The City of Newark created its Traffic Island Beautification Program in 1978. Currently, more than 20 traffic island sites are planted with a variety of trees, shrubs, and flowers offering seasonal and year round beauty.

A key element in the success of this program has been the opportunity for local businesses, organizations and individuals to support the program by partially funding the City’s island maintenance efforts. In recognition of their donations, a sign is placed at a beautification site, listing the contributor.
BEAUTIFICATION PROGRAM GUIDELINES

• Annual cycle: January - December

• Annual Contributions:
  $650 - 1st sign, $525 each additional sign

• Returning sponsors have first rights of refusal on their sign location.

• The Parks and Recreation Department reserves the right to place more than one sign in a landscaped area and to place signs giving consideration to visibility and safety.

• Any changes to the sponsor sign that require a new sign must be paid for by the sponsor at a cost of $155 (separate from the annual donation).

• Company logos will not be placed on signs.

• Sponsor Application below.

• For more information please stop by the Parks and Recreation office or visit our website at www.newarkde.gov/play.

PLEASE RETURN THIS FORM WITH PAYMENT
Please make checks payable to City of Newark.

List your business or company name exactly as you wish it to appear on the sign (please type or print): __________________________________________

________________________________________________________

Mailing Address: __________________________________________

________________________________________________________

Contact Person: ___________________ Phone #: ___________________

Email: ___________________________ Amount Due: $ ________________

220 South Main Street
Newark, DE 19711
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E-mail parksrec@newark.de.us