

2026

Mankato Outdoor Recreation Advertising Plan



3.4.2026

Introduction

The City of Mankato's parks and recreation amenities support community connection and livability for all of our residents. We have several different types of parks and recreation amenities. The Tier 1 facilities are recreational spaces that have secure access. Tier 2 facilities are park spaces that are used for competitive sport in addition to being places for community usage.

This advertising plan is intended to provide oversight on Tier 2 facilities, specifically:

- Alexander Park Tennis Courts
- Community Athletic Fields Baseball Fields
- Erlandson Park Tennis Courts
- Jaycee Park Softball Fields
- Thomas Park Softball Fields
- Tourtellotte Park Pickleball Courts
- Tourtellotte Park Softball Field



Sales Process

- Requests to purchase ad space come to ad sales staff to review.
- Upon approval of advertiser, payment is taken by City and artwork is sent from advertiser to City to sign printing company.
- Sign printing company prints and may or may not install, depending on final deal.
- Consider future technological improvements for sales and management.

Advertising Agreement

- Advertiser must provide artwork to be displayed.
- Signs sold for a 3-year term. The same sign to be used for all 3 years.
- Advertiser shall receive first right of refusal to purchase a new term.
- The cost to advertiser is an annual rate. The first annual payment must be received prior to printing the sign. City staff will invoice annually on the anniversary date of the initial purchase.
- If signs are vandalized or damaged beyond repair, City would be responsible for replacement.
- Signs visible to public during mild months – signs will be removed or rolled up during winter to ensure they last longer.

Permitted Advertising

1. Governmental Entities, meaning public entities specifically created by government action, may purchase advertising space for messages that advance specific governmental purposes.
2. Public Service Announcements must be sponsored by a governmental entity or a nonprofit corporation that is exempt from taxation under Section 501(c)(3) of the Internal Revenue Code.
3. Commercial and Promotional Advertising promotes or solicits the sale, rental, distribution or availability of goods, services, food, entertainment, events, programs, transactions, donations, products, or property (real or personal) for commercial or non-commercial purposes or more generally promotes an entity that engages in such activities in the Mankato Parks.

4. To avoid identification of the City with messages or images contained within advertisements displayed in and on the Property and to avoid the appearance of City endorsement of goods, products and services, advertisements shall readily and unambiguously identify the person, corporation, or entity paying for the advertisement. An Advertiser may, at the City's discretion, be required to include in the advertisement a statement explicitly identifying the person, corporation, or entity paying for the advertisement. An advertiser may also, at the City's discretion, be required to incorporate additional language to avoid the appearance of City endorsement.

Prohibited Advertising

1. Direct competition with Mankato Parks or directly adverse to the commercial or administrative interests of the City of Mankato.
2. Use of the City of Mankato logos, slogan, or graphic representation which appears to endorse or imply endorsement of a product or service.
3. Untruthful, misleading, or deceptive advertisement, including exaggerated or illegal copy and/or illustrations.
4. Promotion of unlawful or illegal goods, services, or activities, or involves other unlawful conduct.
5. Language, pictures, or graphic representations that, if sold or loaned to a minor for monetary consideration with knowledge of its character and content, would give rise to violation of Minnesota Statute Section 617.293 which prohibits the dissemination of indecent material to minors, as that provision may be amended, modified, or supplemented from time to time.
6. Promotion of or opposition of a political party, or promotion of or opposition to any ballot referendum or the election of any candidate or group of candidates for federal, state, judicial, or local government offices.
7. Promotion of alcoholic beverages, tobacco or tobacco related products, electronic cigarettes, Tetrahydrocannabinol (THC) or Cannabis products the distribution or sale of which would be illegal to minors.
8. Containing materials, the display of which, the City reasonably foresees would imminently incite or provoke violence or other immediate breach of the peace, and so could harm, disrupt, or interfere with the safe, efficient, and orderly transit operations.
9. Containing material that is obscene or depicts or describes in a patently offensive manner sexual or excretory activities so as to satisfy the definition of obscene material as contained in Minnesota Statutes, Section 617.241, as such provision may be amended, modified or supplemented from time to time.
10. Containing material which, if displayed with knowledge of its character and content, would give rise to a violation of Minnesota Statutes Section 617.291 which prohibits the public display of offensive sexual material, as such provision may be amended, modified, or supplemented from time to time.
11. Containing sexually explicit material that appeals to the prurient interest in sex or is so violent or frightening as to reasonably be deemed harmful to minors or contains materials which, if displayed with knowledge of its character and content, would give rise to violations of Minnesota Statutes, Section 617.247, as such provision may be amended, modified, or supplemented from time to time.
12. Promoting an escort service or sexually oriented business.
13. The prohibition of discrimination on the basis of race, color, national origin, religious belief, age, gender, pregnancy, citizenship, familial status, disability status, veteran status and genetic information guide advertising on or in public transit equipment.

