

The Recreation Division has created a new revenue producing initiative to sell banner advertisements that will be placed on fencing at our adult softball fields at Cummings Park and Scalzi Park. Therefore we are requesting that the following fees be moved on to the Board of Representatives for review/approval.

### **Banner Ads/Park Softball Fields**

#### **Banners will be sold per Season (the season will be April thru October)**

Center Field - \$800

Right/Left Fields - \$600

Behind Home Plate - \$400

Recreation Services adult softball predominately hosts the young adult population with approximately 180 teams per the prime season of spring and summer equating to 3,500 participants and 1,100 spectators. These numbers do not include the passer by population that visits these parks/fields.

This request is primarily to increase revenue thereby assisting to further close the gap on the Recreation Divisions cost to the City for subsidized youth programs, ultimately create more programs, and to engage Stamford based businesses both for their community involvement and benefit.

Thank you for your consideration and I look forward to speaking further with you on this matter.