 guidelines;
- Each banner must be navy blue with white lettering;
- The advertising content on each banner must be printed or placed at least six (6) inches from any edge of the banner;
- Each banner may display a company or organization logo, no larger than 1' x 1', in any color;
- The top of each banner must have eye grommets to screw to cross beam;
- The bottom of each banner must have a dowel pocket and dowel;
- The promotion of any product related to alcohol, tobacco and illegal substances will be prohibited;
- Advertising content that is determined to be vulgar, profane or sexually explicit will be prohibited;
- Advertising content with language or graphics interpreted as being of a harassing or prejudicial nature to any individual or group will be prohibited;
- The content of a banner must be approved by the Superintendent of Schools or his/her designee, the Franklin High School principal and the chair of the Franklin School Committee before it can be displayed; and,
- Any advertising content interpreted as being contrary to these guidelines by the Superintendent of Schools, the principal of Franklin High School and the chair of the Franklin School Committee will be prohibited.

- The location of each banner placement will occur at the discretion of the Athletic Director and Franklin High School Principal;
- Each advertiser will be responsible for procuring banners that adhere to the aforementioned specifications;
- The Franklin Public Schools will be responsible for hanging/affixing each banner in accordance with applicable safety regulations;
- The cost for displaying one banner will be set at \$500.00 per year; with each year designated as the 12-month period from July 1st to June 30th;
- A minimum six-month advertising commitment will be required;
- For advertisers who choose to display a banner for six months the cost will be \$250.00

Pisini Field Banners:

Advertisements placed on the athletic field will adhere to the following specifications:

- Each will be 3.5 x 5.5 banner-style ads on weather proof vinyl;
- Banners must be printed on flame retardant materials that meet NFPA701 guidelines;
- Each banner must be navy blue with white lettering;
- The advertising content on each banner must be printed or placed at least six (6) inches from any edge of the banner;
- Each banner may display a company or organization logo, no larger than 1' x 1', in any color;
- The top of each banner must have eye grommets (7) across the top and bottom with (4) on each side spaced appropriately;
- The promotion of any product related to alcohol, tobacco and illegal substances will be prohibited;
- Advertising content that is determined to be vulgar, profane or sexually explicit will be prohibited;
- Advertising content with language or graphics interpreted as being of a harassing or prejudicial nature to any individual or group will be prohibited;
- The content of a banner must be approved by the Superintendent of Schools or his/her designee, the Franklin High School principal and the chair of the Franklin School Committee before it can be displayed; and,
- Any advertising content interpreted as being contrary to these guidelines by the Superintendent of Schools, the principal of Franklin High School and the chair of the Franklin School Committee will be prohibited.
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