

Ware Public Schools

P.O. Box 240
Ware, MA 01082
413-967-4271

www.warepublicschools.com

Ware Public Schools is excited to announce the start of advertising at Veteran's Stadium. The WPS has adopted an advertisement policy to allow businesses to advertise with banners along the fences at Veterans' Stadium. Vinyl banners are now available for you to showcase your business.

All monies raised from advertisement leasing will be used solely for Ware Public School Athletics. This money is to be used for creating new athletic programs, replace and provide equipment, new uniforms, upkeep of playing surfaces, and other athletic related fees.

These white vinyl banners are available in different sizes, with your logo, and a multitude of ink colors to enhance your business logo. Available for your use and included in the pricing is a local company, New England Promotional Marketing. They will be manufacturing these advertisement banners especially for your business. NEPM has a great reputation here in New England and has been in service for 100 years. With each banner, use of a large selection of ink colors, grommets for hanging and each banner is hemmed to maintain the quality and aesthetics.

NEPM will create the advertisement banners using your art work with your logo and company information. NEPM can create your art into camera ready form or you can provide your art work in a camera ready form. All art and content must comply with WPS advertisement policy and guidelines and is subject to review by the Ware School Committee and/or its designee. Banners are available for lease for one, two or three years. Attached in this package is a pricing guideline for each of the available options of sizes, terms and businesses. Approximate production time is two weeks.

By taking this opportunity to showcase your business your banner will be seen by spectators and potential customers at football games, soccer games, local recreation sports teams' events, local community members that regularly walk or run on the track within Veterans' Stadium, student athletes, parents attending preschool family night, and many other various events held at Veteran's Stadium. All football games held at Veterans' Stadium are broadcast live on the local community channel, where your banner will be seen as well. In 2007 845 tickets were sold just for football games alone and this does not include students attending the games. In 2008 there was a significant increase in sales of tickets with approximately just over 1,000 tickets sold.

If you have any questions please contact the Superintendent's Office during regular business hours and someone will be more than happy to assist you.

Advertising Contract

Please print and fill out this form

Client _____	Billing _____
Contact _____	Contact _____
Address _____	Address _____
_____	_____
City/State/Zip _____	City/State/Zip _____
Phone _____ Fax _____	Phone _____ Fax _____
Email _____	Email _____

Advertiser's name as it will appear in the Advertisers Index _____
 Advertiser's web address as it will appear in the Advertisers Index _____

Bill: __ Advertiser __ Agency

Subject to the terms and conditions contained in the Advertising Policy and Guidelines, the above-identified advertiser is hereby **leased** the use of the space at Veteran's Stadium. The advertiser holds harmless the Ware School District and the Town of Ware, and their elected officials, officers, agents and employees from and against any and all damages or liabilities of personal injury or property damage whether caused by acts of nature, accidents, or vandalism.

Fill in information for each Banner you would like to reserve space for:

Banner	Size	Banner Price	Special Position/notes	Term	Price	Qty	Total

AGREED: By signing this contract, advertiser acknowledges, understands and agrees to all of the terms and conditions of this contract and promises to pay the advertising cost by the date as noted above. The individual signing this contract on behalf of the advertiser certifies that he/she has the necessary authority to bind the Advertiser. This contract may not be assigned without express written consent of the Ware School Committee. ***The advertisement(s) must comply with the Ware School Committee's Advertising Policy and Guidelines.*** If the Ware School Committee deems an advertisement to be in violation of the Ware School Committee's Advertising Policy and Guidelines, the Ware School Committee may require the removal of the advertisement. The Ware School Committee reserves the right to amend the Advertising Policy and Guidelines from time to time and this advertising contract is subject to any such revisions.