Sign Quantities

Thomas Park

Field #	Total Fence Area	Fence Height (ft)	Fence Length (ft)	5'x8' Ad Space Available
1	1870	5.5	340	42
3	1732.5	5.5	315	39
4	1732.5	5.5	315	39
5	1732.5	5.5	315	39
6	1732.5	5.5	315	39

Total Ads: 198

Community Athletic Fields

Field #	Total Fence Area	Fence Height (ft)	Fence Length (ft)	5'x8' Ad Space Available	4'x8' Ad Space Available
1	1925	5.5	350	43	-
2	1925	5.5	350	43	-
3	1552.5	4.5	345	-	43
4	1552.5	4.5	345	-	43
5	1552.5	4.5	345	-	43
6	1552.5	4.5	345	-	43

Total Ads: 258

Jaycee Park

Field #	Total Fence Area	Fence Height (ft)	Fence Length (ft)	5'x8' Ad Space Available
1	2183.85	6.33	345	43
2	2183.85	6.33	345	43
3	2183.85	6.33	345	43

Total Ads: 129

Tourtellotte Park

Field #	Total Fence Area	Fence Height (ft)	Fence Length (ft)	5'x8' Ad Space Available
1	1417.50	4.5	315	39

Total Ads: 39

Alexander Park

Tennis (4)	Total Fence Area	Fence Height (ft)	Fence Length (ft)	4'x8' Ad Space Available
1	1026.00	9.5	108	26

Total Ads: 26

Erlandson Park

Tennis (2)	Total Fence Area	Fence Height (ft)	Fence Length (ft)	4'x8' Ad Space Available
1	1073.50	9.5	113	28

Total Ads: 28

Revenue Potential

	Qty	Sale Price	100% Sold	75 % Sold	50% Sold	25% Sold
5'x8' Ads	452	\$650.00	\$293,800.00	\$220,350.00	\$146,900.00	\$73,450.00
4'x8' Ads	226	\$400.00	\$90,400.00	\$67,800.00	\$45,200.00	\$22,600.00
Total Revenue*			\$382,900.00	\$288,150.00	\$192,100.00	\$96,050.00

*Customers interested in purchasing four (4) or more ads in one transaction may receive a discount of 25% off each year off for the length of the term of this transaction.

Sign Purchase Vendors and Estimates

- SignPro
 - Install Cost Estimate - \$100 per hour
 - Sign Pricing – Estimated \$5.00 per sqf:
 - 5'x8' Ad - \$200.00
 - 4'x8' Ad - \$160.00
- SPX
 - Install Estimate - \$65.00 per banner
 - Sign Pricing Estimate
 - 5'x8' Ad - \$200.00
 - 4'x8' Ad - \$175.00
 - Service Contract Available at \$75.00 per hour
 - Service helps to ensure longevity of sign.



Marketing

- Advertising opportunities must be marketed to the public in the form of website, social media, annual calendar and other print materials.
- Public Information to support creating an advertising design look to use in the future.