



City of Pittsburgh

Market Based Revenue Opportunity (MBRO) Design Criteria and Standards

9/2014



Introduction

The City of Pittsburgh and Kolano Design have developed this Market Based Revenue Opportunity (MBRO) Program to maximize the revenue-generating capacity of its municipal assets in order to enhance the municipal services and facilities it is able to offer to its residents and visitors. This document illustrates and establishes all design criteria and standards of aesthetics for all assets available for advertisement and sponsorship and their approved applications under the City of Pittsburgh's MBRO Policy.

Please contact Chuck Durham, listed below, at the Department of City Planning for all questions regarding MBRO policies and procedures.

Chuck Durham

Marked Based Revenue

Specialist Department of Finance

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Table of Contents

1 Introduction	
1.1 Commercial Advertisements	4
1.2 Sponsorships	6
1.3 City Logo	8
2 City Uniforms	10
2.1 Long Sleeved T-Shirt	10
2.2 Long Sleeved Polo	11
3 City Vehicles	12
3.1 4-Door Sedan	12
3.2 Passenger Van	13
3.3 Pick-Up Truck	14
3.4 Small Garbage Truck (Rat Packer)	15
3.5 Large Garbage Truck with Smooth Sides	16
3.6 Large Garbage Truck with Corrugated Sides	17
3.7 Large Recycling Truck	18
3.8 Dump Truck	19
3.9 Vanity License Plate	20
4 City Buildings	21
4.1 Exterior Small Building Sign	21
4.2 Exterior Large Building Sign	22
4.3 Interior Restroom	23
4.4 Interior Elevator	24
4.5 Interior Installations	25
5 Exterior Structures in Parks	26
5.1 Picnic Shelters / Pavilions / Dog Park	26
5.2 Pool Shelter / Playground	27
5.3 Recreation Center	28
5.4 Waste Recepticals	29
6 Street Furniture	30
6.1 Bike Rack / Corral	30
6.2 Bike Locker	32
6.3 Bike Share	33
6.4 Parking Kiosk	34
6.5 Waste Bin	35
6.6 Recycle Bin	36
6.7 City Bench	37
7 Contracting Procedures	38

Commercial Advertising Policy, Purpose and Guidelines

The City is seeking to establish alternate revenue streams for operating and capital needs. One alternate funding source being pursued is permitting Commercial Advertising on certain designated City Assets. This Section of the MBRO Policy provides the framework for such Commercial Advertising.

In promulgating this MBRO program, the City's primary goal is to raise revenue by making certain designated City Asset space available for Commercial Advertising. A secondary purpose will be to allow the City to advertise City sponsored or City co-sponsored events or City services.

By adopting this Policy, the City is acting as a proprietor and not as a regulator. It is the City's further declared intent that the Commercial Advertising portion of the MBRO Program and designated City Assets defined in this MBRO Policy are nonpublic forums that are not intended or open for dissemination, debate, or discussion of public issues whatsoever.

Limiting Advertising in accordance with this Policy, allows the City to:

- a. Avoid non-commercial proselytizing of a "captive audience" of the public in attendance at a City facility or program;
- b. Maintain a position of neutrality on political and religious issues;
- c. Limit the likelihood of potential vandalism and destruction on City property;
- d. Prevent potential violations of the Establishment Clause;
- e. Prevent potential election campaign law violations;
- f. Acknowledge the constitutional prohibition on viewpoint-related decisions regarding Advertising in nonpublic forums;
- g. Maximize income potential from advertisers, weighed against the likelihood that commercial advertisers would be dissuaded from using the same forum used by persons wishing to communicate non-commercial messages.

This Policy is intended to include objective standards (as set forth herein), which are to be incorporated into any applicable RFP by the City without respect to viewpoint. The City Law Department will provide guidance to the MBRO Specialist (defined herein) as requested. The Finance Director

will review this Policy/provide updates as needed.

1. Only Commercial Advertising (as defined herein) will be allowed on City Assets designated in this Policy except the advertising of City sponsored or Co-sponsored events or City services. The only City Assets available for Commercial Advertising are the non-public forums.
2. Non-commercial advertisements that add an offer to purchase some item to the otherwise non-commercial message are not permitted pursuant to this Policy and will not be deemed to convert the advertisement to commercial speech. (e.g. an animal rights advertisement with an offer to purchase a bumper sticker supporting the campaign.)
3. No audio advertising recognition is permitted as part of the MBRO Program (e.g. company jingles).
4. No moving or animated parts will be permitted in advertisements.
5. Commercial Advertising shall only be placed on designated City Assets after final execution of an MBRO Agreement.
6. The City reserves the right to require that Commercial Advertising include a disclaimer stating that the advertisement is not sponsored by the City and/or does not necessarily reflect the views of the City.
7. All commercial advertisements must clearly identify a "Person" paying for the advertisement or causing the advertisements to be placed on a City Asset. Website addresses and/or phone numbers by themselves are insufficient to satisfy this requirement.
8. In order to increase its ability to earn revenue from certain categories of advertisers, and to ensure that its assets and resources do not promote the use of certain adult and/or regulated items to juveniles and others, the City will further prohibit advertising on City Assets relating to the following categories of products and/or companies:
 - a. Advertising for illegal activities will not be permitted.
 - b. No political speech will be permitted, including but not limited to advertisements by political candidates for public office, by political organizations or advertisements concerning ballot issues.



Commercial Advertising Policy, Purpose and Guidelines

- c. No Advertising regarding religious, philosophical, or other beliefs will be permitted.
- d. Advertising that violates any federal, Commonwealth of Pennsylvania, or local law will not be accepted.
- e. Advertising that is false, misleading, defamatory, or deceptive will not be permitted.
- f. No obscenity will be permitted. For purposes of this Commercial Advertising Policy, "obscenity" shall include "obscene materials" as defined in Section 613 of the City Code.
- g. Advertising that infringes on any copyright, trade or service mark, title or slogan will not be permitted.
- h. Advertising that duplicates or mimics the identity or programs of the City (without City involvement) will not be permitted.
- i. Advertising on City Assets relating to the following categories of products and/or companies whose business is substantially derived from the sale or manufacture of: alcohol, tobacco, firearms, weapons, and/or adult entertainment as defined in section 926 of the Zoning Code will not be permitted.
- j. Advertising that contains websites or telephone numbers that direct viewers to websites or access to materials that otherwise violates this Advertising Policy or applicable law will not be permitted.

- k. Any Advertising that, if posted by itself or in combination with other advertising would cause the affected City Asset or Commercial Advertising Program to become a public or designated public forum will not be permitted.

Additional limitations discussing specific City Assets can be found on each page throughout this document.

Typical Advertisement Examples:



Sponsorship Policy, Purpose and Guidelines

The City is seeking to establish alternate revenue streams for operating and capital needs. One alternate funding source being pursued is Sponsorships. This Section of the MBRO Policy provides the framework for Sponsorships.

Pursuant to this MBRO Policy, the City may decide to seek Sponsorships for designated operating or capital expenditures, including programs, projects, events, facilities, and activities. The City retains sole discretion to choose those sponsors with whom it will associate itself. The City does not intend to permit and will not permit this Policy or any sponsor recognition provided for herein to become a public forum.

The City is engaged in government speech when it accepts Sponsorships and when it chooses to provide sponsor recognition. The purpose of this Sponsorship Policy is NOT to communicate views of sponsors; rather it is to: 1) gather needed financial support for the City's programs, activities, events, services, facilities and capital improvements for City property; 2) to acknowledge such funding; and 3) to provide identification of its sponsors to the public.

1. The City reserves the right to accept or reject any and all potential Sponsorship offers made in response to an RFP issued pursuant to the MBRO Program/Policy.
2. Decisions to accept or reject proposed Sponsorships will not be made on the basis of the sex, race, color, religion, ancestry, national origin, disability, medical condition, marital status, or sexual orientation of the proposed Sponsor.
3. By accepting a Sponsorship or by entering into an MBRO Agreement, the City does not limit its ability to accept any other Sponsorships or to enter into MBRO Agreements with similar sponsors.
4. Persons entering into MBRO Agreements with the City pursuant to this Policy shall not be given preferential treatment outside of the acknowledgments otherwise permitted pursuant to this policy and the relevant MBRO Agreement. Sponsors will not receive extra consideration with respect to any City procurement, any regulatory activities of the City, or other City business by providing a sponsorship. No City employee or other City Official is authorized to offer any such extra consideration to a sponsor.
5. Pursuant to any applicable MBRO Agreement, the City reserves the right to terminate any Sponsorship should conditions arise during the life of that Sponsorship that results

in the Sponsorship conflicting with this Policy or the Sponsorship is no longer in the best interests of the City. Final approval of decisions to terminate a Sponsorship shall be made by the Director of Finance.

6. The City's name and seal may not be used as part of any official endorsement of a sponsor's product, service, or company. A sponsor shall not use the City's name, seal, or other marks in any manner promoting the Sponsorship, including but not limited to print, video, Internet, broadcasts, or displays, without prior written approval of the City.
7. All Sponsorship opportunities must be compatible with relevant departmental operations. Sponsorship recognition shall not interfere with the operation of equipment, the provision of services, or worker safety.
8. This Policy seeks to provide a benefit to all residents of the City without diminishing the image of City facilities and programs. Any Sponsorship recognition permitted through this policy shall adhere to the aesthetic value and purpose of the City's Assets.

