

Burgate School and Sixth Form Banner Advertising Terms and Conditions

Introduction

These Terms and Conditions ("T&Cs") govern the installation, management, and governance of perimeter advertising and sponsorship banners at the Artificial Grass Pitch ("AGP") owned and operated by The Burgate School and Sixth Form ("The School"). By agreeing to display banners on the AGP, advertisers and sponsors agree to abide by these T&Cs.

1. Definitions

The School: The Burgate School and Sixth Form, the owner and operator of the AGP.

Advertiser/Sponsor: Any partner, individual, company, or organisation entering into an agreement with The School for advertising or sponsorship on the AGP.

Banner: The physical advertising or sponsorship material to be installed on the perimeter of the AGP.

Agreement: The terms and conditions of banner advertising set out below and agreed to by any Advertiser/Sponsor wishing to advertise at the AGP concerning the installation, management, and governance of perimeter advertising and sponsorship banners.

2. Roles and Responsibilities

The school are responsible for managing and coordinating the installation and removal of banners in accordance with these T&Cs.

The school retains ultimate authority over all advertising and sponsorship activities and pricing at the AGP including ensuring compliance with these T&Cs and any relevant school policies.

3. Pricing and Payment Terms Spring 2025

Banner advertising charges are set, structured, reviewed and amended at the discretion of the school. Pricing and advertising display extensions costs (see point 15) are per single banner.

General Advertisers: £125* per annum for initial banner and 12-month display.

Advertising Display Extension £60 *per annum up to two additional years. Then remove/review.

AGP official Partners: £90* per annum for initial banner and 12-month display. Advertising Display Extension £50* per annum up to two additional years. Then remove/review. (The school would be happy to also offer up to three sponsors of our official AGP partners these preferential rates also).

- 3.1. Payment for all banner advertising and display extensions is made to the school. Full payment to the school for the cost of each banner and initial 12-month display is required at the time of placing an order (see also point 15).
- 3.2. At the end of each 12-month period if an advertising display extension has been agreed by the school in writing (see point 15), full payment to the school for the cost of this 12-month extension period will be requested and must be paid in full no more than 30 days prior to the end of the existing display period.
- 3.3. Any new banner order will not be processed until payment has been received in full. Payment is by Bank transfer. Payment will be requested once the order has been accepted.
- 3.4. Banner advertising display extensions will not begin until payment has been received in full. Payment is by bank transfer. Payment will be requested once advertising display extension has been agreed in writing.
- 3.5. *The school reserves the right to amend pricing and pricing structures for new banner orders and advertising extension periods at any time or as part of an annual review.
- 3.6. Any changes to pricing will not affect confirmed orders that have been paid for.
- 3.7. Updated pricing will apply to all new orders placed after the date of amendment.

4. Cancellations

If an order is cancelled after payment but before production, a partial refund may be issued at the school's discretion, less any design or administrative fees incurred.

4.1. No refunds will be issued once the banner has been produced.

5. Banner Type and Dimensions

The only banner type and size available for order is a Heras Banner with hems and eyelets, measuring 2440mm x 610mm.

- 5.1. Banners of different materials, sizes, or specifications are not permitted or possible to order.
- 5.2. All banners will be printed and produced via Fordingbridge Print The schools' chosen print company.

6. Limit on number of Banners

Each advertiser is limited to the purchase and display of a maximum 5 banners at any given time. This limitation ensures fair access to advertising opportunities for other organisations.

7. General Advertising Content and Restrictions

The school reserves the right to refuse advertising and banner designs that include alcohol, adult-themed content, or any substance, product, service, or content it deems inappropriate or not in line with the school's ethos and policies including any content that is defamatory, offensive, discriminatory, political.

8. Logo, Tagline, and Artwork Details

The advertiser must provide a logo, tagline, and a brief description of any preferred artwork details when placing the order. A tagline is a short, memorable phrase associated with an organisation, product, or service. It should not exceed 10 words.

If preferred artwork details are not supplied, the designated designer at Fordingbridge Print will use discretion when creating the banner design.

9. Amendments to Artwork

The price of a banner includes up to three (3) rounds of artwork amendments.

9.1. Any additional amendments beyond the three rounds will incur an extra fee, which will be communicated in advance.

10. Artwork Approval

The school reserves the right to review and approve the final artwork before production. The school may refuse to approve artwork deemed inappropriate, offensive, or unsuitable for school grounds.

11. Installation, Maintenance and Security

- 11.1. The school retains full discretion over the placement and display duration of the banner within the AGP to ensure a balanced and visually appealing display but will work with advertisers to display banners where possible in preferred positions.
- 11.2. Banners will be delivered directly to the school.
- 11.3. A series of banners cannot be designed to create a larger advertising display.
- 11.4. A banner may be removed at any time if deemed necessary by the school (e.g., due to damage, weather conditions, or unsuitability). See point 16.
- 11.5. Advertisers/Sponsors are not permitted to install banners without prior consent and supervision.
- 11.6. Banners will only be installed in the designated display area (back fence of the AGP).
- 11.7. The Advertiser is responsible for maintaining the banner in good condition throughout the display period. The school reserves the right to remove any ripped/damaged banners that are no longer fit for purpose before the existing agreed display period if necessary.
- 11.8. Access to the AGP for the purposes of banner maintenance or removal will be granted at times agreed upon between the school and advertiser. The school may restrict access to the AGP for

events or during school hours, and such restrictions will be communicated in advance where possible.

