

## The Park Theater Trust Marquee Policy

Prior to resuming operations as a cinema and cultural hub, the primary purpose of the Park Theater's iconic marquee sign board will be to advertise notices and events sponsored by The Park Theater Trust (TPTT) and/or its Operator, to the general community.

During periods when no TPTT-sponsored messages are advertised, TPTT may at its sole discretion make the marquee available to the City of Lafayette, the Lafayette Chamber of Commerce, and/or nonprofit community groups based in Lafayette to temporarily advertise upcoming events and activities of broad benefit to Lafayette residents, and/or to private Lafayette groups and residents of the Lafayette community who wish to apply for permission to post a celebratory message honoring a personal milestone.

There is no contribution required for use of the marquee by the City of Lafayette or the Lafayette Chamber of Commerce. For Lafayette-based nonprofits, a contribution to TPTT of \$300.00 per message is requested, payable by check in advance of display. For use of the marquee by private groups of Lafayette citizens and/or individuals who reside in Lafayette, a contribution of \$100.00 per day, with a three-day minimum, is requested, payable by check in advance of display.

Please note: The letters used on the marquee sign board are vintage cast metal and are limited in number. If permission to display a message is granted, TPTT will make every effort to display the message as desired by the organization or individual but reserves the right to adjust content and spelling as necessary. Currently access to the marquee sign board is very restricted and may only be granted by the TPTT board. Volunteers accessing the marquee for the purpose of creating a displayed message on behalf of The Park Theater Trust as indicated above, do so at their own risk.

### Who May Apply

The use of the Park Theater marquee shall be administered by, and at, TPTT's sole discretion.

**The City of Lafayette and the Lafayette Chamber of Commerce** may apply to promote events that are:

- Of broad benefit to the entire Lafayette community
- Not of a(n) political, commercial, obscene, indecent, religious, or partisan nature
- Not for the sole purpose of soliciting donations, supporters, or members
- Of interest to a substantial portion of the community
- Take place within Lafayette city limits.
- NOTE: No contribution to The Park Theater Trust is requested in this category.

**Non-profits domiciled in Lafayette or whose event will take place in Lafayette, may apply to promote events that are:**

- Of broad benefit to the entire Lafayette community
- Not of a(n) political, commercial, obscene, indecent, religious, or partisan nature
- Not for the sole purpose of soliciting donations, supporters, or members
- Of interest to a substantial portion of the community

- Take place within Lafayette city limits.
- NOTE: A contribution to The Park Theater Trust of \$300.00 is requested, payable by check and due upon application. If the message is not approved, the contribution will be returned. If an approved messaged event is cancelled within 10 days of the scheduled event, the contribution will be returned. The approved message will be posted for one week prior to the event.

**Lafayette Private Groups and Individuals** may apply to promote messages that are:

- Celebratory of birthdays, weddings, anniversaries, or special personal or milestone events
- Not of a(n) political, commercial, obscene, indecent, religious, or partisan nature
- Not for the sole purpose of soliciting donations, supporters, or members
- NOTE: Approved messages will be posted for a minimum of 3 days and a maximum of 7 days. A contribution to The Park Theater Trust of \$100.00 is requested, payable by check and due upon application. If the message is not approved, the contribution will be returned. If an approved message is cancelled within 10 days of the scheduled event, the contribution will be returned.

### **How to Apply**

The completed marquee message application must be submitted to TPTT using the **Marquee Events Application Form** available to download and print at [www.parktheatertrust.org](http://www.parktheatertrust.org). To secure dates, please submit your request as soon as possible, but no more than 365 days in advance. Send the application along with a check for the appropriate contribution to:

TPTT  
P.O. Box 1624  
Lafayette, CA 94549

PLEASE NOTE: Applications submitted without full payment will NOT be considered.

Messages from the City of Lafayette and the Lafayette Chamber of Commerce are due no later than two months prior to the date the message will be displayed unless an emergency requires immediate action.

Messages from Lafayette nonprofits or private Lafayette groups and/or individuals are due no later than three weeks before the message will be displayed.

TPTT and/or its Operator has sole discretion to approve, amend, reschedule, reword, or reject marquee sign applications that do not meet the criteria indicated in the guidelines above; that are not in the best interests of The Park Theater Trust; or that conflict with other messages already scheduled or that have a higher priority.

Once your application has been reviewed, you will be contacted by TPTT regarding its decision. If your application had been approved but your event has been cancelled and/or changed, please contact TPTT immediately so that your time will be removed from the calendar. This will give groups or individuals that may be on a waiting list an opportunity to promote their event.

Please email Tracey Farrell at [tracey@parktheatertrust.org](mailto:tracey@parktheatertrust.org) if you have questions regarding these guidelines.

### **Marquee Message Guidelines**

- Messages shall not have more than 60 characters due to the limitations of the vintage marquee and available vintage letters.
- TPTT will try its utmost to accommodate message submissions but may need to make text adjustments due to the limitations of the vintage marquee and its letters noted above.
- Message text is due for TPTT review and approval no later than three weeks before the desired display.
- Approved messages regarding events or special announcements relating to community events will be displayed for ONE WEEK subject to discretionary circumstances and the relevant contribution.
- Approved celebratory messages as defined above, from private individuals or groups, shall be displayed for a MINIMUM of 3 days and a MAXIMUM of 7 days, including the actual date of the milestone, subject to the relevant contribution.
- Event/organization name, date, location of the event, phone number for more information and contact person must be included with the request on the application form. The addition of event websites may be included for consideration. Requests will not be taken over the phone.
- Nonprofit organizations must submit proof of their nonprofit status as defined by the IRS code.
- Marquee policies and regulations are subject to change at any time and without advanced notice. No rights are obtained or enforceable as regard to any request or submittal and all costs related to a submittal shall be solely borne by the applicant.
- Urgent community business, including emergency messages as requested by the City of Lafayette, shall take precedence over any accepted and/or previously scheduled submission. In the event this occurs, every effort will be made to reschedule the approved message or a refund to the applicant will be processed.