



ADVERTISING POLICY – FOOTBALL COUNTY PITCH BARRIER

Summary of Council Approval for New County Pitch Advertising

- Little Stoke FC will manage the supply, organise printing and erection of all signage on the County football pitch.
- All adverts will be of the same size and proportion (240cm x 90cm) and erected on the County Pitch barriers only.
- A maximum of 20 signs to be erected on surrounds of the pitch.
- All advertisement boards will be located between the dugout and far corner flag at the edge of the 3G pitch.
- One advertising banner is to be erected on two barrier railings to ensure a solid foundation and will not become loose in high winds.
- If advertisement banners are damaged it will be the responsibility of LS FC to repair or remove within 24hrs
- Cleanliness / inspection of signs will fall within LS FC duty of care.
- All adverts will be vetted by the SGPC Clerk, prior to LS FC accepting the company request or progressing with publishing the graphics. If the Clerk deems the advert offensive or politically driven etc the boards will not be approved for display on the site
- All advertising boards are not affiliated with the SGPC and are sponsors of the LS FC only.
- Signs will be erected for a period of 12 months.
- Should SGPC at any time choose to withdraw from this agreement / trial they will give LS FC 30 days' notice to remove the boards.
- All finances / administration will be managed through the LS FC.
- An annual fee of £100 will be donated to SGPC to invest into Grass Pitch facility.

Signed/Dated

J Rendell Clerk & RFO SGPC

Signed/Dated

Little Stoke First FC Manager

Reviewed by Council May 2026