Any permitted recognition shall not detract from the public's experience or expectations of City facilities, programs or services. Likewise, permitted recognition shall not impair the visual qualities of City Assets or be perceived as creating a proprietary interest in any sponsor.
9. The City retains the right to not offer particular City Assets for Sponsorship opportunities and to revise this Policy as deemed necessary so as to add or remove City Assets from the available MBRO pool as further defined herein. The City will provide written notice of any amendment to this Policy on a timely basis.
10. If a proposed MBRO Agreement will result in a name change to an existing facility, the history and "legacy" of the current facility should be taken into consideration and/or incorporated within the proposed new name. Additionally, the Commission on Naming Public Properties (City Code, Chapter 173) shall be consulted as applicable.
11. If the proposed MBRO Agreement includes naming rights to or in a facility, the Finance Director shall inform and consult with the Director with jurisdiction over the subject facility (e.g. the Director of Parks and Recreation for a Senior Center) on the appropriateness of the proposal. If necessary, the Finance Director may consult a qualified third party to assist with determining with value of such naming rights.



Sponsorship Policy, Purpose and Guidelines Typical Sponsorship Examples:

12. The City's recognition of any sponsor is provided to indicate the City's choice to accept funding or other assistance from the Sponsor and to convey its appreciation for the sponsor's support of City operating and capital expenditures (such as programs, projects, events, facilities, and/or activities.)

13. Any accepted Sponsorships will be acknowledged with recognition or marketing opportunities commensurate with the relative value of the Sponsorship to the City. The City will determine on a case-by-case basis what Sponsorship recognition is appropriate for a particular opportunity, consistent with any applicable Design Criteria Standards that may be developed to assist with implementing this MRBO Policy.

14. The City retains all editorial control of and details regarding sponsor recognition, including the placement and/or display of the sponsor's name and/or other identifying symbol (such as the sponsor's logo) on promotional materials or other City Assets if permitted by applicable law and consistent with applicable Design Criteria Standards. A sponsor will have no design/ content approval rights, other than to approve the use of its logo/intellectual property if deemed permissible by the City and applicable law.

15. Any agreed-upon Sponsorship recognition will be set forth in the applicable MBRO Agreement.

16. Potential Sponsorship opportunities may include recognition of the sponsor in City media releases, promotional/printed materials, on-site promotion and recognition on one or more City Assets, booth space at a City special event, and/or naming rights. All such sponsorship recognition shall be consistent with this MBRO Policy and any applicable Design Criteria Standards developed in conjunction with this MBRO Policy.

17. Sponsorship recognition message may identify the sponsor, but the City will not endorse any product or service of its sponsors.

18. Sponsorship recognition shall only be placed on City Assets after final execution of an MBRO Agreement.

Additional limitations discussing specific City Assets can be found on each page throughout this document.



The logos shown below are to be used on city uniforms, vehicles and any other asset that calls out a specific department.

LOGO: SINGLE LINE DEPARTMENT DIVISION BAND

One line of text within the blue band



LOGO: DOUBLE LINE DEPARTMENT DIVISION BAND

Allows 2 lines of text within the blue band



FONTS

These fonts are used to create the City logo and text (for all city logos shown in this document).

CITY OF PITTSBURGH - Adobe Garamond Bold

abcdefghijklmnopqrstuvwxy z 1234567890

DEPARTMENT NAME - FRUTIGER 57 Condensed

ABCDEFGHIJKLMN OPQRSTUVWXYZ 1234567890

COLOR

These are the PMS colors used to create the city logo.



PMS 2935
CMYK 100,68,4,1



PMS Black
CMYK 30,30,30,100



PMS 116
CMYK 0,18,100,0



PMS 306
CMYK 81,3,5,0



The logos shown below are to be used on city buildings, structures in parks, and street furniture.

City Parks Signage Application

City of Pittsburgh in one line of text centered above city seal (logo below shown at 50%) contained in a 4" diameter circle.

3" Logo

4" diameter circle



Medallions should be fabricated by a qualified vendor and mounted onto city parks signage. Please refer to the City of Pittsburgh Sign Standards Manual.

MATERIAL / APPLICATION

1/8" aluminum disk painted with Akzo Nobel G6 500
City Logo screen printed in Akzo Nobel A6 508 directly onto front surface of the medallion

General Application

City of Pittsburgh in one line of text centered above city seal (logos below shown at 50%)

3" Logo

1.5" Logo



City logo should appear on all appropriate sponsorship or advertisement assets. These assets include all city owned street furniture and interior assets in city buildings (see sections 4 and 6 in this document).

Vector logo and text will be provided by the city to client for placement on artwork. City logo and text to be included centered or in the lower right corner of artwork. If the artwork is smaller than 16"x20" the 1.5" version of the logo should be used. For larger applications the 3" version should be used.

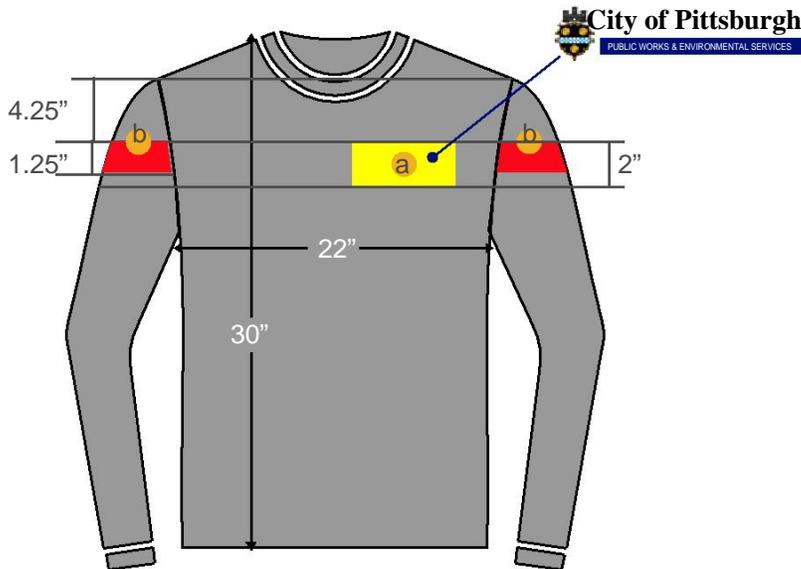
MATERIAL / APPLICATION

City logo can be printed directly onto sponsorship or advertisement artwork or may be screen printed onto a painted aluminum (must be same color of asset) in Akzo Nobel A6 508 and installed. The city will determine the most appropriate application and provide necessary vector file to client for reproduction.

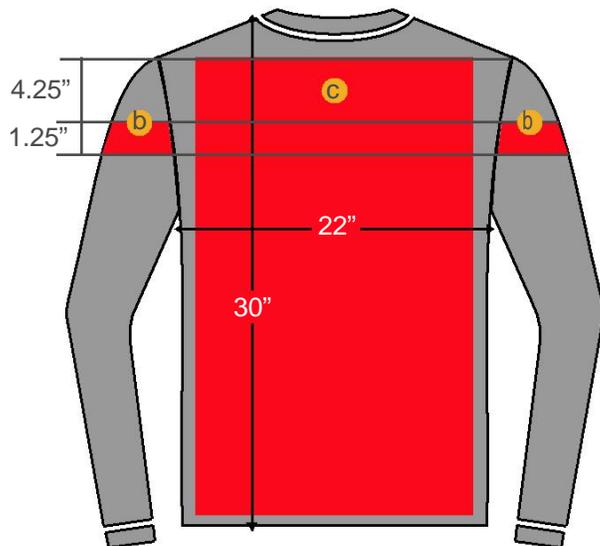
2 | City Uniforms

2.1 Long Sleeved T-Shirt

FRONT



BACK



*Standard manufacturer logos to be located outside of the predetermined, specified City of Pittsburgh logo and text area.

AVAILABLE FOR

■ Commercial Advertisement ■ Sponsorship

Department of Public Safety uniforms (Police, Fire, EMS only) will not be available for Commercial Advertisement or Sponsorship recognition opportunities.

Commercial Advertisement and Sponsorship recognition opportunities are available on Department of Public Works and Department of Parks and Recreation uniforms.

Sponsors names may not be more than 75% of the size of City of Pittsburgh identification.

To avoid confusion, no other government entities may advertise on or sponsor a City of Pittsburgh uniform.

The uniform must still be identifiable as a City of Pittsburgh uniform.

Any changes to City employee uniforms must be made subject to applicable labor and constitutional law.

a FRONT (CITY OF PITTSBURGH LOGO)

6" w x 2" h (should float within this area) (Art to be located 4.25" from shoulder seam)

Yellow callout designates area for City logo and text

b LEFT & RIGHT ARMS (one color) (SPONSORSHIP AREA)

4" w x 2.5" h (Art located on arm 4.25" from shoulder seam)

c BACK (ADVERTISEMENT AREA) (full color)

Advertisement may cover back of garment.

