

# Cary Park District Electronic Message Sign Guidelines

This procedure outlines the criteria for allowed messages and the process for organizations to submit requests and schedule messages to be displayed on the Cary Park District message sign located on the corner of Silver Lake Road and Three Oaks Road in Jaycee Park.

- The number of messages that can appear on the sign at any given time are limited, and precedence will be given to Cary Park District messages, then to the earliest message requests submitted.
- Messages must be submitted using the Electronic Message Sign Request Form on the back of this page. No phone, e-mail, verbal, or other type of requests accepted.
- The completed Electronic Message Sign Request Form must be submitted at least ten (10) business days before the message start date. Forms may be faxed to the attention of Katie Hughes, Director of Communications & Marketing at 847-639-6290 or returned to the Community Center Front Desk, 255 Briargate Road, Cary during regular business hours.
- Only Electronic Message Sign Request Forms that are completed in full will be considered.
- The Cary Park District offers no guarantee to the appearance of any message on the electronic sign.
- Appearance of messages is subject to constraints of electronic and mechanical limitations of the electronic sign.
- Each message will appear for not more than seven consecutive days.
- Not more than one message per event or per group will be displayed at the same time.
- Events that do not appeal to a wide community audience do not qualify for the message board.
- The electronic sign is not available to commercial advertisers and may not be used to promote any commercial goods or services.
- The Cary Park District reserves the right to refuse requests to organizations that offer competing facilities and services or who do not advance the mission of the Cary Park District.
- Organization making the request is responsible for contacting the Cary Park District should the event be cancelled, postponed, or rescheduled.
- Messages must not state or imply Cary Park District endorsement or approval of any goods or services.
- All messages must be approved by the Director of Communications & Marketing and may be edited as deemed necessary or withdrawn without notice.
- Messages will be posted in a timely manner, but not necessarily upon submission.

## Messages Not Allowed

- Promotion of alcoholic beverages and tobacco products is prohibited.
- Promotion of candidates in any election is prohibited.
- Promotion of political or religious viewpoints is prohibited.
- False, misleading, or deceptive messages are prohibited.
- Promotion of commercial goods or services are prohibited.
- Garage sales or private sales of goods or services are prohibited.
- Personal messages of any kind are prohibited.

## Emergency Messages

In the event of an emergency as declared by Police, Fire, or Village Office, contact Katie Hughes, Director of Communications & Marketing at 847-639-6100 x 116.



# Cary Park District Electronic Message Sign Request Form

Please complete this form and submit it to the Director of Communications and Marketing at least ten (10) days before the start of your message. Forms may be faxed to the Cary Park District at 847-639-6290 to the attention of Katie Hughes or returned to the Cary Park District Community Center at 255 Briargate Road, Cary. Contact Katie Hughes, Director of Communications & Marketing at 847-639-6100 x 116 for more information.

**Message Start Date:** *This form must be submitted at least ten (10) days before the start of your message.*

**Message End Date:** *Message will appear for no more than seven consecutive days.*

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Name of person making request:

Organization/Company Name:

Phone number:

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Name/title of event or message headline:

Date(s) of event:

Time(s):

Location:

Brief description/details: (10 word maximum)

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

*Please sign above acknowledging you have read and understand the guidelines listed on the reverse.*

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## For Office Use Only

Date Request Received:  
Date Scheduled:

Accepted Rejected \_\_\_\_\_  
Reason Rejected