



# DONOR & SPONSOR SIGNAGE GUIDELINES

ATL Parks & Rec and its Partners have these suggested Guidelines for individuals and groups requesting recognition signage for their contributions towards events, programming, services, capital improvements, and ongoing maintenance. All Signage should follow these Guidelines and the **ATL Parks & Rec Signage Standards**.

## GENERAL GUIDELINES

- o All proposed signage needs approval from ATL Parks & Rec and, sometimes, City Council. You can present your proposed signage for review, comment, and approval through the Park Permitting and Design Review process.
- o Where possible, always work through recognized Partner groups such as a Conservancy, Friends of group, or Park Pride. In most cases, they already have an approved Donor & Sponsor Recognition Plan.
- o If your proposed signage is on display for less than a week and relates directly to the activation of a specific event, then it's not subject to the Park Permitting and Design Review process if it meets both these Guidelines and the ATL Parks & Rec Signage Standards.
- o When presenting proposed signage, make sure to include your design plans, design details, installation methods, installation and removal schedule, and maintenance/repair policy.
- o Your signage can include Donor & Sponsor names, and logos are permitted on banners, but not contact information such as websites, email addresses, phone numbers, political messages like manifestos, or offensive material, subject to City Policy.
- o All the funds you raise must be spent in the Park for which you've solicited contributions, and all recognition signage or other improvements must be installed in the Park for which the contributions were made. Placement, receipt, and use of funds will be audited by ATL Parks & Rec.
- o Fabrication, installation, maintenance, repair, and removal is your (the entity raising the funding) responsibility, not ATL Parks & Rec.
- o ATL Parks & Rec reserves the right to remove signage from City of Atlanta Parks at any time after installation. We will notify our Partner, if applicable, of the rationale or need for the removal. We are not responsible for reimbursing any contributions for signage or other materials removed.

**TEMPORARY SIGNAGE** is any signage that is installed for less than two (2) years, depending on the design and materials used for the Signage.

### BANNERS

- o You may hang a banner within the Park for a maximum of three (3) months.
- o The suggested minimum donation is \$25,000. If you contribute larger amounts, you can have additional banners.

### POLE BANNERS

- o Pole Banners can only go on approved Park pole locations with the appropriate equipment.
- o You may hang up to 10 pole banners within the Park for a maximum of six (6) months.
- o The suggested minimum donation is \$25,000. If you contribute larger amounts, you can have additional banners. Partners or the entity raising the funds are responsible for determining additional sponsorship parameters (e.g. number of logos allowed per sign, etc).

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## SPONSOR PANELS

Below the main panel of new City of Atlanta Park Signs, space is available for secondary, Sponsor Panels. Sponsor panels may only be used on existing signs that can accommodate panels. Adding new signs will require additional funding to be raised to cover the cost of signs.

**Primary Identification Signs** – This is the largest park identification sign, and is typically placed near a vehicular or major pedestrian entrance.

- o A suggested minimum donation of \$150,000 will allow the Sponsor Panel to be displayed for one (1) year.
- o A suggested minimum donation of \$225,000 will allow the Sponsor Panel to be displayed for up to two (2) years.

**Secondary Identification Signs** - This sign is designed to welcome pedestrians to a Park or major facility or amenity inside a park. Typically, they are placed at or near pedestrian entrances.

- o A suggested minimum donation of \$100,000 will allow the Sponsor Panel to be displayed for one (1) year.
- o A suggested minimum donation of \$150,000 will allow the Sponsor Panel to be displayed for up to two (2) years.

**Tertiary Identification Signs** – This sign is more appropriate for smaller Park types and individual facilities within parks.

Typically, a Tertiary Identification Sign is placed at or near minor pedestrian entrances.

- o A suggested minimum donation of \$50,000 will allow the Sponsor Panel to be displayed for one (1) year.
- o A suggested minimum donation of \$75,000 will allow the Sponsor Panel to be displayed for up to two (2) years.

**SEMI-PERMANENT SIGNAGE** refers to signage that is installed for periods of two (2) years or until the end of its useful life, depending on the design and materials used.

## UNIT PAVERS

- o A suggested minimum donation of \$250 per unit paver is required. Pricing may vary based on the size and material of pavers used.
- o Pavers must be in keeping with the design and materials used throughout the rest of the park.
- o Unit pavers may be displayed for two (2) years or until the end of the pavers' useful life.

## BENCHES

- o A suggested minimum donation of \$7,500 per bench is suggested.
- o All benches must be purchased from an approved ATL Parks & Rec vendor and, if applicable, be consistent with Park's existing furniture standard.

**PERMANENT SIGNAGE** refers to plaques that dedicate or recognize the name of an individual, organization, or group to a Park, building, or other amenity throughout the useful life of the plaque.

## PLAQUES

Mini Plaques

- o 5" x 5" with a suggested minimum donation of \$25,000.

Small Plaques

- o 12" x 12" with a suggested minimum donation of \$50,000.

Medium Plaques

- o 18" x 18" with a suggested minimum donation of \$100,000.

Large Plaques

- o 24" x 36" with a minimum donation to be determined
- o These plaques are typically reserved for commemorating the contributions of elected leadership, design professionals, and other major contributors involved with a large capital project.
- o Legislation from City Council may also be required.

