



To: Church Street Marketplace Commission  
From: Kara Alnasrawi, Director  
Samantha McGinnis, Assistant Director  
Date: September 15, 2023

**Re: Church Street Marketplace Advertising Regulations**

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**Background:** The Church Street Marketplace's primary goal is to create a clean, safe, and fun space that is open to all. In order to meet this goal, the Marketplace is responsible for securing the funds necessary for the maintenance and activation of the Church Street Marketplace. One way we are able to do this is through accommodating appropriate fee-based uses. For example, the Marketplace permits and/or operates street-appropriate, revenue-generating uses, such as cart vending, filming, hosting events, and advertisement through street stickers and street banners.

Due to requests from the private sector, Marketplace staff feels it is time to review the Marketplace's policies around for-profit vs. non-profit advertising. The following recommendation is the result of consulting the policies of other cities and other internal policies, most notably those of our Parks & Rec department as they too run a banner program.

***Below are the suggested criteria for the selection of sponsorship and advertising partners:***

**ADVERTISEMENT VS. SPONSORSHIP**

- **Sponsorship:** The Church Street Marketplace welcomes both non-profit and for-profit entities to sponsor events held on the Marketplace. Sponsorship packages are negotiated and agreed upon in advance and can involve an entity's logo on event signage and materials and/or a pop-up presence to disseminate advertising materials for the sponsorship entity.
- **Advertisement:** Advertisement on the Marketplace takes the form of street stickers and street banners and is solely to highlight the entity and its work and is not related to any public events or activations on the street. Such direct advertisements shall be prohibited for for-profit entities.

**WHO CAN ADVERTISE WITH US**

- The Marketplace works collaboratively with companies, nonprofits, community organizations, and other groups seeking to hold free public events and seeking to advertise on The Church Street Marketplace; the Marketplace itself organizes and funds a limited number of activities and events.
- The entity's products, services, and marketing goals must be compatible with the Marketplace's mission, values, and policies and enhance the current priorities, programs, and core services of the Church Street Marketplace.
- The entity's products and business will be ineligible for advertisements and/or sponsorships if they include: products or services substantially derived from the sale of drugs, tobacco, gambling, firearms, or sexually explicit materials. Religious or political organizations are excluded from advertisements or sponsorships.
- A conflict of interest with a brick-and-mortar business located on the Church Street Marketplace should be avoided.
- Support to local and regional non-profit organizations will be given preference in regard to events, sponsorship, and advertising opportunities. For-profit business promotion will generally not be considered for advertisement opportunities.
- Church Street Marketplace staff may seek input and recommendations from the Marketplace Commission when considering sponsorships or advertisements equal to or greater than \$10,000 in value.

## **WHAT ADVERTISING LOOKS LIKE**

- All advertisement designs must be submitted for final approval (or denial) to the Church Street Marketplace at least 14 days prior to their installation. Sponsorship designs must be submitted for final approval (or denial) to the Church Street Marketplace at least 30 days prior to their installation.
- Any advertisement that includes: products or services substantially derived from the sale of drugs, tobacco, gambling, firearms, or sexually explicit material will be denied approval. Religious or political organizations are excluded from advertisements or sponsorships.
- Any advertisement depiction that gives the appearance or impression that a product or business is endorsed or recommended by the Church Street Marketplace or the City of Burlington or its officers, agents, or employees may also be denied approval.
- The advertiser, at their sole expense, is responsible for all costs associated with the design and ordering of advertisement materials and shall maintain and be responsible for all repairs or replacement as a result of vandalism, theft, wear and tear, or weathering to their advertising.
- The Church Street Marketplace is solely responsible for the installation of all advertisements on the Marketplace.