

Borden Park

Sport Fields Advertising Opportunities

2-22-24



innovative by nature

For more information, please contact:

Park Ranger – Borden Park
Parks & Natural Resources Department
City of Rochester Hills

bordenpark@rochesterhills.org

248-656-4797

Borden Park website:

<https://www.rochesterhills.org/borden>

Field Reservations website:

<https://www.rochesterhills.org/sportsfields>



1. Who can advertise?

- Companies: examples could be (*but are not limited to*) banks, insurance agencies, retail merchants, restaurants, grocery stores, car dealers, sporting goods stores, and various other manufacturing businesses.
- Clubs, leagues, organizations: sports related or other.
- City of Rochester Hills has final say on all advertisers.

2. Attendance:

- Borden's accumulative visitation records show 9,978,897 visitors since 1992. This averages to 312,000 visitors per year in 32 years. In 2023 alone Borden had 407,000 visitors.
ALMOST HALF A MILLION YEARLY!
- Borden's peak use hours are weekday evenings and weekends.

3. Fees:

2024 <i>(same since 2018)</i>		ONE BANNER / AD		TWO identical BANNERS / ADS	
		1 year	following years*	1 year	following years*
4' x 6'	One sided	\$600	\$500	\$1,000	\$ 900
4' x 8'	One sided	\$750	\$650	\$1,300	\$1,200
4' x 10'	One sided	\$900	\$800	\$1,600	\$1,500

- * Second and following years' fees are based on re-using the same first year's banner. Second and following years' fees revert back to first year fees if a new banner is requested to be produced by our City Sign Shop.

- First year fees include production of the banner by our City Sign Shop (*if you so choose*).
- First year fees listed above are reduced by \$100 if you provide your own banner (*instead of Borden Park producing the banner at our City Sign Shop*).
- The words "banner" and "advertisement" in this document may be interchangeable as certain locations may allow or require different materials instead of banners.
- All banners are one-sided.
- Banner sizes and fees may be tailored based on specific display locations.
- Premium fees may be imposed for certain premium locations inside Borden Park.

- Second and following years' discount fees do not have to be paid during the first year. You may make that decision at the end of the first and each consecutive year.
- For **new** advertisers, fees include 1 free field reservation per (and during the same) calendar year (\$100 max value and all other field reservation requirements do apply).
 - *As an incentive for sports clubs and teams to help recruit other businesses for advertising at Borden Park, the \$100 may be passed on by the new advertising business to the referring sports club.*

4. Locations:

- Various locations are possible inside Borden Park:
 - Ball diamonds, soccer fields, batting cages, basketball courts, roller hockey rinks, tennis & pickleball courts and playground (*please see map on last page*).
 - We are open to suggestions for other locations *if appropriate and feasible*.
- Availability and approval of banner location is at the sole discretion of Park Staff.
- Banners on wood fences:
 - Will be placed in frames constructed by Park Staff.
 - May have specific sizes other than above (*based on fence boards designs*).
- Banners on chain link fences:
 - Will need to fit *between* vertical metal poles.
 - Sizes (widths) may need to be adjusted accordingly.
- **To display in same location as previous year:**
 - Current year advertisers have first priority to request the same location for the following year.
 - Last year's advertisers have first priority to request any locations vacated by other last year's advertisers.
 - To guarantee the same spot(s) to returning advertisers, a 50% non-refundable deposit is required by February 15. Balance is due by March 31.
 - Failure to pay final balance on time will forfeit your non-refundable deposit and chosen location.

5. Advertising Banner season:

- April 1 thru October 30 (7 months).
- Earlier and later may be possible if weather and staff time allows.
- Fees are prorated by month for new advertisers joining our program *during* the 7 month advertising season (*excluding banner construction cost*).

6. Banner content:

- City has final say on all banner content (*both text and graphics*).
- References to alcoholic beverages or tobacco products are not allowed.
- Banner contents must be submitted to Park Staff (bordenpark@rochesterhills.org) for approval.
- To use our City Sign Shop to create your banner:
 - Provide us your contents in **proportional, camera-ready format**.
 - Formats: PDF, JPEG or Clip Art are all possible.
 - Dropbox can be used for large file sizes.
 - Camera ready = 100% ready with quality resolution to submit to the city's Sign Shop.
 - Banner will be created exactly at the size we order it from the City Sign Shop, per sizes listed in above "Fees" schedule.
 - Your camera ready contents needs to fit in proportionally (*extra white space will occur if not sized correctly*).
- To avoid losing the second year discount fee (see #3 above), you may want to consider using generic text of a non-seasonal (dated) nature that can be used more than one year or season.

