



The Borough of **RUTHERFORD** New Jersey

EXHIBIT A

Municipal Sign Sponsor Program Rules

General Terms

1. Sponsorship Term – three (3) years (July 1, 2026 – June 30, 2029)
2. Cost – Public Bid process (See Bid Form – Exhibit B)
3. Business or Organization must be licensed and insured in the Borough of Rutherford
4. Business or Organization must be in “good standing” with the Borough of Rutherford
5. Award of Sponsorship is subject to approval of the Mayor and Council

Sponsorship includes

- Sponsor sign plate located below the “Welcome” sign with your organization’s name or business’s name on a separate board under the “Welcome” sign saying “Sponsored by” or similar language approved by the Borough. No other type of messaging will be permitted.
- **Sponsor Sign plate is 8 inches by 48 inches and includes two (2) lines of text in navy, cut vinyl lettering**
- Borough maintains the sign

Public Bid Process

1. Each “Welcome” sign will be subject to public bid process.
2. Eight (8) signs will be available via bid.
3. Each sign will be a separate bid designated Sign #1; Sign #2; Sign #3...and continuing through Sign #8 listed on Exhibit B “Sponsor Bid Form”.
4. Highest bidder will be awarded the naming rights to the sign.
5. Each bidder may bid on more than one (1) sign but will only be eligible to win the rights to one (1) sign.
6. A bidder may only be awarded one (1) sponsorship opportunity even if said bidder is the highest bidder on more than one (1) of the signs during this bid process. The first sign the bidder is designated the high or winning bidder will be the only sign for which they will have sponsorship rights. If this same bidder is the highest for a subsequent sign, that later bid will be discarded and the next highest eligible bidder will be awarded the rights on that sign.
7. **Minimum Bid per sign – Five Thousand Dollars (\$5,000)**

8. All Bidders shall complete the Sponsor Bid Form and shall deposit the Sponsor Bid Form in a sealed envelope marked "***Municipal Sign Sponsor Program 2026***" and delivered to the Borough Clerk at 176 Park Avenue, Rutherford, NJ 07070, no later than 11:00 a.m. on May 20, 2026.
9. All Bids will be opened by the Borough Clerk on May 21, 2026, at 11:00 a.m., at which time the Clerk will announce the bids in the Council Chambers.
10. At a meeting of the Mayor and Council on May 26, 2026, at 6:30pm, the Governing Body will adopt a resolution awarding the rights to the sponsorships.
11. No later than June 3, 2026, the successful bidder shall pay the bid amount to the Clerk by way of a Bank Cashier's Check payable to the "Borough of Rutherford." If payment is not received by the due date, the Borough will rescind the sponsorship award and re-award the sponsorship to the next highest eligible bidder for that sign.
12. In the event of a tie, the Borough Administrator shall notify the tied bidders on the date of the bid opening, and the tied bidders shall have seven days to submit another bid. This process will be repeated until there is one high bidder.

****Upon completion of the awarded contract ending June 30th, 2029, a new public bid process will be announced.***



The Borough of
RUTHERFORD
New Jersey

EXHIBIT B

MUNICIPAL SIGN SPONSORSHIP PROGRAM

SPONSORSHIP BID FORM

MINIMUM BID PER SIGN \$ 5,000.00

SIGN #	LOCATION	BID AMOUNT (Words)	BID AMOUNT (\$ Dollars)
<i>1</i>	<i>Park Ave and Erie Ave (Circle)</i>		\$ -
<i>2</i>	<i>Union Ave and Jackson Ave</i>		\$ -
<i>3</i>	<i>West Erie Ave and Jackson Ave</i>		\$ -
<i>4</i>	<i>Riverside Ave (Lyndhurst Border)</i>		\$ -
<i>5</i>	<i>Meadow Rd @ Train Trestle</i>		\$ -
<i>6</i>	<i>Meadow Rd - Rt 17 Off Ramp</i>		\$ -
<i>7</i>	<i>Orient Way and Barrows (NE Corner)</i>		\$ -
<i>8</i>	<i>Park Ave & Rutherford Ave (NW)</i>		\$ -

NAMES OF BIDDER:

ADDRESS OF BIDDER:

TELEPHONE NUMEBR OF BIDDER:

EMAIL ADDRESS OF BIDDER: