

Additional Terms and Conditions to be Provided

This will be a one year agreement, focusing on USA 250. Any renewals or other banner programs will be through a separate agreement.

As a public entity, the City is legally prohibited from allowing certain types of advertising and is particularly concerned about the subject matter of any advertising which is located on the property of the City. Accordingly, City retains the right, in its sole discretion, to limit and/or prohibit any particular type or class of sponsor, or particular message.

Additionally, there shall not be any advertising which reflects support for or against a political candidate viewpoint, or which in any way may promote alcohol, tobacco or drug products, nor which may be deemed to create a public forum for a topic or topics. No sponsor or sponsor message shall state nor imply any immoral, vulgar, misreputable, or other wording that may be offensive to the public.

Solicitations shall be first made to merchants located in the downtown area (with a preference to sponsor banners located near their store location) and then focused on local businesses before solicitation of regional or statewide offices/businesses. We'd also like the number of banners that can be sponsored by a single business or individual to initially be limited to two banners until all downtown merchants and local businesses have been provided an opportunity to sponsor a banner.

I'd like to review a form of the agreement that you will utilize for sponsorships, to be comfortable that what those agreements provide are not contrary to what we envision. Also, I'd like to know your proposed pricing for the banner sponsorships.

The method of installation of the banners will be approved by our Office of Building and Development.

If possible, we'd ask you explore utilizing local suppliers if you are able to obtain comparable products or services at competitive prices.