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DIGITAL MARQUEE SIGN REQUEST FORM

Name of Organization or Business: _____

Address: _____

Contact Person: _____ Phone: _____

Email: _____

Message display date(s): _____

Sign Location: Southeast corner of Cass Ave and Plainfield Rd

Subject of requested message:

- By checking this box and signing below, I acknowledge that I have read and agree to the City's Marquee Sign policy.
- I further acknowledge that I understand the City has the sole authority to remove my message from the Marquee Sign at any time.
- I have enclosed the required documentation demonstrating my organization's status as a public entity, non-profit status or a business license registered to Darien.
- By checking this box, I am requesting to receive design assistance at an additional cost of \$250.

Print Name

Position/Title

Signature

Date



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DIGITAL MARQUEE SIGN POLICY

Section 1 – Purpose

This policy establishes the City of Darien’s guidelines for the use of the Marquee Sign. This policy applies to all employees and officers for the City, and applicants requesting to post a message to the Marquee Sign.

Section 2 – Objective of the Marquee Sign

The goal of the Marquee Sign is to convey information about Darien programs, events, services, and initiatives, provide emergency alerts and other important City information, and to allow local businesses to advertise.

Section 3 – Guiding Principles

All Marquee Signs are subject to the following rules and guidelines:

1. All Marquee Signs will be maintained and monitored by authorized users during normal business hours. During an emergency event, designated personnel may post outside of normal business hours to keep the public informed.
2. The Marquee Sign will not be used to:
 - a. Directly or indirectly endorse any person or organization that is not directly associated with the City or other Darien public agency.
 - b. Endorse or promote a political campaign, candidate, or ballot measure.
3. Messages posted to the Marquee Sign must comply with applicable federal, state, county, and City laws, ordinances, regulations, and policies. This includes adherence to established laws and policies regarding copyright or plagiarism, records retention, the Freedom of Information Act, privacy and information security policies and protocols established by the City or imposed by existing laws.
4. Reservation dates will be issued on a first-come, first-served basis. The City retains the right to approve or deny any request. In the event that the advertisement period is disrupted due to technical difficulties, the City will ensure a full 30-day period of advertisement when the sign is operational. No refunds will be given.
5. Content that is graphic, obscene, explicit, abusive, threatening, harmful, inflammatory, intended to defame anyone or any organization, compromise the safety or security of the public or public facilities, suggests or encourages illegal activity, or is misleading or fraudulent in nature will not be permitted.
6. Content that promotes, fosters, or perpetuates discrimination on the basis of race, religion, color, age, gender, marital status, national origin, physical or mental disability, gender identity, or sexual orientation, will not be permitted.



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Section 4 – Submission Policy

1. Members of the public that wish to post to the Marquee Sign must submit the Digital Marquee Sign Request Form, and meet the following requirements:
 - a. Requests for use of the Marquee Sign must be submitted at least one week in advance to the City by completing the attached form, which can be obtained on the City's website www.darien.il.us or at City Hall.
 - b. Each business or organization is allowed a maximum of two (2) advertisements per 30-day advertising period.
 - c. Message run time is limited to no more than 30 days per event or advertising reservation, unless otherwise authorized by City Staff.
 - d. The City reserves the right to limit the number of messages displayed at any one time to keep the sign board relevant, at its sole discretion.
 - e. Messages should be concise and should contain basic information about the event or advertisement. The City reserves the right to edit the requested message as they see fit.
2. Requests for use of the Marquee Sign for the promotion of Community Events must meet the following additional requirements:
 - a. The requestor must represent a Darien not-for-profit organization that is sponsoring an event, which is open to the Darien community and not for commercial purposes.
 - b. Reservation requests must be submitted with the appropriate application form. Documentation evidencing the organization's non-profit status will be required.
 - c. Events must meet one or more of the following criteria to be eligible:
 - i. City event or activity
 - ii. City sponsored or funded
 - iii. Local governments within the City of Darien's corporate limits or serving Darien's residents
 - iv. Not-for-profit community events open to the public and not exclusionary in nature
 - v. Darien new business grand opening events
3. Requests for paid advertisements to be displayed on the Marquee Sign must meet the following additional requirements:
 - a. Reservation requests must be submitted with the appropriate application form. Documentation evidencing a business license registered to Darien will be required.
 - b. Each advertisement period will cost \$550. If the requested advertisement should last less than the 30-day advertising period (i.e., a limited time promotional deal, specials at a grocery store, etc.), price will be adjusted accordingly.