



## 4 Seasons Complex Advertising Policy

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### Purpose

The 4 Season Complex in Fundy-St. Martins is a central gathering place for residents, visitors, and regional organizations. As the demand for services and activities continues to grow, so does the need to explore additional revenue streams that can help sustain and enhance the facilities available to our residents. A formalized sponsorship policy that leverages advertising opportunities at the 4 Season Complex is a method of revenue generation that is adopted at most arenas and through this policy will be formally installed at the 4-Seasons Complex

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### Program Overview

Local and regional businesses and organizations with an interest in advertising at the 4-Seasons Complex would be offered the following opportunities:

- 1. Advertising Signs:**  
Installation of Coroplast signs in the facility to feature sponsor logos and messages. The signs would be placed on the walls of the arena in the 4 Season Complex. Sponsors can purchase 4' x 8' Coroplast signs and have their logo on them for display.
  - 2. Zamboni Advertising:**  
The Zamboni is an iconic feature at our ice rinks and an ideal platform for advertising. By allowing sponsors to place their logos or advertisements on the Zamboni, we can generate ongoing visibility during every ice resurfacing session.
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### Fee Structure

The following fee structure will be implemented through contracts with interested parties. To encourage ongoing commitments, the program will offer discounted rates for multi-year commitments. Note that HST is not included in the posted fees.

### 4' x 8' Indoor Advertising Signs

1 year commitment	3-year commitment
\$750	\$1750

### Zamboni Advertising

Location	1 year commitment	3-year commitment
A	\$500	\$1100
B	\$440	\$1040
C	\$500	\$1100
D	\$475	\$1075
E	\$385	\$ 985
F	\$475	\$1075
G	\$330	\$ 930
H	\$330	\$ 930
I	\$340	\$ 940
J	\$350	\$ 950
K	\$340	\$ 940



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## Implementation Process

### 1. Public Announcement of opportunities:

In order to promote fairness in access to this program, at a minimum of annually a communications campaign (letters, web, social media) will announce the program and outline the process for participation. This could include outreach to Chamber of Commerce members, tourism organizations, and regional businesses.

### 2. Design & Installation of Signs:

- Once agreements have been established with interested parties, the Village of Fundy-St. Martins will work with a local sign manufacturer to fabricate the required advertisements.
- Fabrication and installation costs will be the responsibility of the Village of Fundy-St. Martins and are accounted for in the advertising fee structure.
- Individual businesses will not be permitted to fabricate and supply their own signage in order to ensure consistency and quality of advertisements. VOFSM will have final approval of all design on the Zamboni and wall signs and has the right to reject designs which are offensive or otherwise considered inappropriate.

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## Use of Revenues

### 1. Revenues generated from this program will:

- be tracked and reported to Council on an annual basis
- be deposited into the Village of Fundy-St. Martins operating revenue and will be accounted for and re-allocated to support operations through the annual budget process.

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	Resolution	Date / Signature
Adopted	April 1, 2025	James By Sean McAnber
Amended		