



CITY OF ALMA

POLICY AND PROCEDURES

MARQUEE SIGN GUIDELINES

1. Non-Profit organizations promoting community events may, upon the approval of the City of Alma, have access to placing messages on the marquee. The City of Alma shall have the authority to determine which organizations may place messages on the marquee, when and in what order messages shall run and for how long they may remain placed on the marquee.
2. Message content shall not include business advertisements or any information of a strictly or significantly commercial nature. No promotions for any individual business or group of businesses or any type of commercial activity shall be permitted.
3. Religious institutions and organizations shall not be permitted to place messages on the marquee sign which promote the institution or organization or religious services, religious affairs or religious messages. However, subject to conditions of approval, religious institutions and organizations may place messages announcing charity events, fund raising events, community service events and similar activities providing that all events are of a non-religious nature and are open to all members of the general public.
4. Messages will be posted once a week and may run for a maximum of 7 days.
5. All requests must be submitted on the City of Alma Electronic Message Center Marquee application form 1 week prior to the requested posting date and no more than 30 days prior to the requested posting date. No information may be submitted by telephone.
6. Prospective users are limited to two submissions at any one time.
7. All City of Alma sponsored events have priority. All other submissions will be given priority based on time received.
8. The City of Alma offers no guarantee with respect to appearance of messages on the marquee. The number of seconds in which the message will be displayed shall be solely determined by the City of Alma. Prospective users are encouraged to use a variety of media for events and not to rely solely on the marquee.
9. The number of messages which appear in any given time period is limited. During busy times, the City of Alma may elect to limit or not program submitted events.
10. Messages are limited due to the size of the sign. Information must include event name, date time, place, contact person and number. Graphics (i.e. logo) must be provided in electronic form and used upon the City of Alma's discretion.
11. All requests will be approved in advance by the City of Alma and may be edited for conciseness, clarity and conformity to the limitations of the marquee.



CITY of ALMA

MARQUEE SIGN REQUEST

Organization name: _____

Contact person: _____ Contact phone #: _____

Event name: _____

Event date: _____

Event location: _____

Event description: _____

Requested run dates: _____

(The more words the smaller it appears on the marquee making it harder to read)

What would you like the sign to say: _____

Upon completing and submitting this request, we acknowledge we have read and understand the Marquee guidelines.

For City Use:

Date submitted: _____ Accepted: _____ Rejected: _____

Run scheduled: _____ Run time: _____

Date entered: _____ Date removed: _____

Comments: _____