

SUBSTITUTE PROPOSED ORDINANCE AMENDMENT

ITEM #2

Submitting a Substitute Proposed Ordinance Amendment sponsored by

TONI PRECKWINKLE, President, Forest Preserve District of Cook County Board

PROPOSED ORDINANCE AMENDMENT

ADVERTISEMENTS SECTION 3-3-8

Sec. 3-3-8. ADVERTISEMENTS.

- A. *Limitation on Advertising in Forest Preserve District of Cook County.* No person shall display, distribute, post or fix any placard, handbill, pamphlet, circular or any other writing containing advertising matter within any forest preserve or upon any of the property of the Forest Preserve District except as approved in writing by the General Superintendent, as is consistent with and in furtherance of the mission of the District, and in accord with the Teaming Guidelines referenced below in Subsection B of this Section.
- B. *Teaming Guidelines.* The following basic principles form the basis for the Teaming Guidelines:
1. Advertising, sponsorship opportunities, programs, awards, promotions, and recognition proposals (collectively, "Teaming Opportunities") may be accepted from any individual or entity deemed appropriate by the District. The District, in its sole discretion, reserves the right to accept or reject proposed Teaming Opportunities for any legitimate business.
 2. Under no circumstances should either temporary or permanent recognition be affixed to cultural or natural resources (other than dirt or grass) of the site or located where they would intrude on the historic or natural character of the area.
 3. Teaming Opportunities must not in any way suggest the endorsement of the District.
 4. The District shall not accept sponsorships or other Teaming Opportunities associated with, or related to, tobacco brands, firearms/fireworks, pornography, sweepstakes, gambling, politics, or religion.
 5. Teaming Opportunities associated with makers, sellers, or distributors of alcoholic beverages shall be limited to programs targeted to adults and shall be evaluated on a case-by-case basis.
 6. The use of corporate names or logos in connection with Teaming Opportunities may be permitted on brochures, select signage, temporary signs, audiovisual materials, give-away items, newsletters, other printed materials, and apparel designed for a specific event or program. Logos and names of sponsors will not be allowed on official District uniforms.
 7. Teaming Opportunities involving the expenditure of funds in excess of \$25,000 by any individual or entity in connection with proposed access to, or the use of, District resources or facilities must be approved by the Board of Commissioners of the Forest Preserve District of Cook County in advance.