7. Using your own banner:

If you provide your own banner (*instead of Borden Park ordering the banner from our City Sign Shop*):

- First year fees listed above are reduced by \$100.
- Second and following years' fees remain the same, as listed above.
- Banner sizes must be EXACT as agreed.
- Banners must have enough grommets for fastening and to avoid wind damage (*we recommend every 12-18 inches on all **FOUR** sides*).
- Borden Park is not responsible for wind damage to your banner.

8. Moving banners during the year:

- We will not inter-change or move banners during the banner season. All fees are based on our staff hanging and removing the banner **once** per advertising season.
- Park Staff is responsible for re-attaching banners if they come loose from their location frame.

9. Winter storage:

- Banners may be stored at Borden Park by Park Staff or be picked up by banner advertiser.
- Banner may be re-used at a discounted rate for the second and following years. See **# 3. Fees** (above).
- The second and following years' discount may not apply if a banner is used by the banner advertiser during the winter and returned to Park Staff in poor condition.
- Determination of banner's eligibility for re-use is at the sole discretion of Park Staff.
- The banner becomes property of the advertiser at the end of each advertising season (November) in an "as is" condition.

10. Payment:

- A 50% deposit must be received before we can send a production order to the City Sign Shop.
- Production lead time at our City Sign Shop varies during the year and is unpredictable. Therefore, it is best to submit your payment and camera ready text/artwork to us ASAP.
- After/during production of the banner at our City Sign Shop, your deposit is non-refundable.
- Balance payment is due before Park Staff hangs the banner.
- Detailed invoice(s) will be sent to you.
- Payment methods:
 - Please use allowed methods for "field reservations" explained at https://www.rochesterhills.org/how_do_i/pay/sports_field_reservations.php
 - For regular checks:
 - See instructions on the above website.
 - For electronic payments:
 - See instructions on the above website.
 - **REFERENCE #:**
 - Please use: **BAN** plus the name of your company or organization: (**BANORGANIZATIONNAME**) or **BAN** plus your last name (**BANSMITH**). It is ok if you run out of space with the number of letters.
 - Please do not forget to include the **BAN** in front of your name.
 - **CONFIRMATION # (or Payment ID):**
 - You must send us the "Confirmation #" (or Payment ID) that the electronic payment system will give you.
 - This is important otherwise we will not know that you have paid and cannot credit your payment in our system, nor can we hang your banner.
 - During the electronic payment process you can opt to have that confirmation # sent to you by email. You can then simply copy and paste sections of that email into your reply to us.

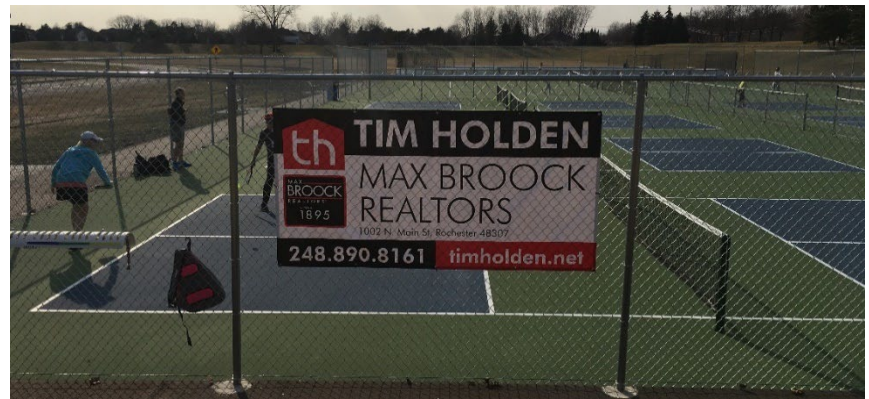
11. Interested?

Please complete the **Request Form** on the last page and return it to us, or just call or email us.











Advertising Borden Park 2023 customers

6-1-23

BORDEN PARK
1400 East Hamlin Road, Rochester Hills, MI 48307
<https://www.rochesterhills.org/borden>

Field Reservations:
<https://www.rochesterhills.org/sportsfields>

Contact:
bordenpark@rochesterhills.org
248-656-4797

For detailed map spot #'s, please see:
<https://www.rochesterhills.org/SportsFields/BordenParkAdvertising.pdf>

