

Newton Parks & Recreation Department
Rules and Regulations for Sponsorship Signs

at the Jay Gordon Little League Facility, Newton Centre

As recommended by the Newton Parks and Recreation Commission, December 22, 2003

An annual application to install and maintain up to 36 sponsorship signs at the Jay Gordon Little League Facility ("Facility") shall be submitted to the Commissioner of Parks and Recreation (the "Commissioner") for approval prior to the installation by or for the Newton East Little League ("NELL") of any signage that may be permitted by the Commissioner.

All signs shall be installed and maintained strictly in accordance with the following rules and regulations and the plans entitled: "Field Sketch" and "Sign Detail" submitted by NELL in 1991 and attached hereto and made a part hereof.

All signs shall be wooden, be the same size and may not exceed 4' by 8'.

No signs may contain any direct or indirect product or service promotion or logo and the only message thereon shall indicate the name of a sponsor and its support for the NELL. NELL shall, at the time of its application for permission for the signs, submit the final design and content of the signs to the Commissioner for approval.

No more than 36 signs may be installed and maintained at the Facility: no signs may be installed prior to April 21: and all signs must be removed by the earlier of the end of the Fall playing season or October 21.

All signs must have a uniform, dark green background color for both the front and back of the panels and all lettering shall be a single, white color.

All signs may only be located on the inside of the curved outfield perimeter field fence and all signs shall be placed sequentially with no gaps starting from the right field line and then proceeding to the left field line.

As an express condition precedent to the permission to install and maintain any signs and subject to the review and approval of the Commissioner, the NELL shall, at its sole cost and expense, maintain and landscape the Facility in first class condition and repair.

There shall be no additional structures, or any sound systems, lighting or food service, temporary or otherwise, installed or located at the Facility or modification of the grades of the field by or for NELL without the express prior, written approval of the Commissioner and the Parks and Recreation Commission (the "Commission").

In the event NELL shall fail to abide strictly by any of the foregoing rules and regulations, the Commission shall, in its sole and absolute discretion and without limiting any other remedies available to it, cause the immediate removal of any signs; deny NELL permission to install and maintain any signage at the Facility for one or more future years; and may impose such other remedies as it deems appropriate, including, without limitation, the denial of the ability of NELL to use the Facility.

Any approval for NELL to install and maintain signs at the Facility may be rescinded by the Commission at will, for any or no reason, in the exercise of its sole and absolute discretion.

The foregoing rules and regulations are subject to amendment and revision by the Commission.