

**CITY OF NORTON SHORES PARKS & RECREATION DEPARTMENT  
ROSS PARK SOFTBALL FIELDS – ADVERTISING BANNERS - 2024**

The City of Norton Shores is again offering the opportunity to advertise your business using a banner placed on one of our three outfield fences of the Ross Park softball fields. The City has softball games at Ross Park during summer and fall leagues (early-April – early October.) Through that time of year, we have multiple games at each field, Monday – Thursday. The past three seasons, we have had an average of 80 slowpitch teams playing in our summer and fall leagues. In addition, we will be hosting eight NSA-sanctioned tournaments in 2024. Your banners will also be visible for the hundreds of people who use Ross Park every summer for reunions, company picnics, and family events. Of course, if you choose to place your banner on the outside of the fence, it will also be visible to cars driving by the park all summer long. In addition to softball we will be hosting disc golf tournaments this summer.

Your professionally designed 4-color ad will be displayed on a 5' x 8' banner on either the interior or the exterior of the outfield fence. Field choice as well as exact placement will be determined on a first-come, first-served basis. We put up banners in early-April, in time for teams to begin play in our summer leagues, and take them down in early October, when our fall leagues wrap up for the season.

**We'd also like to offer, for an additional \$150, you can "add on" a sponsorship of our annual Arts & Drafts Festival. We will display your banner at the Festival in August and scroll your logo on the Arts & Drafts page of our Parks website as well as the Softball page!** If you have any questions or need further information, please call the Parks & Recreation office at 231-799-6802.

Please complete the following information and mail to the Norton Shores Parks & Recreation Dept., 4814 Henry Street, Norton Shores, MI 49441, or email to [cklairter@nortonshores.org](mailto:cklairter@nortonshores.org)

Company \_\_\_\_\_

Name of Company Representative \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone number \_\_\_\_\_ Second phone number \_\_\_\_\_

I will provide art work \_\_\_\_\_ Please have art work done for us \_\_\_\_\_ City already has my banner \_\_\_\_\_

I would prefer banner placement on the interior of the fence \_\_\_\_\_ (\$300/season)

I would prefer banner placement on the exterior of the fence \_\_\_\_\_ (\$400/season)

5'x8' banner on field backstop (1 each on Fields 1 & 2 only) \_\_\_\_\_ (\$600/season)

**Add on an Arts & Drafts sponsorship \_\_\_\_\_ (\$150 additional)**

\_\_\_\_\_  
Signature of Company Representative

<i>For Official Use:</i> Date Application Accepted _____ Payment Received _____ Placement Approved (Field #, Interior/Exterior, etc.) _____ _____
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**Don't forget that, as an advertising expense, the cost of your banner ad is tax deductible!**