Large long sleeved T-shirt will be used for the standard. Garment measurements (inches):

	S	M	L	XL	2X	3X
LENGTH	28"	29"	30"	31"	33"	34"
WIDTH	18"	20"	22"	24"	26"	28"

LENGTH (shoulder seam at collar to bottom hem)

WIDTH (side to side at 1" below the sleeves)

APPLICATION

Screen Printing (1-2 colors)

Digital Printing (full color)

Direct Embroidery



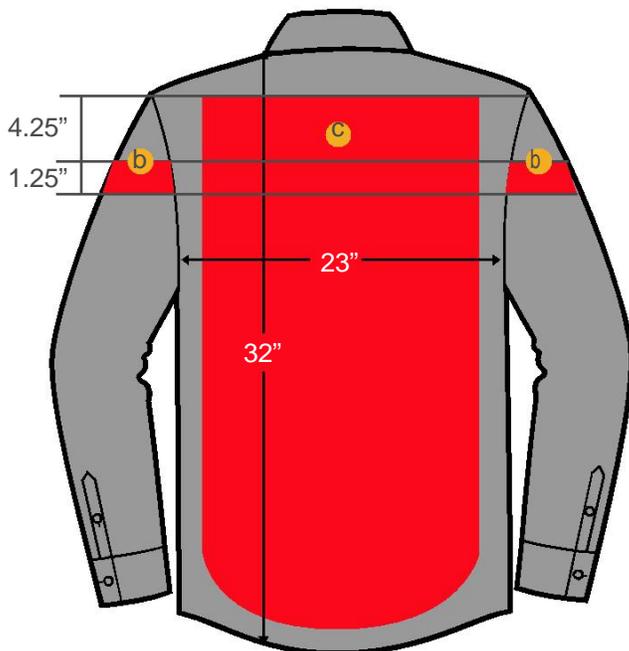
2 | City Uniforms

2.2 Long Sleeved Polo

FRONT



BACK



*Standard manufacturer logos to be located outside of the predetermined, specified City of Pittsburgh logo and text area.

AVAILABLE FOR

■ Commercial Advertisement ■ Sponsorship

Department of Public Safety uniforms (Police, Fire, EMS only) will not be available for Commercial Advertisement or Sponsorship recognition opportunities.

Commercial Advertisement and Sponsorship recognition opportunities are available on Department of Public Works and Department of Parks and Recreation uniforms.

Sponsors names may not be more than 75% of the size of City of Pittsburgh identification.

To avoid confusion, no other government entities may advertise on or sponsor a City of Pittsburgh uniform.

The uniform must still be identifiable as a City of Pittsburgh uniform.

Any changes to City employee uniforms must be made subject to applicable labor and constitutional law.

a FRONT (CITY OF PITTSBURGH LOGO AND TEXT)
6"w x 2"h (should float within this area above pocket)
(Art to be located 4.25" from shoulder seam)

Yellow callout designates area for City logo and text

b LEFT & RIGHT ARMS (one color) (SPONSORSHIP AREA)
4"w x 2.5"h (Art located on arm 4.25" from shoulder seam)

c BACK (ADVERTISEMENT AREA) (full color)
Advertisement may cover back of garment.
Large long sleeved polo will be used for the standard. Garment measurements (inches):

	S	M	L	XL	2X	3X
LENGTH	28"	32"	32"	33"	34"	35"
WIDTH	18"	20"	23"	24"	25"	26"

LENGTH (shoulder seam at collar to bottom hem)

WIDTH (side to side at 1" below the sleeves)

APPLICATION

Screen Printing (1-2 colors)
Digital Printing (full color)
Direct Embroidery



City of Pittsburgh

PUBLIC WORKS & ENVIRONMENTAL SERVICES

AVAILABLE FOR

■ Commercial Advertisement ■ Sponsorship

Department of Public Safety vehicles (Police, Fire, EMS) will not be available for Commercial Advertisement or Sponsorship acknowledgment opportunities.

Where Sponsorship or Commercial Advertising is permitted (i.e. non Department of Public Safety) city-owned vehicles, the whole vehicle may be wrapped or painted.

No magnetic, temporary signs are permitted.

The vehicle must still be identifiable as a City of Pittsburgh vehicle.

Vehicle body style and shape may vary, all MBRO Commercial Advertisement and Sponsorship areas specified in this document must verified, on site, by a qualified vendor for size and placement.

Car Dealer Identification is not permitted on city vehicles in any form, unless the dealer is a participant in the advertising program. This includes license plate frames, front bumper plates or decals.

Only one sponsor per vehicle.

Yellow callout designates area for City logo and text

Vehicle specifications below based on a 2014 Standard Ford Focus Model.

SIDES

Back Panels (left and right) 72" w x 18" h

(does not include wheel well infraction)

BACK

42" w x 7.5" h

MATERIAL / APPLICATION

Advertisements (full color)

3M Envision Print Wrap Film (see product bulletin 480Cv3 for additional specifications)

Sponsorships (one color)

Adhesive 3M White (7725-10) Opaque Vinyl





City of Pittsburgh
PUBLIC WORKS & ENVIRONMENTAL SERVICES



AVAILABLE FOR

■ Commercial Advertisement ■ Sponsorship

Department of Public Safety vehicles (Police, Fire, EMS) will not be available for Commercial Advertisement or Sponsorship acknowledgment opportunities.

Where Sponsorship or Commercial Advertising is permitted (i.e. non Department of Public Safety) city-owned vehicles, the whole vehicle may be wrapped or painted.

No magnetic, temporary signs are permitted.

The vehicle must still be identifiable as a City of Pittsburgh vehicle.

Vehicle body style and shape may vary, all MBRO Commercial Advertisement and Sponsorship areas specified in this document must verified, on site, by a qualified vendor for size and placement.

Car Dealer Identification is not permitted on city vehicles in any form, unless the dealer is a participant in the advertising program. This includes license plate frames, front bumper plates or decals.

Only one sponsor per vehicle.

Yellow callout designates area for City logo and text

Vehicle specifications below based on a 2014 Standard E Series Ford Van.

SIDES

Back Panels (left and right) 121”w x 63”h

Note: 44”h from wheel well (does not include wheel well infraction)

BACK

63”w x 29”h

MATERIAL / APPLICATION

Advertisements (full color)

3M Envision Print Wrap Film (see product bulletin 480Cv3 for additional specifications)

Sponsorships (one color)

Adhesive 3M White (7725-10) Opaque Vinyl



AVAILABLE FOR

■ Commercial Advertisement ■ Sponsorship

Department of Public Safety vehicles (Police, Fire, EMS) will not be available for Commercial Advertisement or Sponsorship acknowledgment opportunities. Where Sponsorship or Commercial Advertising is permitted (i.e. non Department of Public Safety) City-owned vehicles, the whole vehicle may be wrapped or painted. No magnetic, temporary signs are permitted. The vehicle must still be identifiable as a City of Pittsburgh vehicle.

Fleet of City owned vehicles may vary in body style and shape may vary, all MBRO Commercial Advertisement and Sponsorship areas specified in this document must verified, on site, by a qualified vendor for size and placement.

Car Dealer Identification is not permitted on city vehicles in any form, unless the dealer is a participant in the advertising program. This includes license plate frames, front bumper plates or decals.

Only one sponsor per vehicle.

Yellow callout designates area for City logo and text

Vehicle specifications below based on a 2014 Chevrolet Silverado, Regular Cab with 8' box

SIDES

Side Panels (left & right) 96" w x 32" h
(does not include wheel well infraction)

Note: 10.75" Height from wheel well

BACK

42" w x 21.5" h (does not include handle infraction)

MATERIAL / APPLICATION

Advertisements (full color)
3M Envision Print Wrap Film (see product bulletin 480Cv3 for additional specifications)
Sponsorships (one color)
Adhesive 3M White (7725-10) Opaque Vinyl





City of Pittsburgh

PUBLIC WORKS & ENVIRONMENTAL SERVICES

AVAILABLE FOR

■ Commercial Advertisement ■ Sponsorship

Department of Public Safety vehicles (Police, Fire, EMS) will not be available for Commercial Advertisement or Sponsorship acknowledgment opportunities.

Where Sponsorship or Commercial Advertising is permitted (i.e. non Department of Public Safety) City-owned vehicles, the whole vehicle may be wrapped or painted.

No magnetic, temporary signs are permitted.

The vehicle must still be identifiable as a City of Pittsburgh vehicle.

Vehicle body style and shape may vary, all MBRO Commercial Advertisement and Sponsorship areas specified in this document must be verified, on site, by a qualified vendor for size and placement.

Car Dealer Identification is not permitted on city vehicles in any form, unless the dealer is a participant in the advertising program. This includes license plate frames, front bumper plates or decals.

Only one sponsor per vehicle.