2 **TIM HOLDEN**
MAX BROOK
REALTORS
248.890.8161 timholden.net

3 **Oak Arbor School**
A MONTESSORI EDUCATION IN A CHRISTIAN ENVIRONMENT
PRESCHOOL - 8th GRADE
ENROLL NOW 248-652-3420

12 **PREMIER RECREATIONAL SOCCER LEAGUE**
rscsoccer.org

13 **PREMIER RECREATIONAL SOCCER LEAGUE**
rscsoccer.org

14 **Mike Jones**
REALTOR License # 650137999
C: 248-981-4540
www.24hours.com

16 **MAGIC SOCCER CLUB**
Premier & Select Teams
Magic Academy
Soccer Programs
Spring/Summer/Fall/Indoor Sessions
248-941-5160
www.MagicSoccerInfo

17 **Michigan SoccerClassic.com**
Tournaments at Earl E Borden Park
Memorial Day - May 29-31, 2018
Labor Day - Aug 31-Sep 2, 2018
Indoor at Oakland Yard
Nov 9-11, 2018
LAS1978@comcast.net
248-941-5160

27 **PREMIER RECREATIONAL SOCCER LEAGUE**
rscsoccer.org

27 **MICHIGAN'S PREMIER TRAVEL SOCCER CLUB**
MiLightning.org

57 **TIM HOLDEN**
MAX BROOK
REALTORS
248.890.8161 timholden.net

58 **PREMIER RECREATIONAL SOCCER LEAGUE**
rscsoccer.org

59 **WWW.MAGICSOCCER.INFO**
Premier & Select Teams
Magic Soccer Academy
Spring/Summer/Fall/Winter
Call 248-941-5160

Maintenance Building

Mike Jones
REALTOR License # 650137999
C: 248-981-4540
www.24hours.com

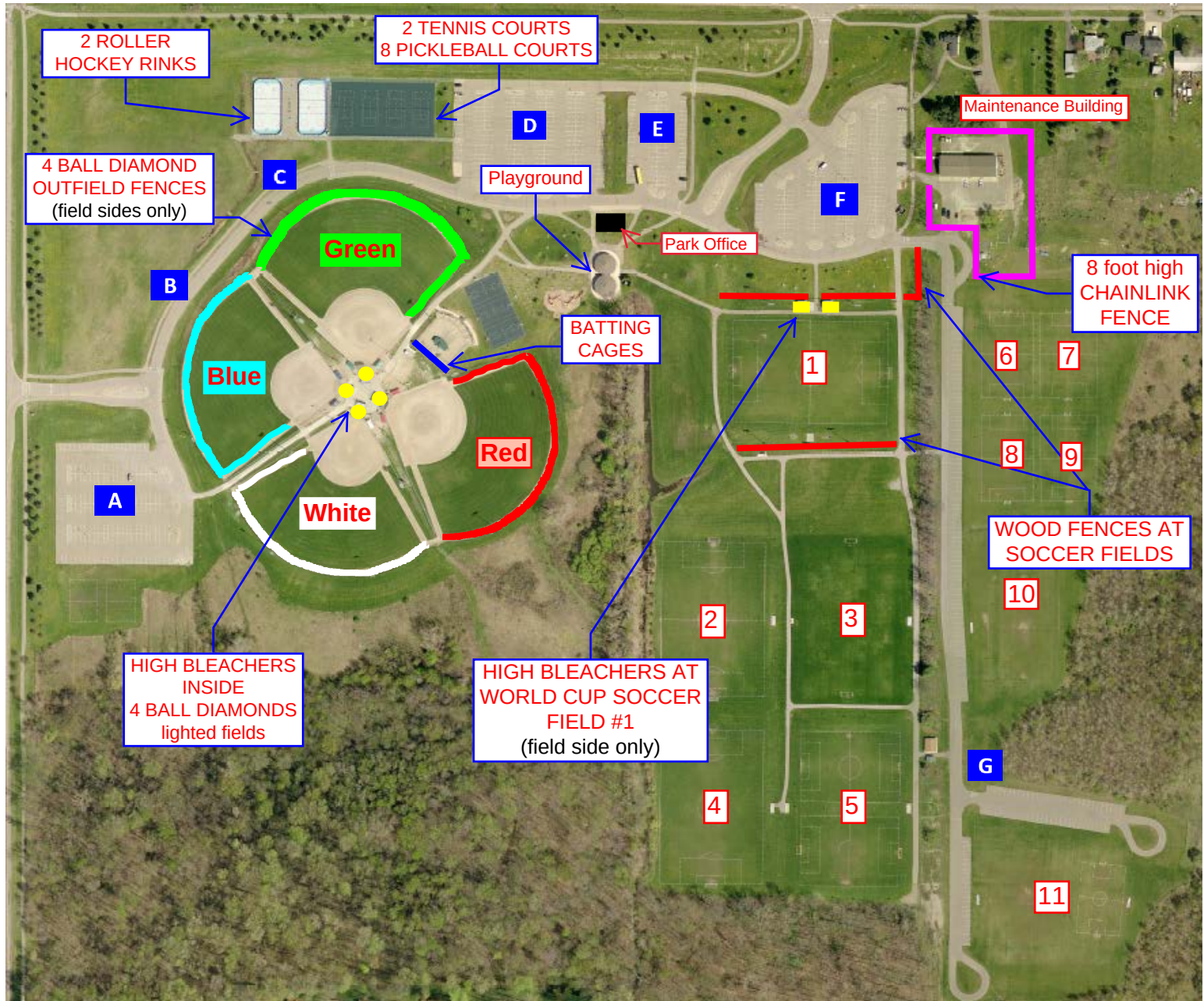
NOBF North Oakland BASEBALL FEDERATION
NOBF.NET

