

Town of Fenwick Island, Delaware Lifeguard Stand Sponsorship Program

The Town of Fenwick Island is offering local business owners the opportunity to advertise on lifeguard stands for the **2014** summer season. The program is an innovative approach to supporting the Fenwick Island Beach Patrol and promoting area businesses. Sponsors have the opportunity to purchase up to five (5) spaces available on the eleven (11) stands from Memorial Day Saturday, May 24, to Labor Day Sunday, August 31, 2014. The stands will be visible from 10 a.m. to 5 p.m. daily.

Sponsorship Rates

Each lifeguard stand will have three (3) advertising locations for purchase. The cost of the sign is incorporated into the seasonal advertising rate. All signs will be manufactured using 1/4 komatex (PVC).

Sponsorship applications will be accepted on a “first come, first paid” basis beginning on **Friday, February 28, 2014, at 9 a.m.** Please make checks payable to the Town of Fenwick Island (no credit cards accepted). All funds are non-refundable.

1. \$800 for a 14”x40” sign on the back of one stand
2. \$500 for a 14”x20” sign on the side of one stand
 - a. All signs will be produced with a white background.
 - b. Town management will replace damaged signs one (1) time.
 - c. A one-year extension may be offered at adjusted rates on or before January 1, 2015.
 - d. To advertise, a business must be an allowable use in accordance with Town Code.

Advertising Information

- Typically, business name, phone number, logo, tagline and website address. Submit copy with application. Copy should be submitted in a *pdf* format by March 31, 2014.
- Copy is subject to review and approval by the Town Manager.

Application

Name: _____ Phone Number: _____

Business/Organization: _____

Address: _____

Email Address: _____ Website Address: _____

Street Location	North Side	Fee	South Side	Fee	Back	Fee
King						
Indian						
Georgetow n						
Farmington						
Dagsboro						
Bayard						
Atlantic						
North Carolina						
Virginia						
Delaware						
Fenwick Ave.						
TOTALS						

Town Website: fenwickisland.org. Contact Lynn Massey, 302-539-3011 or lmasssey@fenwickisland.org for information.