Yellow callout designates area for City logo and text

SIDES

Side Panels (left & right) 95.5”w x 38.75”h

BACK

60”w x 53.5”h

MATERIAL / APPLICATION

Advertisements (full color)

3M Envision Print Wrap Film (see product bulletin 480Cv3 for additional specifications)

Sponsorships (one color)

Adhesive 3M White (7725-10) Opaque Vinyl



No opportunity on the front or back surface of the vehicle

AVAILABLE FOR

■ Commercial Advertisement ■ Sponsorship

Department of Public Safety vehicles (Police, Fire, EMS) will not be available for Commercial Advertisement or Sponsorship acknowledgment opportunities.

Where Sponsorship or Commercial Advertising is permitted (i.e. non Department of Public Safety) City-owned vehicles, the whole vehicle may be wrapped or painted.

No magnetic, temporary signs are permitted.

The vehicle must still be identifiable as a City of Pittsburgh vehicle.

Fleet of City owned vehicles may vary in body style and shape may vary, all MBRO Commercial Advertisement and Sponsorship areas specified in this document must verified, on site, by a qualified vendor for size and placement.

Car Dealer Identification is not permitted on city vehicles in any form, unless the dealer is a participant in the advertising program. This includes license plate frames, front bumper plates or decals.

Only one sponsor per vehicle.

Yellow callout designates area for City logo and text

SIDES

Side Panels (left and right) 159" w x 54" h

MATERIAL / APPLICATION

Advertisements (full color)

3M Envision Print Wrap Film (see product bulletin 480Cv3 for additional specifications)

Sponsorships (one color)

Adhesive 3M White (7725-10) Opaque Vinyl





No opportunity on the front or back surface of the vehicle

AVAILABLE FOR

■ Commercial Advertisement ■ Sponsorship

Department of Public Safety vehicles (Police, Fire, EMS) will not be available for Commercial Advertisement or Sponsorship acknowledgment opportunities.

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Only one sponsor per vehicle.

Yellow callout designates area for City logo and text

SIDES

Side Panels (left and right) 180”w x 85”h

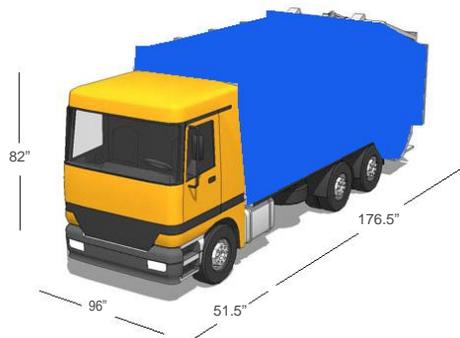
MATERIAL / APPLICATION

Advertisements (full color)
3M Envision Print Wrap Film (see product bulletin 480Cv3 for additional specifications)

Sponsorships (one color)
Adhesive 3M White (7725-10) Opaque Vinyl



No opportunity on the back surface of the vehicle



AVAILABLE FOR

- Commercial Advertisement ■ Sponsorship

Department of Public Safety vehicles (Police, Fire, EMS) will not be available for Commercial Advertisement or Sponsorship acknowledgment opportunities. Where Sponsorship or Commercial Advertising is permitted (i.e. non Department of Public Safety) City-owned vehicles, the whole vehicle may be wrapped or painted. No magnetic, temporary signs are permitted. The vehicle must still be identifiable as a City of Pittsburgh vehicle.

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Only one sponsor per vehicle.

Yellow callout designates area for City logo and text

FRONT

Hood 64”w x 17”h

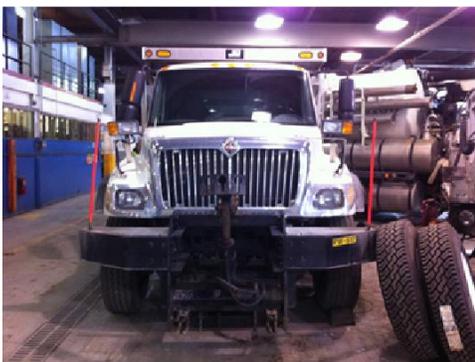
SIDES

Side Panels (left and right) 135”w x 59”h

MATERIAL / APPLICATION

- Advertisements (full color)
- 3M Envision Print Wrap Film (see product bulletin 480Cv3 for additional specifications)
- Sponsorships (one color)
- Adhesive 3M White (7725-10) Opaque Vinyl





No opportunity on the front or back surface of the vehicle

AVAILABLE FOR

■ Commercial Advertisement ■ Sponsorship

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Only one sponsor per vehicle.

Yellow callout designates area for City logo and text

SIDES

Side Panels (left and right) 72" w x 23" h Note: inlays 20" w x 19.5" h

MATERIAL / APPLICATION

Advertisements (full color)
3M Envision Print Wrap Film (see product bulletin 480Cv3 for additional specifications)

Sponsorships (one color)
Adhesive 3M White (7725-10) Opaque Vinyl



AVAILABLE FOR

■ Commercial Advertisement ■ Sponsorship

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Only one sponsor per vehicle.

Yellow callout designates area for City logo and text

PLATE (full color)

12"w x 6"h

VENDOR

buildesign.com/LicensePlates or similar vendor





Example of proposed signage at Carnegie Mellon University

AVAILABLE FOR

Commercial Advertisement Sponsorship

Sponsorship recognition is permitted on the exterior of specified City-owned buildings as determined in the applicable RFP, subject to applicable law and any applicable Design Criteria Standards.

The Sponsorship recognition must take into consideration the historic nature, identification, and function of the building.

Only one Sponsorship is allowed per building exterior.

No MBRO Sponsorship is permitted on the exterior of the City-County Building, Police, Fire or EMS Stations and/or Facilities, Historic-Designated Structures or Historic-Designated Sites or Districts.

The City will have final discretion over the ratio of the sponsor's name in comparison to the City's name, with the City's name/existing reference name to the asset being prominent and proportionate to the size of the building.

All exterior sponsorship recognition shall be limited to Identification signage in conformance with Section 919 of the Zoning Code and other applicable Zoning Code provisions relating to signage on building exteriors. Sponsorship text incorporated with existing signage is limited to 1/3 ratio of the text.

No Commercial Advertising or Sponsorship recognition will be permitted on windows or in window wells.

SIGN (one color)

Face 39" w x 15" h. Edge of sign returns 3" around corner. Sponsor is limited to 1/3 of the sign 1.75" h letters - 190 pt type

TYPEFACE CHOICES

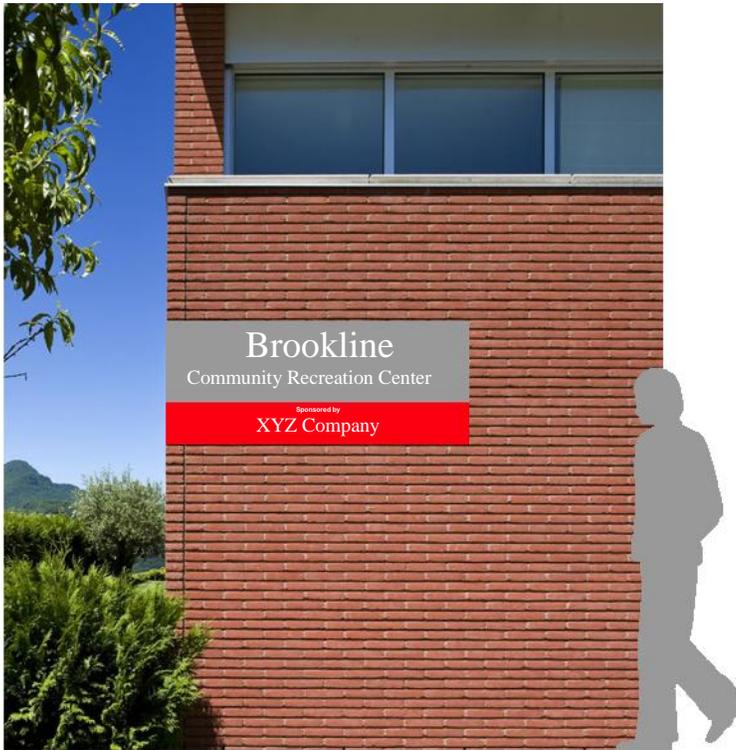
(type should be appropriate to each buildings exterior aesthetic)

Serif - **Adobe Garamond Bold** (shown on pg 19)

San Serif - **Frutiger 47 Light Condensed** (shown above)

MATERIAL / APPLICATION

Panel - Seamless 11 GA (1/8") Aluminum sheet with US #4 Horizontal Brushed satin finish. Letters- 1/2" (for building name) and 1/4" (for sponsor name) Deep Aluminum letters with US #8 Polished finish. Letters to have minimum of 3 drilled and tapped mounting to accept #10-32 flat head undercut machine screws (through back of aluminum background sheet). All metals must be coated to prevent pitting.



AVAILABLE FOR

Commercial Advertisement Sponsorship

Sponsorship recognition is permitted on the exterior of specified City-owned buildings as determined in the applicable RFP, subject to applicable law and any applicable Design Criteria Standards.

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No Commercial Advertising or Sponsorship recognition will be permitted on windows or in window wells.