HAMLIN PUB
Your Destination For Great Food, Ice Cold Drinks & Live Entertainment
"The Home Entertainment & Hospitality"
hamlinpub.com - Like Us On Facebook
Whiskey, Beer, Catering, Sports Spectators, Various Locations, Weekly Specials
Take A Sizzle With This Summer And Present It To Your Server To Receive 10% Off On Your Next Visit

Possible Locations Overview

Advertising Borden Park

2-22-24



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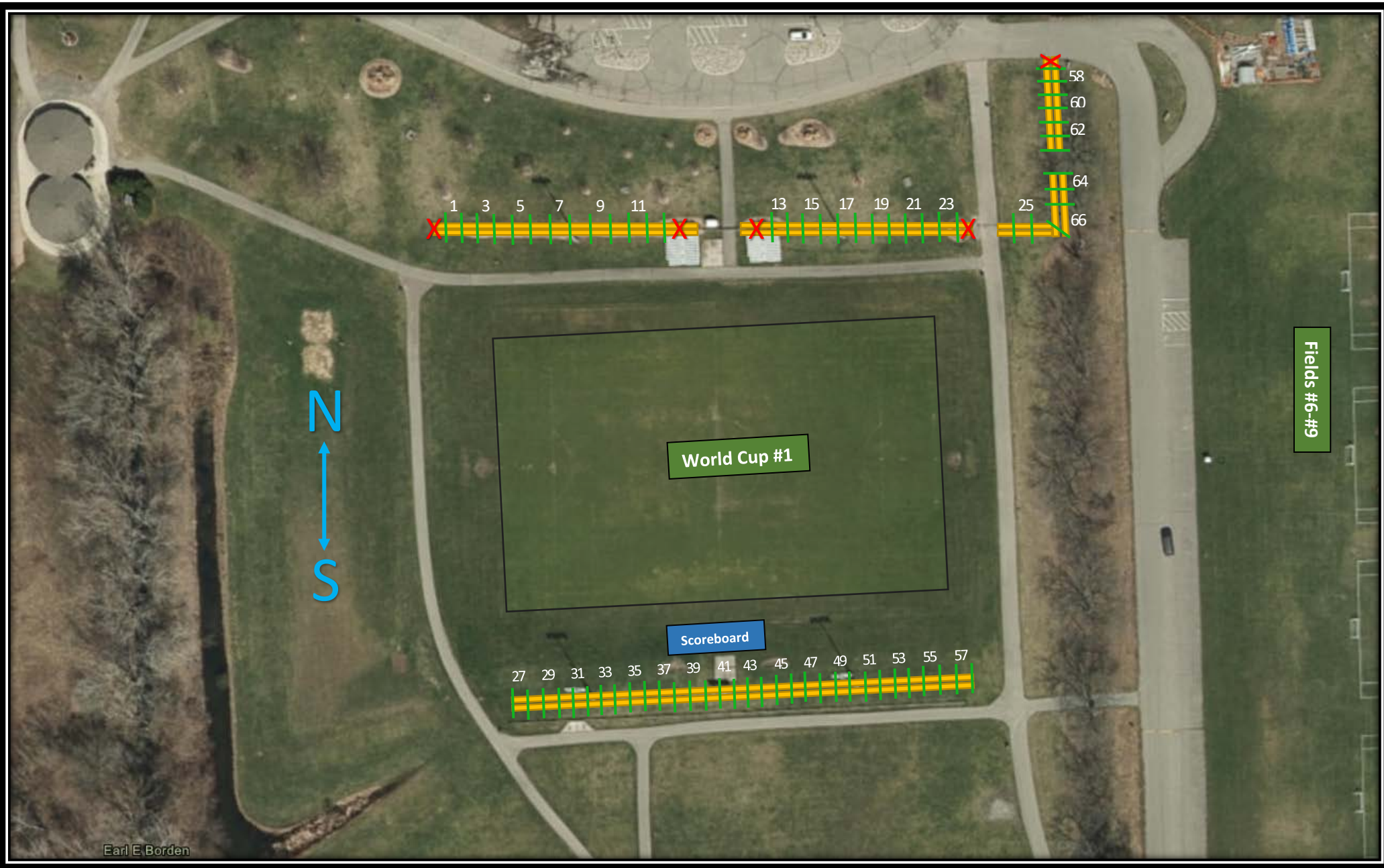
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<https://www.rochesterhills.org/borden>

