



## City of Ketchum

### Event Advertising Guidelines for Visitor Center Window Signage

The city allows event advertising on two Visitor Center building windows at 491 Sun Valley Road measuring 51" x 97".

#### Event advertising

- requires approval by the City of Ketchum
- is allowed for a special civic event recognized as important to the city in general
- shall only be allowed for local events that are produced and managed by a legally licensed, non-profit or government entity

**Civic Event –** An event that brings citizens together that is somehow related to their roles as citizens.

**Local Event –** An event that takes place within the corporate limits of the City of Ketchum and/or the City of Sun Valley, and north to Galena Summit.

Window signage reservations will be reserved for up to a two-week period on a first come, first served basis and no sooner than 60 days prior to the event. The city has discretion to decide in best interests of the city which window advertisement(s) are to be given priority when multiple applications are made for the same time period.

Events taking place within the corporate limits of the City of Ketchum have priority, regardless of the date the application has been received or approved.

The City of Ketchum reserves the right to override existing reservations up to 30 days prior to the requested date of installation.

When an event is sponsored by a privately-owned business that is not a tenant of 491 Sun Valley Road, sponsorship acknowledgement and advertising shall be limited to no more than one (1) square foot total for all advertising materials.

Event signage shall be limited to window signage and shall not incorporate any lighting.

Window signage shall not be opaque and shall allow for some transparency.

There shall be no fee for signage; however, all costs associated with installing and removing signage shall be paid by the local event producer.

Signage shall be removed by the event producer no later than 48 hours after the event has concluded.

If the event producer does not remove signage within 48 hours after the event, the city shall remove the signs and bill all costs back to the event producer. In addition, the city may reject the application for future signage submitted by the event producer.

To request signage, the local event producer shall submit a complete application to the Special Event Coordinator.

Any damage incurred by the event producer during installation or removal of signage to the property owned by the city shall be billed back to the event producer.



City of Ketchum

## Visitor Center Window Signage Request Form

Completed applications can be submitted by mail or hand delivery to City of Ketchum, P.O. Box 2315, 480 East Ave. N., Ketchum, ID 83340. (There is no fee for this permit.) If you have questions, please contact Special Event Coordinator Alisa Sergeyeva at [asergeyeva@ketchumidaho.org](mailto:asergeyeva@ketchumidaho.org) or (208) 727-5077. **PLEASE READ THE GUIDELINES BEFORE YOU APPLY.**

<b>HAVE YOU READ THE GUIDELINES?</b>			
<input type="checkbox"/> Yes (Please continue.)		<input type="checkbox"/> No ( <b>STOP</b> and read the guidelines.)	
<b>EVENT INFORMATION</b>			
Event Name:			
Event Date:		Location: <input type="checkbox"/> Sun Valley Road	
Display Date	From:	To:	<input type="checkbox"/> East Avenue
Description of event and location(s) where event will take place:			
<b>APPLICANT INFORMATION</b>			
Name:			
Mailing Address:			
Phone Number:		Email:	
<b>WINDOW ADVERTISEMENT</b>			
Applicant must submit artwork for final approval no later than 30 days prior to the event.			

Applicant agrees to observe all City ordinances, laws and conditions imposed. Applicant agrees to defend, hold harmless and indemnify the City of Ketchum, its officers and employees from all liability claims, suits and costs arising from incidents or accidents occurring under this permit. Applicant certifies that s/he has read and examined this application and that all information contained herein is true and correct.

Applicant Signature

Date