SIGN (one color)

Face 52" w x 21" h. Edge of sign returns 3" around corner. Sponsor is limited to 1/3 of the sign
2.5" letters - 270 pt type

TYPEFACE CHOICES

(type should be appropriate to each buildings exterior aesthetic)

Serif - **Adobe Garamond Bold** (shown on pg 19)

San Serif - **Frutiger 47 Light Condensed** (shown above)

MATERIAL / APPLICATION

Panel - Seamless 11 GA (1/8") Aluminum sheet with US #4 Horizontal Brushed satin finish. Letters- 1/2" (for building name) and 1/4" (for sponsor name) Deep Aluminum letters with US #8 Polished finish. Letters to have minimum of 3 drilled and tapped mounting to accept #10-32 flat head undercut machine screws (through back of aluminum background sheet). All metals must be coated to prevent pitting.





AVAILABLE FOR

■ Commercial Advertisement ■ Sponsorship

Static commercial advertisements and/or Sponsorship acknowledgments are permitted inside City-owned buildings only in those non-public forum areas specified by an applicable RFP.

No commercial advertisements or Sponsorship recognition shall be permitted inside the Mayor's Office, City Council Chambers, City Council Offices, or in any room, judicial chambers, and/or quasi-judicial chambers in which hearings are heard. (e.g. Board of Adjustment or Planning Hearing Room.)

Any placement of Commercial Advertising or Sponsorship recognition must consider the context of the facility, including historic requirements.

No Commercial Advertising or Sponsorship recognition will be permitted on windows or in window wells.



CHANGEABLE SIGN (full color)

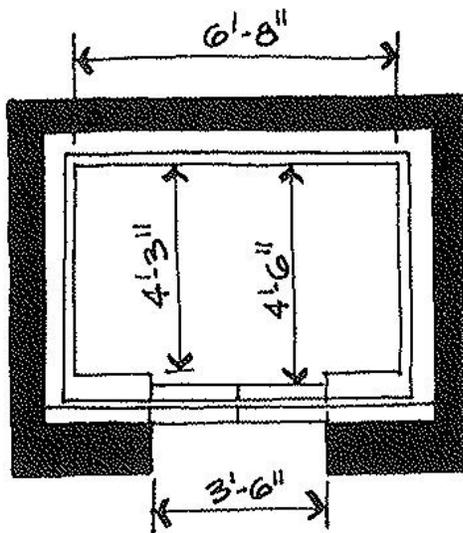
16" x 20" vertical or horizontal

Frame: Silver finish

VENDOR

fastchangeframes.com/frame_choices.html or similar vendor Model # FF-RP 1.25"

Frames stay on wall for quick and easy graphic changes. Insert sponsorship or advertisement should be 14" x 22" and printed onto gloss or matte laminate 80lb. cover stock and placed into changeable frame.



Above: Plan of typical elevator cab

AVAILABLE FOR

- Commercial Advertisement ■ Sponsorship

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Any placement of Commercial Advertising or Sponsorship recognition must consider the context of the facility, including historic requirements.

No Commercial Advertising or Sponsorship recognition will be permitted on windows or in window wells.

VENDING MACHINES

- a Dimensions and available advertisement or sponsorship space varies based on machine.

MATERIAL / APPLICATION

Advertisements (full color)
 3M Envision Print Wrap Film (see product bulletin 480Cv3 for additional specifications) applied directly to machine.

Sponsorships
 Adhesive 3M White (7725-10) Opaque Vinyl

Permitted locations for vending machines or other distribution of food/beverages will be included in an applicable RFP.

DIGITAL DISPLAYS

- b Dimensions and available advertisement or sponsorship space varies based on screen resolution and programming specifications.

Information kiosks placed in City Buildings must provide public information more than 50% of the time.



Above: Sign at Schenley Park Picnic Shelter

AVAILABLE FOR

- Commercial Advertisement
- Sponsorship

No permanent or long-term free-standing commercial advertisements are permitted in parks; only permanent or long-term Sponsorship recognition may be permitted on or in proximity to a sponsored Asset.

Such recognition must comply with any applicable Design Criteria Standards in conjunction with this MBRO Policy.

Any permitted exterior Sponsorship recognition for buildings in parks shall be limited to Identification signage in conformance with Section 919 of the Zoning Code and other applicable Zoning Code provisions relating to parks.

No logos or brand specific text will be permitted for permanent or long-term sponsor recognition.

Sponsorship text is limited to 1/3 of the sign face.

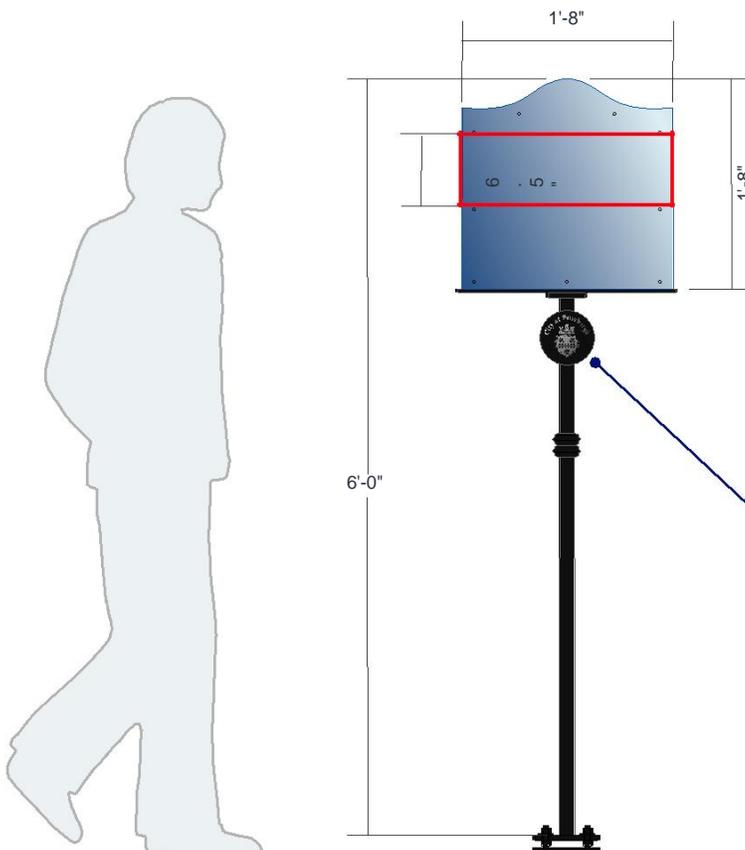
Graphic application: white vinyl letters on the Pittsburgh Parks blue background.

Sign locations are typically near the entrance, parallel to the structure.

Only 1 sponsor permitted per sign, per location.

FRONT
1'-8" w x 6.5" h

MATERIAL / APPLICATION (one color, white)
Adhesive 3M White Opaque Vinyl (7725-10) applied to sign face.



City logo and text medallion to be mounted on the front of pole, as specified in the Pittsburgh Parks signage guidelines see page 5 for specs.

AVAILABLE FOR

Commercial Advertisement Sponsorship

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No logos or brand specific text will be permitted for permanent or long-term sponsor recognition.

Sponsorship text incorporated with existing signage is limited to 1/3 of the sign face.

Graphic application: white vinyl letters on the Pittsburgh Parks blue background

Sign locations are typically near the entrance, parallel to the sidewalk.

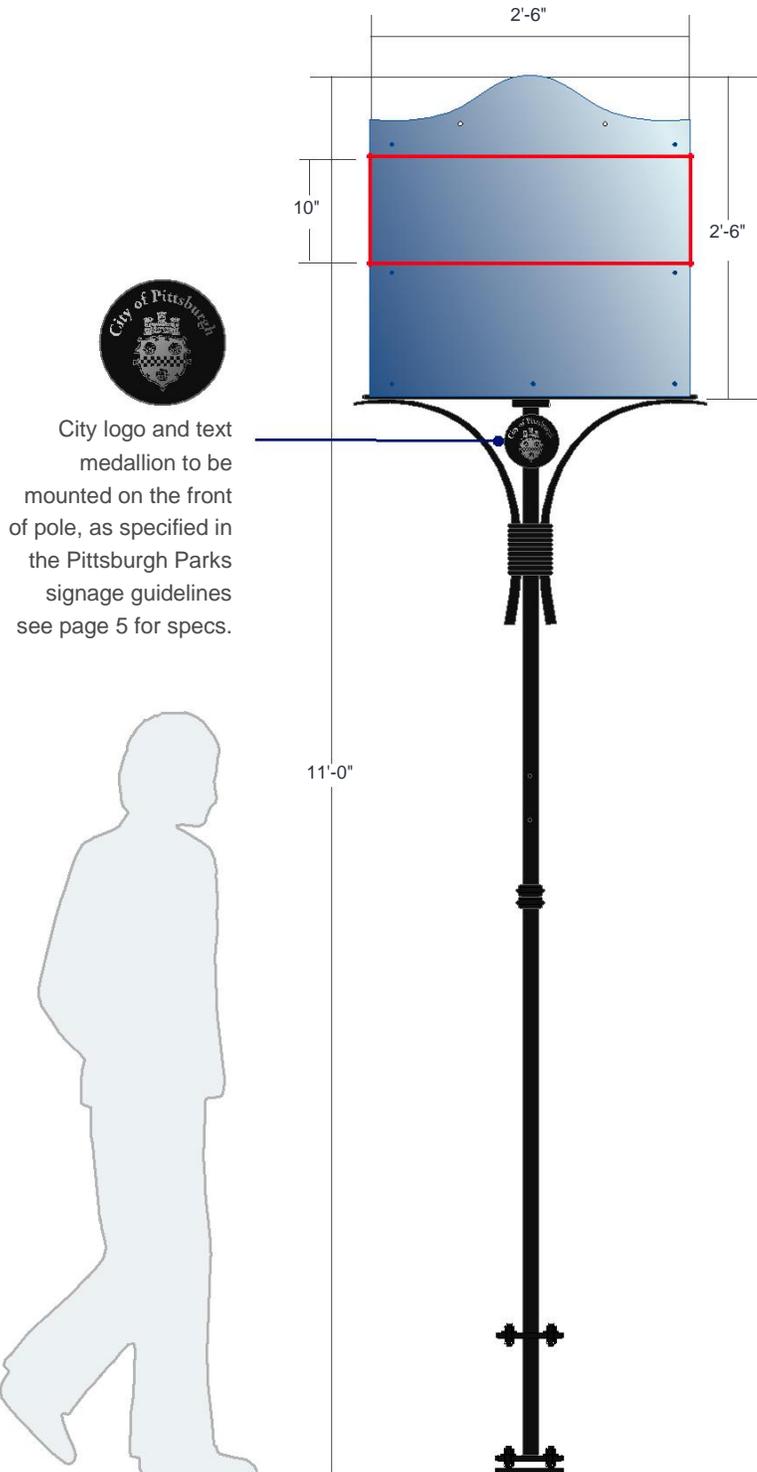
Only 1 sponsor permitted per sign, per location.

