

RIO LINDA ELVERTA RECREATION AND PARK DISTRICT

POLICY & PROCEDURE MANUAL

POLICY TITLE: Digital Marquee and Digital Signage/ and Banner Placement
POLICY NUMBER: 6020

6020.1 Purposes: The Rio Linda Elverta Recreation and Park District has developed this policy for the purpose of regulating the use of the Digital Marquee, Digital Signage and Banner Placement. Priority uses will be as follows:

6020.1.1 District Messages, classes, and special events, rentals.

6020.1.2 Public/Community Service Announcements.

6020.2 Guidelines for Use:

6020.2.1 All messages will be approved by the District Administrator prior to being displayed. Appeals of the District Administrator's decision will be made to the Board of Directors.

6020.2.2 A Fee of \$35 will be charged for the use of Digital Marquee or Community Center Digital Signage or \$60 for both to be used simultaneously. A fee of \$60 will be charged for Banner placement at outdoor sports facilities

6020.2.3 All messages on Marquee or advertisements on the Lobby Digital Signage will be placed for 2 weeks.

6020.2.4 Banners will be placed for the duration of a season at the respective facility being used.

6020.2.5 All refunds must be approved by the Board of Directors at a regular meeting of the Board.

6020.2.6 If more messages are submitted than the Marquee can display, the District Administrator will make the final decision based on "priority use."

6020.2.7 The District reserves the right to abbreviate words if all letters required are not available.

6020.2.8 Marquee cannot be reserved less than five (5) working days before the event.

6020.2.9 Messages will be posted as it reads on the application. The District assumes no responsibility for errors.

6020.2.10 A local charitable/non-profit agency may apply for a fee waiver. To be eligible they must produce a letter of determination from the IRS and they must be based in Rio Linda or Elverta (Organization's Zip Code)

6020.2.11 Each eligible organization will receive one free posting per calendar year

6020.2.12 Each eligible organization will be charged a reduced rate of \$20.00 for every additional message in the same calendar year.