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BORDEN SOCCER #1 WOOD FENCES AD LOCATIONS # 1-66

3-2-21



BORDEN AD LOCATIONS # 1-25 ON SOCCER DRIVE MAINTENANCE BUILDING FENCE

3-2-21





4' x 8' max size banners



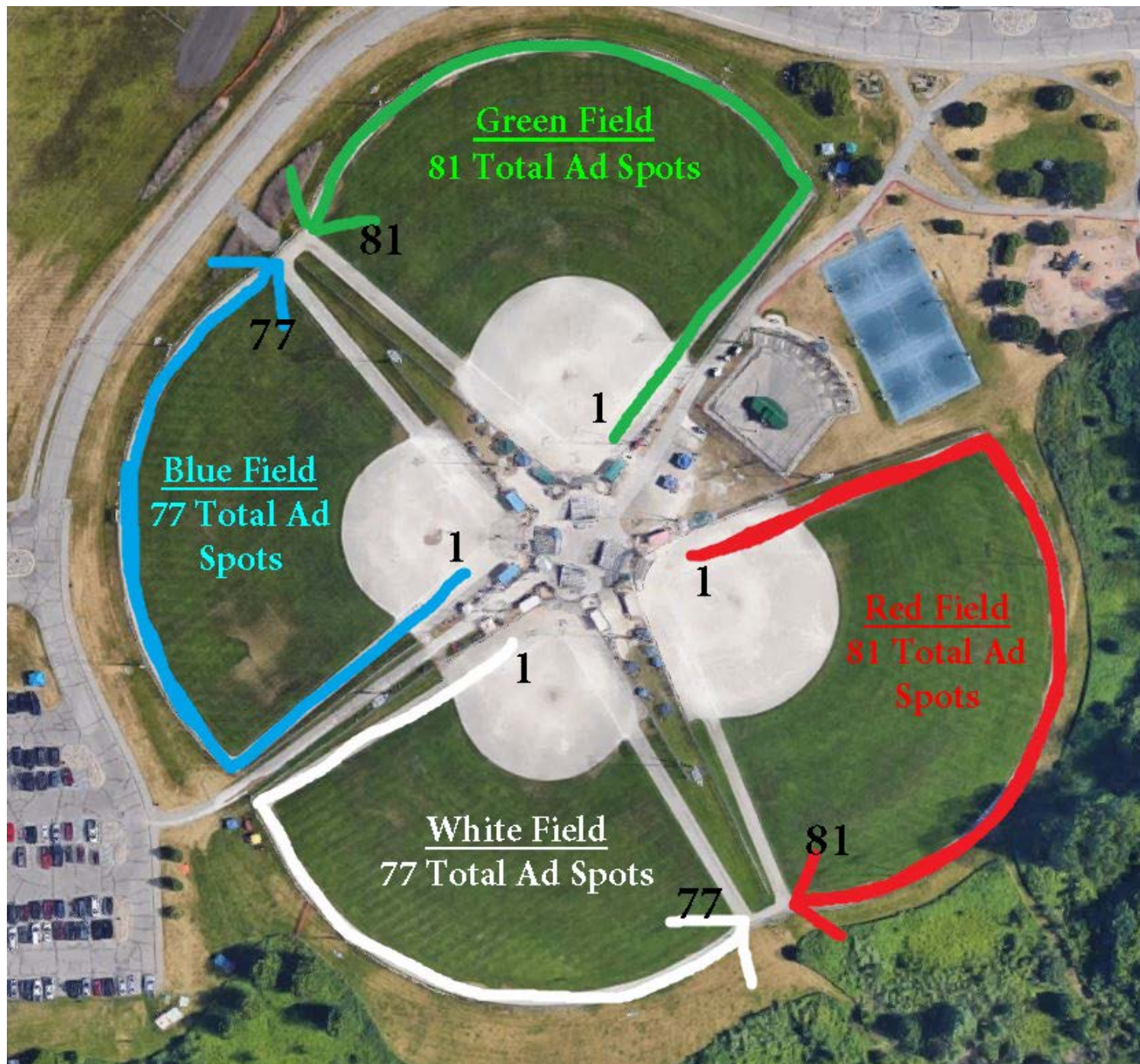


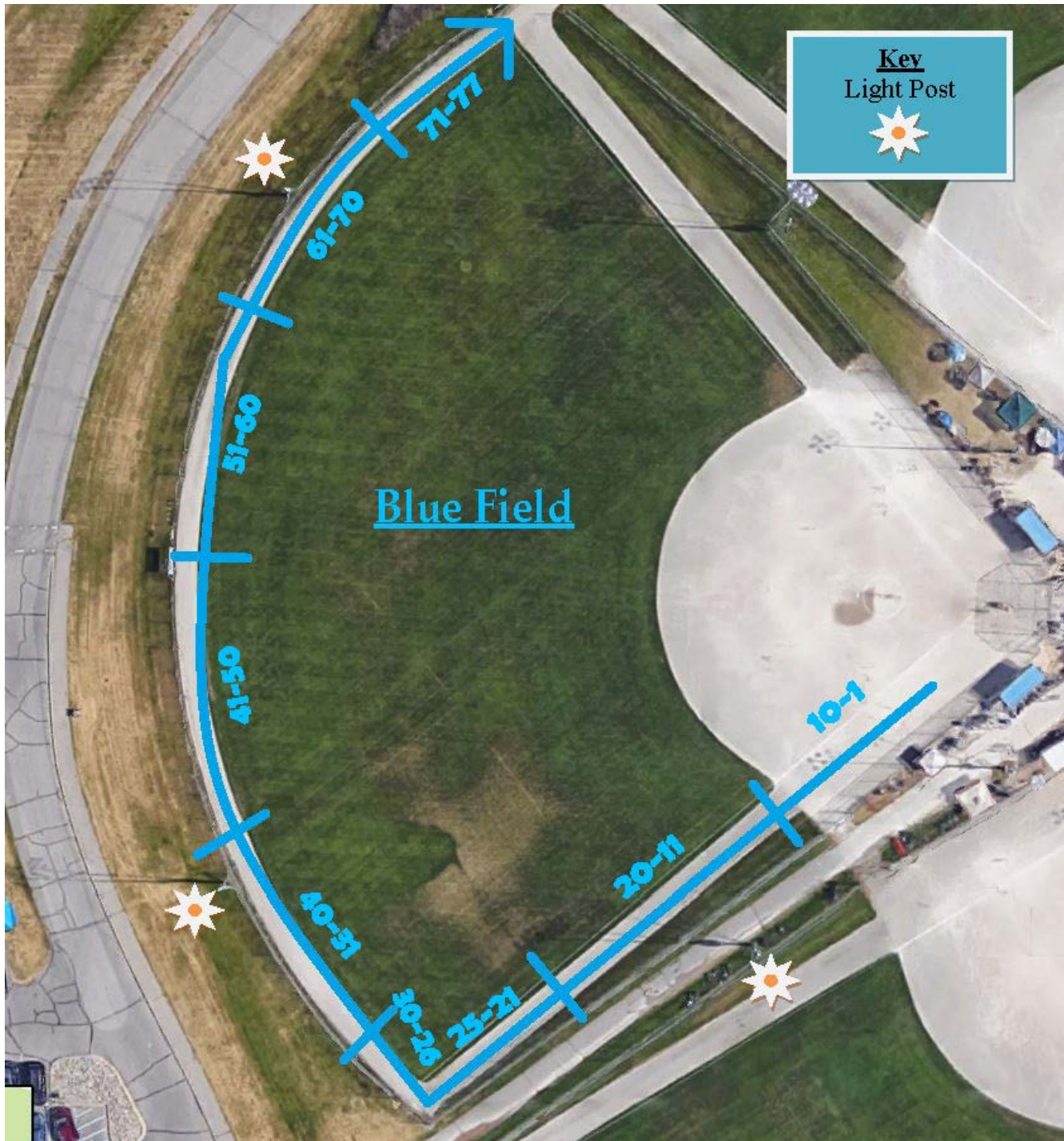
4' x 8' max size banners

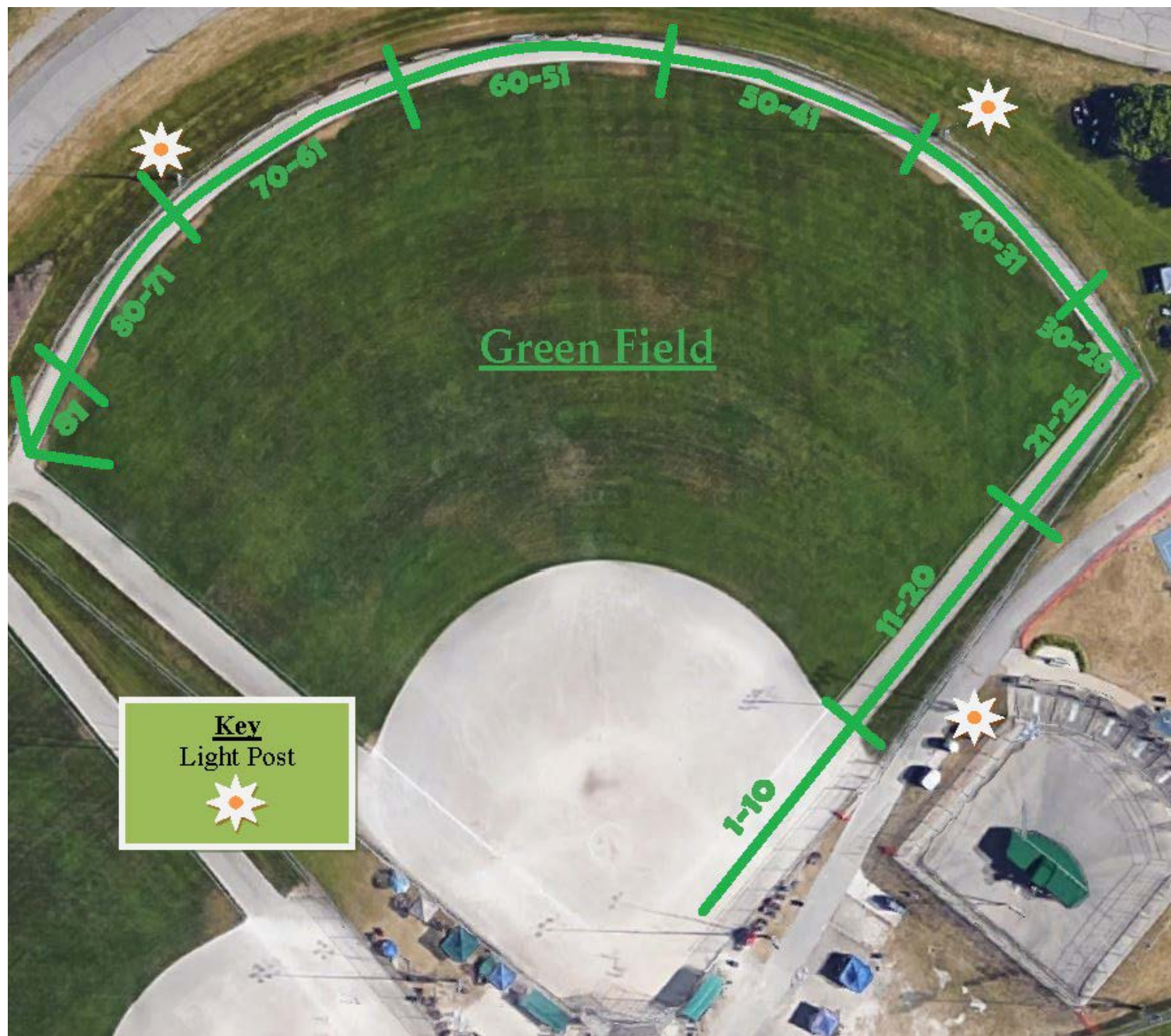


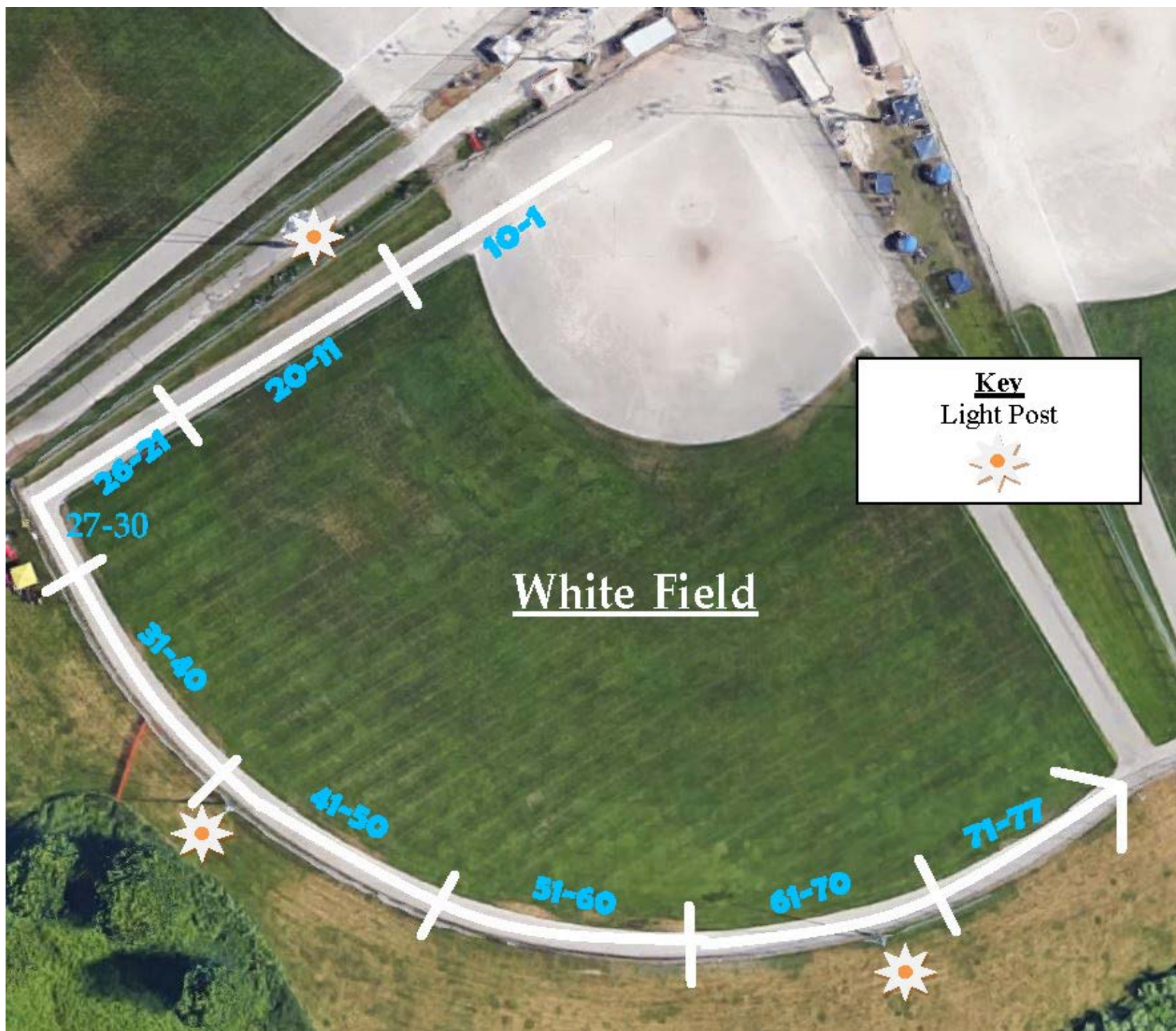