FRONT

2'-6" w x 10" h

MATERIAL / APPLICATION (one color, white)

Adhesive 3M White Opaque Vinyl (7725-10) applied to sign face.



City logo and text medallion to be mounted on the front of pole, as specified in the Pittsburgh Parks signage guidelines see page 5 for specs.



AVAILABLE FOR

- Commercial Advertisement
- Sponsorship

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Sponsorship text incorporated with existing signage is limited to 1/3 of the sign face.

Graphic application: white vinyl letters on the Pittsburgh Parks blue background

Sign locations are typically near the entrance, parallel to the sidewalk.

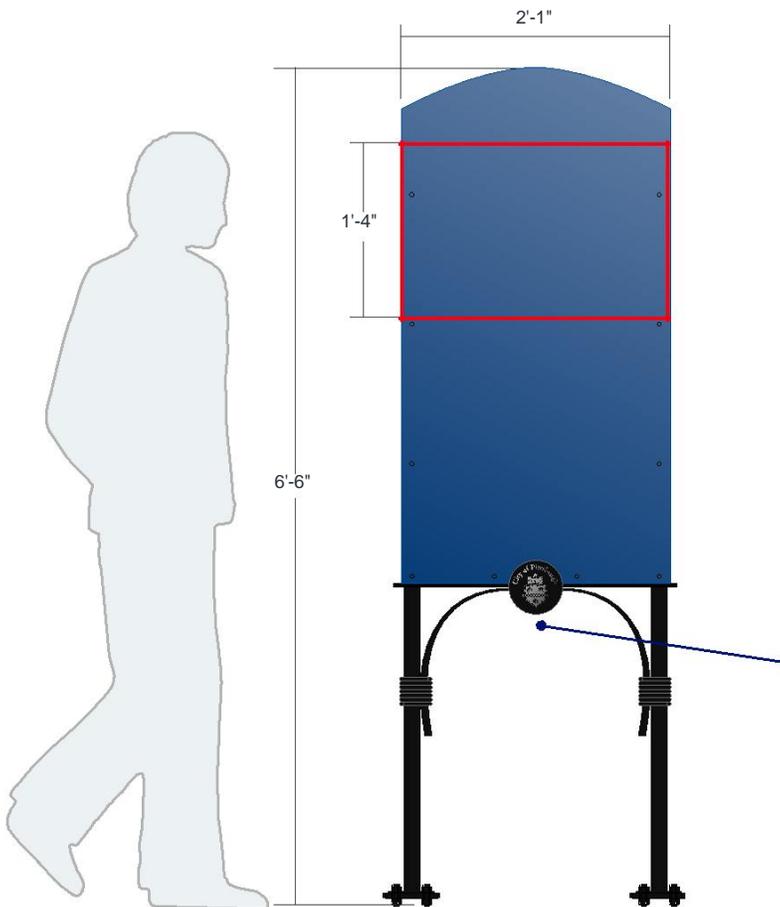
Only 1 sponsor permitted per sign, per location.

FRONT

2'-1" w x 1'-4" h

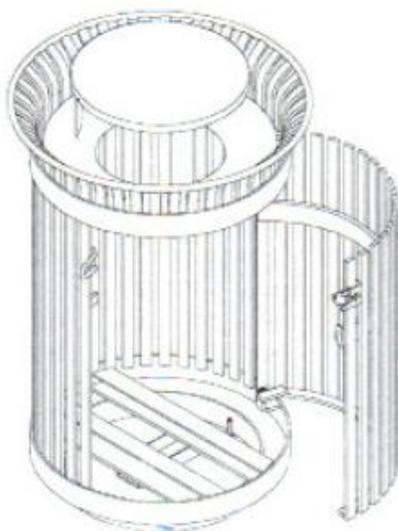
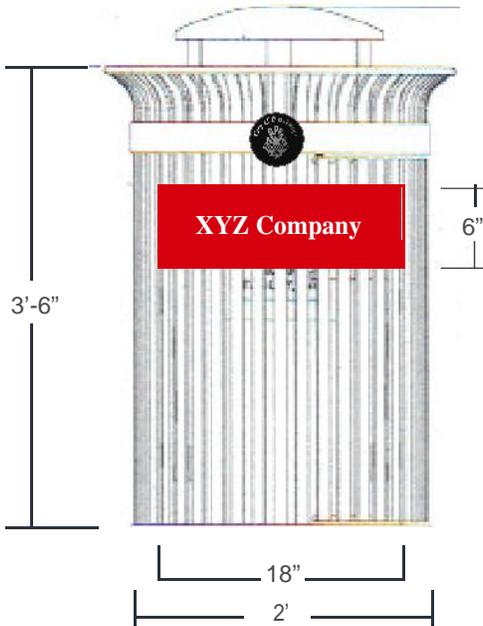
MATERIAL / APPLICATION (one color, white)

Adhesive 3M White Opaque Vinyl (7725-10) applied to sign face.



City logo and text medallion to be mounted on the front of sign, as specified in the Pittsburgh Parks signage guidelines see page 5 for specs.





AVAILABLE FOR

- Commercial Advertisement
- Sponsorship

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Any permitted exterior Sponsorship recognition for buildings in parks shall be limited to Identification signage in conformance with Section 919 of the Zoning Code and other applicable Zoning Code provisions relating to parks.

No logos or brand specific text will be permitted for permanent or long-term sponsor recognition.

Sign will be placed on static side of canister, not the hinged side, facing pedestrian and vehicular traffic.

Only 1 sponsor / advertiser permitted per canister.

FRONT

8" h band that wraps 18" around the canister.
 Sponsor name printed once on most prominent side
 Background color to match can. Text white.

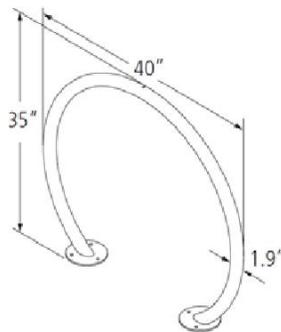
MATERIAL / APPLICATION (one color, white)

Adhesive 3M White (7725-10) Opaque Vinyl applied to face of 1/16" aluminum plate mounted to can with blind studs and adhesive or appropriate stainless steel hardware. Aluminum plate (background color) should match the color of the can.



City logo and text medallion to be mounted onto the existing metal ring on the most visible side of the receptacle. See page 5 for medallion specs. The Medallion background color should match the color of the can.

Below: Dero Arc Rack



AVAILABLE FOR

■ Commercial Advertisement ■ Sponsorship

The City has a vested interest in the traffic safety and aesthetics relating to its Streetscape, including those City Assets and/or public street furniture over which the City has contractual supervision.

Sponsorship recognition and/or Commercial Advertisements are permitted on the following City owned and/or City contractually supervised street furniture in conformance with applicable law, including but not limited to relevant provisions of Chapter 419 of the City Code, Chapter 919 of the Zoning Code.

Bike Rack specifications are based on the 2014 Dero Arc Rack and Hoop Rack.

Only one sponsorship or advertisement per location. Sign may be double sided if applicable.

In situations where there are more than 5 bike racks (a bike corral) Sponsorship recognition and/or Commercial Advertisements may only be applied to every other rack.

Three typical racks are shown above. In the event that you wish to advertise on a rack style that is not shown, please contact MBRO staff.