11.9. Advertisers must adhere to the school's health and safety guidelines and any other relevant policies when accessing the AGP.

12. Liability and Indemnity

The school shall not be held liable for any loss, damage, or injury related to the installation, maintenance, or removal of banners and accepts no responsibility for any loss or damage to the banner caused by weather, vandalism, or other external factors once it is displayed.

12.1. The Advertiser and not the school is responsible for ensuring the finished banner design and any artwork, images and wording provided for its design, complies with copyright and trademark laws and any other applicable advertising laws and regulations, including advertising standards, health and safety rules, and local authority guidelines.

12.2. Advertisers/Sponsors shall indemnify the school against any claims, damages, or liabilities arising from the banner or its content.

12.3. Force Majeure. Any unforeseeable circumstance which is beyond the control of the school, or any unavoidable event, even if foreseeable, as a result of which the school is unable to perform its obligations, in whole or in part, under the terms and conditions of attached to an advertising display agreement. Such circumstances include, but are not limited to, any strike, school closure, natural disaster, fire, flood, accident, war, or any other similar event.

13. Banner Lifetime and Removal

Heras banners placed outdoors are subject to wear and tear due to weather and environmental conditions. While such banners typically last 1 to 3 years, the school makes no guarantee regarding their condition beyond 12 months of placement.

13.1. The school reserves the right to remove banners at any time if they are deemed damaged, unsightly, dangerous or no longer fit for display.

13.2. The advertiser is responsible for replacing the banner if they wish to continue advertising beyond the initial **12-month** period and the banner has become unsuitable for continued use. Replacement costs will be borne by the advertiser.

14. Display Period

The standard display period for each banner is **12 months** from the date of installation. After the initial 12-month period, the banner will be removed unless:

- a) It is deemed suitable for continued display by the school and the advertiser agrees to pay the advertising display extension fee. See point 15.
- b) The advertiser agrees to cover the cost of a replacement banner as per pricing of a new banner advertising agreement (if required).

At the end of the display period, the school will remove the banner(s). The Advertiser is welcome to collect their banner(s) within 14 days of removal. Failure to collect the banner(s) will result in the school disposing of it/them at the Advertiser's expense.

15. Advertising Display Extension Period and Fee

If the banner is deemed suitable by the school for continued display; Advertisers wishing to extend their advertising display period beyond the initial 12-month period must request an extension and pay an advertising display extension fee of £60 (£50 for Partners) to the school per annum per banner for each additional year of advertising display up to 3 years in total from the initial installation. The school must confirm the extension in writing and payment must be received by the school no more than 30 days prior to the end of each 12-month display period.

After three years of installation unless agreed/approved separately with the school and subject to and payment of additional display extension fees, a banner will be removed from display. *The school reserves the right to remove a banner at any time during an advertising display extension period as per point 16.*

16. Early Removal and Termination of Agreement

The school reserves the right to remove any banner and to terminate the agreement before the end of the initial or extended display period if the advertiser is in breach of these T&Cs or if:

- a) A banner becomes damaged, unsightly, or poses a safety risk.
- b) The content on a banner(s) is no longer deemed appropriate (e.g., due to policy changes).

No refunds will be issued for banners removed before the agreed display period ends, except at the discretion of the school.

Upon the end and/or early termination of an agreement the school will remove the banner(s). The Advertiser/Sponsor is welcome to collect their banner(s) within 14 days of removal. Failure to collect the banner(s) will result in the school disposing of it/them at the Advertiser's expense.

17. Amendments and Agreements

The school reserves the right to amend these T&Cs at any time. Any amendments will be communicated to any existing Advertiser in writing, and the updated T&Cs will take effect 90 days after notification.

By placing an order each individual Advertiser acknowledges that they have read, understood, and agree to abide by these Terms and Conditions and must confirm this in writing at the time of ordering.

Terms and Conditions may not be agreed to on behalf of another person/ club/ advertiser or sponsor.

18. How to place an order:

To place an order each advertiser should please email advertising@burgate.hants.sch.uk with the following information:

- a. Confirmation in writing stating that you 'agree in full to all Burgate School and Sixth Form terms and conditions of banner Advertising and Display' included above.
- b. Please include a high-resolution file of your logo. Vector files are ideal: AI/EPS/PDF formats.
- c. Please include a tagline for your advert.
- d. Please include any brief preferred artwork details i.e. preferred font/colours.
- e. Please include - Full Business Name/Address/Contact Telephone Number/Website address if applicable/Contact.
- f. Fordingbridge Print will liaise with advertisers directly where necessary to clarify design requirements. As per terms outlined above, advertisers can make up to three design amendments following the initial proof that will be sent for approval. Any further amendments will be charged for and must be paid for before production.

Once final approval has been given by the advertiser and School the design cannot be amended, and production cannot be halted.

Once the school has received an email order with the details requested above, the school will call/ email to confirm they are able to accept the order and to arrange to take payment.

Orders cannot be accepted over the phone.