



# Silver Lake

## Community of Family and History

### City of Silver Lake LED Sign Policy

Purpose: For advertising city and community events sponsored by local non-profit organizations. No for-profit organization advertising will be permitted.

Hours of Operation: The sign will run 24/7.

#### Criteria for Advertising

1. Must be a 501c3 non-profit with a physical Silver Lake address or can provide active history of services provided to residents of the City of Silver Lake
2. The ad must be affiliated with the organization placing the ad.
  - a. Ads are non-transferable.
  - b. The organization is responsible for providing proof of services to city residents.
3. Ads can be placed on the sign no earlier than one month prior to the start date of the event and will be removed following the event date.
4. The Advertising Request Form is due in the City Office prior to the first of the month of the requested start date.
5. No political issues.
6. A minimum donation of \$500 must be made towards the sign or a fee of \$25 per ad per week will be due at the time of placing the ad.

#### Requesting an Ad

1. Information placed on the sign will be done by city staff.
  - a. Information needed:
    - i. Name of the organization.
    - ii. Verification of non-profit status.
    - iii. Contact name, phone number, physical address and email address.
    - iv. A written copy of the ad being requested to be put on the sign.
    - v. If not previously provided, proof of services being provided to residents of the City of Silver Lake.
    - vi. The length of time (# of weeks) requested for the ad to be run with start and end dates.