FRONT/BACK

a 36.5" w x 9" h

MATERIAL / APPLICATION

Advertisements & Sponsorships

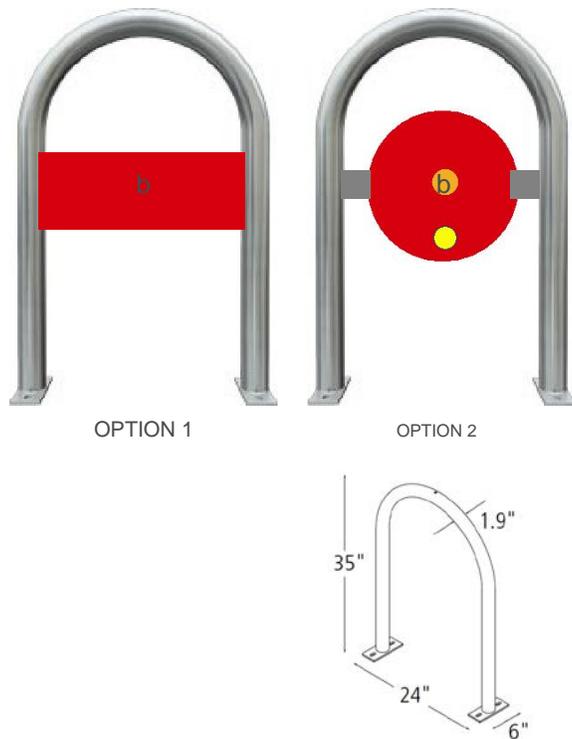
Manufacturer fabricated. Review specs at:

dero.com/products/custom-bike-racks/logo-racks.html

● City logo and text to be included centered or in the lower right corner (see page 5 for specs)



Below: Dero Hoop Racks



AVAILABLE FOR

■ Commercial Advertisement ■ Sponsorship

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Sponsorship recognition and/or Commercial Advertisements are permitted on the following City owned and/or City contractually supervised street furniture in conformance with applicable law, including but not limited to relevant provisions of Chapter 419 of the City Code, Chapter 919 of the Zoning Code.

Only one sponsorship or advertisement per location. Sign may be double sided if applicable.

In situations where there are more than 5 bike racks (a bike corral) Sponsorship recognition and/or Commercial Advertisements may only be applied to every other rack.

Three typical racks are shown above. In the event that you wish to advertise on a rack style that is not shown, please contact MBRO staff.

FRONT/BACK

● 19.5" w x 6.5" h (OPTION 1)
 12" diameter (OPTION 2)

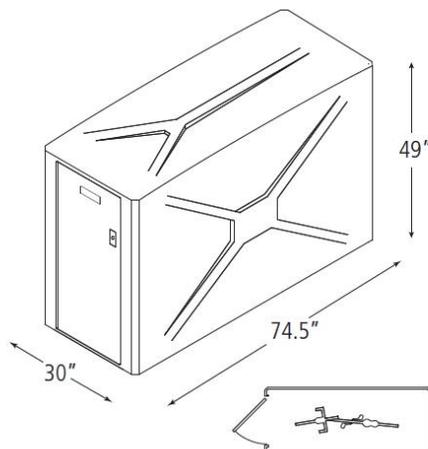
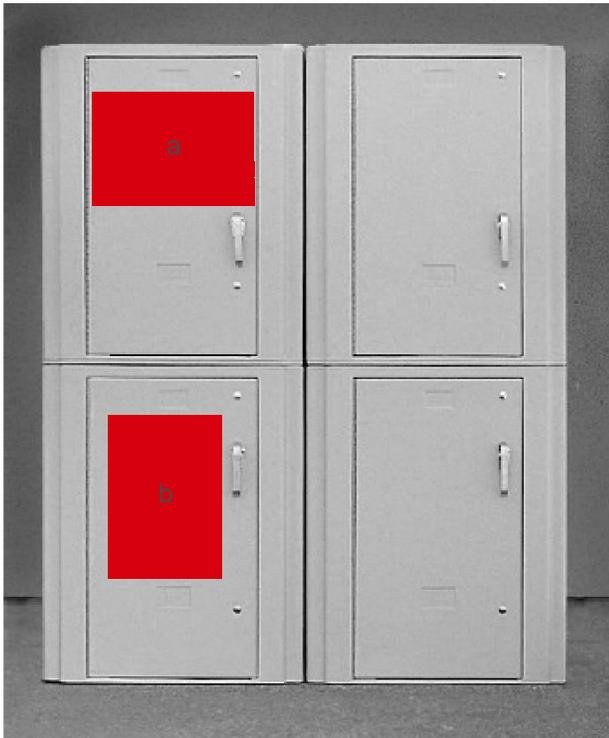
MATERIAL / APPLICATION

Advertisements & Sponsorships

Manufacturer fabricated. Review specs at:

dero.com/products/custom-bike-racks/logo-racks.html

● City logo and text to be included centered or in the lower right corner (see page 5 for specs)



AVAILABLE FOR

- Commercial Advertisement
- Sponsorship

The City has a vested interest in the traffic safety and aesthetics relating to its street scape, including those City Assets and/or public street furniture over which the City has contractual supervision.

Sponsorship recognition and/or Commercial Advertisements are permitted on the following City owned and/or City contractually supervised street furniture in conformance with applicable law, including but not limited to relevant provisions of Chapter 419 of the City Code, Chapter 919 of the Zoning Code.

Locker specifications below based on a 2014 Dero Locker, Model Number 351

Only one sponsorship or advertisement per location. In situations where there are more than 6 bike lockers Sponsorship recognition and/or Commercial Advertisements may only be applied to every other locker.

Locker ID area can not be covered by sponsorship or commercial advertisement graphics.

FRONT

- a** 20" w x 17.5" h
- b** 17.5" w x 20" h

END

- c** 73" w x 24.5" h

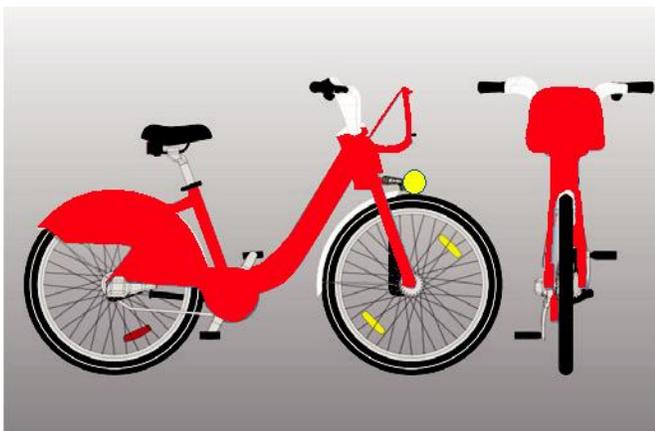
MATERIAL / APPLICATION

Advertisements (full color)
 3M Envision Print Wrap Film (see product bulletin 480Cv3 for additional specifications) applied directly to locker.

Sponsorships
 Adhesive 3M White (7725-10) Opaque Vinyl

- City logo and text to be included centered or in the lower right corner (see page 5 for specs)





AVAILABLE FOR

■ Commercial Advertisement ■ Sponsorship

The City has a vested interest in the traffic safety and aesthetics relating to its streetscape, including those City Assets and/or public street furniture over which the City has contractual supervision.

Sponsorship recognition and/or Commercial Advertisements are permitted on the following City owned and/or City contractually supervised street furniture in conformance with applicable law, including but not limited to relevant provisions of Chapter 419 of the City Code, Chapter 919 of the Zoning Code.

Only one sponsorship or advertisement per location.

SIDE PANELS ON MAIN KIOSK

10”w x 30”h, Opposite sides

(note: do not cover key hole with graphics, shown right)

Highlighted areas on individual bikes may also be available.

MATERIAL / APPLICATION

Advertisements (full color)

3M Envision Print Wrap Film (see product bulletin 480Cv3 for additional specifications) applied directly to kiosk.

Sponsorships

Adhesive 3M White (7725-10) Opaque Vinyl

● City logo and text to be included centered or in the lower right corner (see page 5 for specs)



AVAILABLE FOR

■ Commercial Advertisement ■ Sponsorship

The City has a vested interest in the traffic safety and aesthetics relating to its streetscape, including those City Assets and/or public street furniture over which the City has contractual supervision.

Sponsorship recognition and/or Commercial Advertisements are permitted on the following City owned and/or City contractually supervised street furniture in conformance with applicable law, including but not limited to relevant provisions of Chapter 419 of the City Code, Chapter 919 of the Zoning Code.

Only one sponsorship or advertisement per location.

BACK PANEL ON MAIN KIOSK
11" w x 18" h (above seam on kiosk)

MATERIAL / APPLICATION

Advertisements (full color)
3M Envision Print Wrap Film (see product bulletin 480Cv3 for additional specifications) applied directly to kiosk.

Sponsorships (one color)
Adhesive 3M White (7725-10) Opaque Vinyl

● City logo and text to be included centered or in the lower right corner (see page 5 for specs)





AVAILABLE FOR

■ Commercial Advertisement ■ Sponsorship

The City has a vested interest in the traffic safety and aesthetics relating to its streetscape, including those City Assets and/or public street furniture over which the City has contractual supervision.