Accepted and Approved:

Advertiser	Ware Public Schools
By: _____ Date: _____	_____ Date: _____
_____	Chairman, Ware School Committee
(Title)	

Make checks payable to: Ware Public Schools
 Send all advertising material to:
 Ware Public Schools
 C/O Superintendent
 P.O. Box 240
 Ware, MA 01082
 Phone (413) 967-4271
mbeach@ware.k12.ma.us

1. Payment in full is due within thirty (30) calendar days of the initial invoice date. Advertising privileges will be suspended on accounts over 15 days past due. All expenses and legal fees incurred in collecting outstanding invoices will be paid by the Advertiser. The Ware School Committee (WSC) reserves the right to require payment in advance of production.
2. Advertiser shall submit to WSC all advertising and editorial materials no later than five (5) business days of payment received. Alterations requiring additional work will be charged at current rates when no other copy is provided by Advertiser by the closing date. Cancellations must be received no later than 5 days after receipt of payment. Advertisers canceling after this date will be billed for space ordered. No cancellations are accepted after closing dates without written agreement from WSC or designee.
3. WSC reserves the right to reject any advertisement at any time after receipt of proof of text, copy and/or illustrations, even though a prior similar order may have been approved. WSC shall have the right to omit any advertisement when the space allotted to advertising has been filled. Unintentional or inadvertent failure to publish advertising invalidates the insertion order for that term only. Failure of WSC to insert any advertisement shall be considered immaterial and shall not constitute a breach of this Agreement, nor shall WSC be liable for damages thereof. WSC reserves the right to require any advertising to be labeled advertisement.
4. WSC shall not be liable for any damages for failure to fulfill an order for any reason whatsoever, including but not limited to labor disputes, strike, war, riot, insurrection, civil commotion, fire, flood, accident, storm, act of God, or any other circumstances. In such event, Advertiser's sole remedies shall be those in paragraph 3 above.
5. WSC reserves the right to cancel this Agreement at any time upon Advertiser's failure to pay any bill when due.
6. In the event WSC must employ an attorney to collect sums due hereunder or to enforce compliance by Advertiser with any of the terms of this Agreement, Advertiser shall pay to WSC attorney's fees and other costs incurred by WSC in connection with any legal actions and appeals thereof.
7. Advertiser shall indemnify WSC and hold WSC harmless from any and all loss, cost, expense and damages on account of any and all manner of claims, demands, actions and proceedings that may be instituted against WSC on grounds alleging that any advertisement submitted hereunder by or on behalf of Advertiser violates any copyright or any proprietary right of any person, or that it contains any matter that is libelous or scandalous, or invades any person's right to privacy or other personal rights. Advertiser agrees at Advertiser's own expense, to promptly defend and continue the defense of any such claim, demand, action or proceeding that may be brought against WSC, provided that WSC shall promptly notify Advertiser with respect thereto. The Advertiser shall reimburse WSC for any amount paid by WSC in settlement of claims or in satisfaction of judgments obtained by reason of publication of such advertising copy, together with all expenses incurred in connection therewith, including but not limited to, reasonable attorney's fees and court costs.
8. This writing contains the entire Agreement of the Parties. No representations were made or relied upon by either party, other than those expressly set forth in this Agreement. No agent, employee or other representative of either party is empowered to alter any of the terms hereof, unless done in writing and signed by a duly authorized officer, employee or other representative of the respective parties.
9. Should any part of this Agreement, for any reason, be declared invalid, such decision shall not affect the validity of any remaining portion, which remaining portion shall remain in force and effect as if this Agreement had been executed with the invalid portion thereof eliminated and it is hereby declared the intention of the parties hereto that they would have executed the remaining portion of this Agreement without including therein any such part, parts, or portion which may, for any reason, be hereafter declared invalid.

Advertiser

Advertisement Pricing

Local Businesses-Any business abutting or in the town of Ware.

	2'x8'	4'x10'	4'x20'
1 st Year	\$150	\$250	\$350
2 nd Year	\$125	\$225	\$325
3 rd Year	\$100	\$200	\$300

National (non-local) Businesses-Any business not in or abutting Ware.

	2'x8'	4'x10'	4'x20'
1 st Year	\$300	\$400	\$500
2 nd Year	\$275	\$375	\$475
3 rd Year	\$250	\$350	\$450

Three easy steps to complete this application are:

1. A signed contract
2. A check
3. A camera ready copy of what you want on your banner (keep it simple)

