

# City of Palmetto Electronic Gateway Sign Application

---



Date Received: \_\_\_\_\_

Time Submitted: \_\_\_\_\_

The City of Palmetto will charge the amount of **\$50.00** for the use of the City of Palmetto's Electronic Message Center display for a consecutive **seven (7) day** period and **\$100.00** for a consecutive **fourteen (14)** day period. Refer to page 2 and 3 for specific rules and regulations for the electronic gateway sign.

A maximum number of three (3) unique non-city electronic messages meeting the City's Rules and Regulations (attached) are allowed at any time:

Electronic messages are permitted to be displayed for a period of at least seven (7) days but no more than fourteen (14) days.

Name of organization or group: \_\_\_\_\_ (Corporation or LLC)

Event being advertised: \_\_\_\_\_

Date of Event: \_\_\_\_\_

Applicant Name: \_\_\_\_\_ Applicant Title: \_\_\_\_\_

E-mail Address: \_\_\_\_\_ Cell Phone \_\_\_\_\_

Advertising dates requested From: \_\_\_\_\_ To: \_\_\_\_\_

**Electronic messages are not to be used for commercial advertising, display of personal messages, promotion of a commercial or profit enterprise, or to advertise or promote political candidates, parties, or issues.**

GENERAL RELEASE: I (undersigned), release the city of Palmetto, Manatee County and all other participating organization from any and all actions, damages and/or claims of damages, arising from loss or damage to the persons or property of the undersigned and hereby agree that I have read and understand all of the Gateway Sign Rules and Regulations and hereby agree to abide by them.

Applicant Release Signature: \_\_\_\_\_ Date: \_\_\_\_\_

City Approval: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

## Electronic Gateway Sign Rules and Regulations

### Fees

- Cost to advertise on the sign is \$50/week (7 consecutive days) or \$100 for two weeks (14 consecutive days).
- Sign applications spaces will be reserved on a first come first serve basis and subject to the guidelines listed below.
- Fees may be waived for City sponsored events, another governmental entity, or other organization if approved in accordance with the rules in this document.
- If any fee waiver request is received, the Mayor will review the request and approve or deny the request. The Mayor's decision will then be forwarded to Commission. If a Commissioner requests a special meeting within 24 hours of receipt of the fee request, the Mayor shall schedule a special meeting. If no meeting is requested within 24 hours, the Mayor's decision will be approved.

### Who and how often can someone advertise?

- Maximum of three(3) customers advertising on the sign in addition to any City messages
- One page per customer
- Applicants are limited to four (4) weeks of advertising per year
- Applicants for advertising must be a Non-Profit, Federal, State, County, Municipality, or other Local Government entity
- The event being advertised must be within the City limits of Palmetto
- Any exceptions to the above criteria must be approved by formal action of the City Commission.

### What can I advertise?

- Advertising intended to promote special events, cultural activities or recreational activities, fundraisers, etc.

## City of Palmetto Electronic Gateway Sign Application

---

- Advertising cannot be used for commercial advertising, personal messages, promotion of commercial or for-profit enterprise, or to advertise political, candidates, parties or issues
- Cannot advertise a specific product
- Business logos or Corporations sponsoring an event for a government or 501c3 can be on the advertisement, but must include verbiage "sponsored by" or "presented by"
  - can be displayed provided it is no larger than 1/4 size of total advertising space,
- No phone numbers allowed
- No email address allowed
- Website address is acceptable but no larger than 1/4 size of total advertising space.
- Advertising can include graphics, text, dates, logos and title of the event.
- Flashing, scrolling animated text is prohibited
- Color pallet should be soothing and unobtrusive to drivers. The City shall maintain full authority to approve or deny proposed advertising with respect to message, color palette and design consistent with the rules for advertising on the sign.
- City reserves the right to approve and/or remove any advertising at any time for any reason and refund a proportionate share of the rental fees

### **Format and Submittal for Advertisement**

- Advertisements must be submitted using MS Power Point version 2007 or newer
- The advertisement slide shall be limit to one slide.
- Slides should be emailed to the following email address at least 3 business days prior to the advertisement start date:

**[gatewaysign@palmettofl.org](mailto:gatewaysign@palmettofl.org)**

**The City Clerk's office shall be responsible for administering the application process associated with advertising on the Gateway Sign. Please contact our office at 941.723.4570 or visit 516 8th Ave. W. Palmetto, FL. The application can also be obtained and printed from the City website, [www.palmettofl.org](http://www.palmettofl.org).**