

City of Kennewick Hwy 240 Reader Board Use

(located at Columbia Park)

Events held in City of Kennewick parks help support a higher quality of life for residents and allows the community to gather and create a stronger sense of community. The City has designated the digital sign located at Columbia Park along Highway 240 as a marketing avenue to showcase events and City of Kennewick contracted concessionaire promotions held at City parks and facilities to help increase attendance. Please read the rules and regulations carefully.

Rules and Regulations

1. Requests must be received at least four (4) weeks prior to the date the message is to be posted. In order to ensure consideration of application, please submit by the four (4) week prior deadline.
2. Applications must include digital files for the organization and the event. Formats accepted are .jpg and .bmp files only. 72 dpi, RGB color mode, sign dimension - 330 wide x 180 high (pixel).
3. Digital messages will be displayed for no longer than (2) weeks duration.
4. The City Administration, or its designee, will prioritize applications depending on the number of applications received at the time of the request. No application will be denied on this basis, but advertisements may be delayed or extended based on the number of applications submitted at once. This may mean your advertisement would only be featured for a few days, or potentially approved after your event as occurred. No matter the number of days an advertisement is featured, the advertising fee will not be prorated. No more than six (6) advertisements total will be allowed on the board at one time, this includes City of Kennewick internal advertisements and other contractual obligations. Prioritization will be based on event impact to the community -- factors to be considered are the size of the event, its economic impact, and the demographic served.
5. The City Administration, or its designee, shall have sole authority to approve or deny applications, based on compliance with the criteria in section 6.
6. Digital messaging must meet the following criteria to considered:
 - a. Must advertise an event to be held at a City of Kennewick park or owned property.
 - b. Cannot contain or insinuate vulgar or offensive language.
 - c. Cannot contain alcohol, tobacco, or firearms.
 - d. Cannot contain adult-related products or services.
 - e. Cannot contain sexual or excretory subject matter.
 - f. Cannot contain false or misleading information.
 - g. Cannot contain copyright, trademark, or otherwise unlawful material.
 - h. Cannot advertise or contain references to illegal activity.
 - i. Cannot contain demeaning or disparaging information.
 - j. Cannot contain political campaign speech.
7. Cost is \$300 for contracted special event promotions. An invoice for payment will be sent once application is approved.

Contact Person:		Telephone:			
Organization Name:		Email:			
Address:		City:		State/Zip:	
Type of Organization:		Date of Event:		Time of Event:	
Event Name:					
Location of Event:					
Date to Begin Message:		Date to End Message:			

Agreement for Use:

I have read and understand the electronic message sign rules and regulations and agree to abide by them. Furthermore, I am authorized to sign on behalf of (Organization) _____ and accept for them the terms and conditions as stated in the application. Being fully informed of these rules and regulations, I hold the City of Kennewick, and its employees, harmless of all claims, injuries, liabilities, damages, losses, or rights of actions resulting from the use of said electronic message sign.

Signature:		Date:	
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Submit completed applications to:

City of Kennewick - Special Events Office
Via Email: special.events@ci.kennewick.wa.us
By Mail/In Person: 2901 Southridge Blvd, Kennewick, WA 99338

Questions: (509)585-4293