



BANNER SPONSORSHIP PROGRAM POLICIES & GUIDELINES

Purpose

- To allow businesses and organizations to support the Knoxville Christian School athletic and academic programs through financial sponsorship.
- To create an effective administrative process to manage Knoxville Christian School's athletic banner sponsorship program.

Guidelines For Banner/Decal Content

- Banners/decals shall not be used to convey political messages or campaign or religious messages
- Banners/decals shall not contain any offensive, hateful, and/or negative messages or graphics. Knoxville Christian School at its sole discretion may refuse to display any banner containing any language or a graphics of a questionable nature.
- Banners/decals shall not promote the sale of alcohol or tobacco.
- Banners/decals shall not promote adult entertainment.
- Each banner shall include the subheading that reads "Proud Supporter of Knoxville Christian Knights" below sponsored content.

Banner/Decal Design & Types

- The banner size shall be 4 feet by 6 feet for the indoor courts and 4 feet by 8 feet for the outdoor sports fields. Banners will be hung horizontally only.
- The non-slip vinyl floor decal shall be a maximum size of 4 feet by 6 feet.
- The graphic design of the banners shall be developed by Power T Graphics.
- The graphic design of the vinyl floor decals shall be designed by Signarama.
- The banners shall be printed on one side.
- Banners shall be made of 13 ounce vinyl with textured finish, with grommets.
- The sponsor business shall provide its logo in digital format (PDF or JPG). Text and logo shall be limited to two lines. The purchasing company will be asked for final approval prior to manufacturing.

Banner/Decal Location Choices

- Location choices for sponsorship banners and vinyl floor decals shall be noted on the school website under the banner sponsorship tab.
- Current sponsors will be given first choice for placement for the next academic school year.
- All new sponsor banner/decal locations shall be placed on a first received, first placed basis.

Sponsorship Requirements and Expectations

- The fee for the banner sponsorship reflects the cost of application, installation, and removal.
- Sponsored banners shall be installed for one academic school year (August 1st-July 31st).
- Knoxville Christian School is not liable for any damage or loss to the sponsored banner due to vandalism, theft, and extreme weather. Knoxville Christian School will coordinate the replication and installation of missing or damaged signs should the sponsor choose to pay a \$75 replacement fee
- KCS reserves the right to remove a banner due to extreme weather conditions