



CITY OF NEWARK PARKS & RECREATION
TRAFFIC ISLAND
BEAUTIFICATION PROGRAM

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. For more information, please call the Parks & Recreation office at (302) 366-7000 or email parksrec@newark.de.us.



**BEAUTIFICATION PROGRAM
GUIDELINES**

- 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.

**Payment can be made online at www.newarkde.gov/play
or by check payable to The City of Newark.**

Please provide any updates below.

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
Phone (302) 366-7000
www.newarkde.gov/play
E-mail parksrec@newark.de.us**