Sponsorship recognition and/or Commercial Advertisements are permitted on the following City owned and/or City contractually supervised street furniture in conformance with applicable law, including but not limited to relevant provisions of Chapter 419 of the City Code, Chapter 919 of the Zoning Code.

Only one sponsorship or advertisement per canister.

4 PANELS

Each panel is 16" w x 8" h

MATERIAL / APPLICATION

Advertisements (full color)

3M Envision Print Wrap Film (see product bulletin 480Cv3 for additional specifications) applied to face of 1/16" aluminum plate mounted to can with LORD Adhesive. Spacers on back to allow for drainage.

Sponsorships

Adhesive 3M White (7725-10) Opaque applied to face of 1/16" aluminum plate mounted to can with LORD Adhesive. Plate must be painted to match can paint/ coating.

● City logo and text to be included centered or in the top right corner (see page 5 for specs)



AVAILABLE FOR

■ Commercial Advertisement ■ Sponsorship

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Sponsorship recognition and/or Commercial Advertisements are permitted on the following City owned and/or City contractually supervised street furniture in conformance with applicable law, including but not limited to relevant provisions of Chapter 419 of the City Code, Chapter 919 of the Zoning Code.

Only one sponsorship or advertisement per canister.

4 PANELS

Each panel is 9.25" w x 4" h

MATERIAL / APPLICATION

Advertisements (full color)

3M Envision Print Wrap Film (see product bulletin 480Cv3 for additional specifications) applied to face of existing metal plate on the can.

Sponsorships (one color)

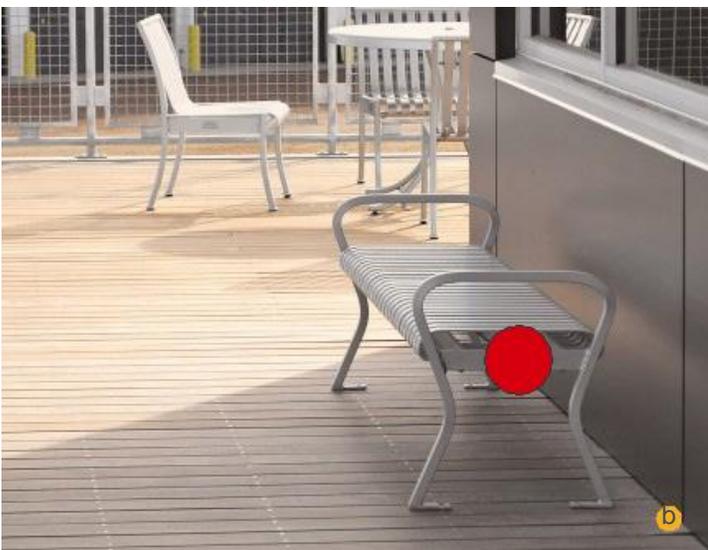
3M Envision Print Wrap Film (see product bulletin 480Cv3 for additional specifications) applied to face of existing metal plate on the can.



City logo and text medallion to be mounted on the front of sign, as specified in the Pittsburgh Parks signage guidelines see page 5 for specs.



Above: Forms + Surfaces Balance Bench, Below: Victor Stanley PRS-112 Bench



AVAILABLE FOR

■ Commercial Advertisement ■ Sponsorship

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Sponsorship recognition and/or Commercial Advertisements are permitted on the following City owned and/or City contractually supervised street furniture in conformance with applicable law, including but not limited to relevant provisions of Chapter 419 of the City Code, Chapter 919 of the Zoning Code.

Only one sponsorship or advertiser per bench. Only one arm/side of the bench may be utilized.

FORMS + SURFACES

a 6" w x 6" h

VICTOR STANLEY

b 4" w x 4" h

MATERIAL / APPLICATION

Advertisements (full color)

3M Envision Print Wrap Film (see product bulletin 480Cv3 for additional specifications) applied to face of 3/8" aluminum plate. Attached to bench with blind studs and adhesive or appropriate stainless steel hardware. Inside to be painted the color of the bench

Sponsorships (one color)

3M Envision Print Wrap Film (see product bulletin 480Cv3 for additional specifications) applied to face of 3/8" aluminum plate. Attached to bench with blind studs and adhesive or appropriate stainless steel hardware. Inside to be painted the color of the bench.

● City logo and text to be included centered or in the lower right corner (see page 5 for specs)

7 | Contracting Procedures

A. The Consultant, as applicable, and the City will use the following procedures for developing, implementing and administering MBRO Agreements:

1. In coordination with the MBRO Specialist, the Consultant, as applicable, will identify potential MBRO opportunities for the City Assets specified in this policy and according to the guidelines set forth in this MBRO Policy.

2. The City will utilize an RFP process for the establishment of all MBRO Agreements in order to maximize revenue consistent with the requirements of this MBRO Policy. The RFP will incorporate any applicable Design Criteria Standards for use in the description of available MBRO opportunities. In addition to advertising the RFP on the City's website and in at least one trade magazine or newspaper of general circulation, copies of all RFPs shall be sent to the President of Council.

3. Criteria for evaluating an MBRO proposal shall be specified in the applicable RFP.

4. The City may create an RFP review committee to make recommendations to the Director of Finance, who shall have the discretion to select a winning proposal should the City wish to enter into an MBRO Agreement with a particular RFP Responder. In all cases, the City will retain the right to reject any or all proposals.

5. The Consultant, as applicable, and the MBRO Specialist will assist in the development and review of an MBRO Agreement.

6. All MBRO Agreements shall be formalized in a written contract. Contractual language shall be consistent with all applicable City policies and ordinances and good business practices. Terms shall include the following:

- a. Specified Term (Duration) of Agreement.
- b. Renewal Options, if any.
- c. Consideration
- d. Description of affected City Assets
- e. Rights and Benefits of all parties
- f. Termination Provisions
- g. Provision of insurance/indemnity to protect City

h. A provision clarifying that the City is not liable for alleged damages resulting from delays in posting of Commercial Advertising/Sponsorship recognition due to review and/or the execution process.

i. Reference to Design Criteria Standards, if applicable.

7. Written terms of All MBRO Agreements must abide by this Policy and support the mission and goals of the City.

8. City employees and/or departments cannot accept gifts or unsolicited donations from prospective advertisers or sponsors. All revenues or benefits received must be in accordance with approved MBRO Agreements.

9. The Consultant, as applicable, and the MBRO Specialist will manage the implementation of the MBRO Agreement to ensure both parties adhere to the requirements of the contract.

10. All MBRO Agreements shall include termination provisions detailing circumstances under which the partner, advertiser, or sponsor would either: 1) no longer satisfy the selection criteria by which an MBRO opportunity was initially evaluated and approved or 2) under which the City may terminate based upon specified factors, including an uncured breach of the terms of the MBRO Agreement, a bankruptcy or foreclosure, or the breach of any morality clause should one be agreed upon.

11. Valuation of the MBRO opportunity should consider:

a. All tangible assets that are the quantitative benefits arising from an MBRO Agreement, such as media advertising, printed ticket logos, or publications;

b. All intangible assets, which are the qualitative benefits that may arise from an MBRO Agreement, such as audience loyalty, recognition and prestige or the organization's marks and logos and standing in the community; and

c. Geographic reach/market impact factors, such as the size of the market in which a sponsor will promote its affiliation with the facility or event or the desirability of City property to a particular sponsor/advertiser.



7 | Contracting Procedures

12. Legislative Approval for MBRO Agreements.

a. Pursuant to Section 161.10 of the City Code, the Director of Finance may enter into MBRO Agreements with prospective commercial advertisers/sponsors for an initial term not to exceed three years with up to two (2) optional one-year extensions to facilitate the purposes set forth in this Policy where the opportunity is reasonably anticipated to generate less than \$100,000 in annual revenue or in-kind goods and services for the City. For this category of MBRO Agreements, the Director of Finance will provide a list of current agreements to Council on a quarterly basis.

b. Where MBRO Agreements are reasonably anticipated to generate more than \$100,000 in annual revenue or in-kind good or services to the City and all Naming Right relating to building exteriors, regardless of amount, shall be subject to the prior approval of City Council.

13. Types of Sponsorship recognition available pursuant to an MBRO Agreement and/or City Assets available for Sponsorship or Commercial Advertising opportunities will be clearly set forth in an applicable RFP with references to any applicable Design Criteria Standards.

14. Design Criteria Standards for Sponsorship recognition or Commercial Advertising shall be set forth in an applicable RFP and/or be subject to review by any applicable City representatives, boards, or commission (e.g. Art Commission).

15. All revenue generated by the MBRO Program will be deposited into the general fund.

16. A party entering into an MBRO Agreement with the City shall not be deemed to be an agent, employee, officer, or servant of the City.

17. Any disputes regarding the application of this MBRO Policy may be appealed to the Finance Director, who shall respond within thirty (30) days.

18. The Finance Director may order the removal of any Sponsorship recognition or Commercial Advertising that does not comply with this Policy.

19. The Finance Director reserves the right to propose amendments to this Policy at any time. Any change will be made

pursuant to an amendment to the original Resolution pursuant to which this MBRO Policy was adopted.

20. The Finance Director may determine to what extent a Consultant is used throughout the MBRO/contracting process.