



# Digital Marquee Rental Agreement

## Renter Information

<b>Organization Name:</b>		<b>Date of Event:</b>	Month	Day	Year
<b>Address:</b>	Street	City	State	Zip	
<b>Contact Person's Name:</b>		<b>E-mail:</b>			
<b>Phone Number(s):</b>	Home	Cell	Work		

## Terms of this Agreement

- A. Fee is based on fee schedule (see fee schedule on page 2). Payment is due upon completion of form.
- B. All Messages will be consistent with the River Prairie Drive Digital Marquee Sign Policy and the information requested for posting is subject to the approval of the Recreation Department. The Department reserves the right to change the information.
- C. Service Interruptions: In the event the digital sign cannot service the agreement due to power outages caused by weather or other non-controllable "natural acts", there will be a grace period of four hours to restore the power failure. After this grace period the agreement will be extended by the number of lost hours. For any lost advertising due to malfunction in the digital marquee equipment, the agreement will be extended by the number of hours lost due to malfunction.
- D. The Customer/Renter warrants that all approved design, artwork, or advertisements DO NOT infringe upon any trademarks or copyrights either Local, State, or Federal.
- E. The Customer/Renter agrees to hold, defend, and indemnify the City of Altoona, its associates and employees free and harmless from any and all losses, liability, claims, and demands, including Attorney fees or other fees, any suits that arise from any advertisement placed on the River Prairie Drive Digital marquee or any verbal ad content or subject matter including partial contents of ads or copy displayed on the digital marquee in pursuant of this agreement.
- F. Please record in the space provided below the information to be placed on the Digital Marquee. Please note the information must be contained to no more than five (5) lines at a maximum of twenty-eight (28) characters per line. (The more characters, the smaller the font size)
- G. The City of Altoona **does not** guarantee the specific amount of "images" or the number of "spots" during any given 24 hours. However, a "spot" within a rotation will generate a minimum of 360 "images" per 24-hour period.
- H. Display date: \_\_\_\_\_ to \_\_\_\_\_
- I. Background/Font color preferred: \_\_\_\_\_
- J. Image preferred or provided: \_\_\_\_\_

Line 1: \_\_\_\_\_

Line 2: \_\_\_\_\_

Line 3: \_\_\_\_\_

Line 4: \_\_\_\_\_

Line 5: \_\_\_\_\_

By signing this agreement, the Customer/Renter is stating that they are authorized to execute the agreement in its full entirety. The Customer/Renter authorizes and instructs the City of Altoona to proceed with the above terms of the agreement and agrees to pay the fees listed.

By signing below, this becomes a binding agreement to be arbitrated if need be, in the State of Wisconsin Court of Law.

\_\_\_\_\_  
Renter's Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Altoona Recreation Signature

\_\_\_\_\_  
Date

**↓ This space is for the Altoona Parks & Recreation office use only. ↓**

Fee Collected	
Check #	Cash

Marquee Date Information	
Placement Date	Removal Date

<b>Park &amp; Rec Dept.</b>	<p><b>River Prairie Digital Marquee Rental (rates are subject to 5.5% tax)</b></p> <ul style="list-style-type: none"> <li>• 1 Day, Per Image <span style="float: right;"><b>\$55.00</b></span></li> <li>• 1 Week (7 days), Per Image <span style="float: right;"><b>\$85.00</b></span></li> <li>• ½ Month (14 days), Per Image <span style="float: right;"><b>\$125.00</b></span></li> <li>• 1 Month (28 days), Per Image <span style="float: right;"><b>\$200.00</b></span></li> </ul> <p><b>River Prairie Fixed Panel Rental (2 sided) (rates are subject to 5.5% tax)</b></p> <ul style="list-style-type: none"> <li>• All panel costs (design and manufacturing) shall be borne by the renter. <span style="float: right;"><b>\$1,800 Annual</b></span></li> </ul> <p><b>Customization Fee (for the use of custom graphics in slides) <span style="float: right;"><b>\$30</b></span></b></p> <p><b>Marquee Rental Fee waived for:</b></p> <ul style="list-style-type: none"> <li>• City of Altoona (COA) City Functions.</li> </ul>
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