BORDEN AD LOCATIONS ON BALL DIAMONDS

3-2-21









RED Ball Diamond:

Map not completed yet

Please call for details.



Inquiry about Advertising at Borden Park

2-22-24

Please complete this form and email to:

bordenpark@rochesterhills.org

248-656-4797



innovative by nature

I am interested in advertising at Borden Park.

Contact Name:			
Group / Company name:			
Type of sport/business/group:			
Phone (land line):			
Phone cell:			
Email address:			
Website:			
Date:			
I would like to discuss options for the following: <i>(leave blank if unknown)</i>			
#1	Ad location general area:		
	Ad location details <i>Use reference # from maps</i>		
	Ad material:		
	Ad size:		
	Proposed text (draft) :		
	Who provides the ad?	I provide my own ad: ☐	I request City Sign Shop to make the ad: ☐
	Other comments:		
#2	Ad location general area:		
	Ad location details <i>Use reference # from maps</i>		
	Ad material:		
	Ad size:		
	Proposed text (draft) :		
	Who provides the ad?	I provide my own ad: ☐	I request City Sign Shop to make the ad: ☐
	Other comments:		
#3	Ad location general area:		
	Ad location details <i>Use reference # from maps</i>		
	Ad material:		
	Ad size:		
	Proposed text (draft) :		
	Who provides the ad?	I provide my own ad: ☐	I request City Sign Shop to make the ad: ☐
	Other comments:		