



Main Street Kiosks Advertising Guidelines and Application

The Downtown Alliance manages the rental, installation, and content of the display windows in the four Kiosks located along Main Street between 400 and 200 South in downtown Salt Lake City. The Kiosks present a great opportunity to get your events or organization's message seen by the heavy pedestrian, vehicle and TRAX traffic on Main Street.

Eligible Participants

Only events and activities occurring at a downtown venue, within the boundaries of the central business improvement district, produced by local non-profit organizations, city and county government or the State of Utah will be advertised. Religious, political and for-profit promotional posters will not be accepted. The boundaries of the central business district are North Temple to 400 South and 200 East to 500 West. Organizations, subject matter and poster content must be approved by The Downtown Alliance at least 30 days before the anticipated promotion schedule. Exceptions may be made to the policy concerning eligible participants and subject matter by The Downtown Alliance for events, activities and informational campaigns of major civic importance.

Special note: As the managers of the Main Street Kiosk Program the Downtown Alliance reserves the right to schedule any and all of the display space on the kiosks for any Downtown Alliance promotional, advertising or informational program that the Downtown Alliance deems appropriate and prudent.

Subject Matter

All display materials must be approved in advance by the Downtown Alliance before printing. After approval, participants are asked to deliver materials at least two weeks prior to the display. The Downtown Alliance reserves the right to approve or reject the content of all displays. Poster size is 39" wide by 37" tall. After acceptance of application, please submit poster design to Kristin Beck by mail at the address at the bottom of this page or e-mail to kristin@downtownslc.org, or fax to 801-328-5098.

Available Space

There are six windows on each kiosk. Four windows are available to rent on a first-come first-served basis. The maximum display agreement length is one month with an opportunity to extend for an additional month if space is available. The windows directly facing the sidewalk and the street are reserved for the exclusive use of the Downtown Alliance. The maximum number of windows that can be leased each month by a single event is determined by existing reservations. Placement of display materials on the kiosks will be at the discretion of The Downtown Alliance. Space can be reserved up to one year in advance.

Downtown Salt Lake City Kiosk Application

(Retain a Copy for your Records)

Organization: _____ Phone: _____

Contact Name: _____ Email: _____

Address: _____ ZIP: _____

Event:: _____

Event Date(s)

From: _____ To: _____

Event Description: _____

Display Dates

From: _____ To: _____

| <u>Costs:</u> | <u>2 Week</u> | <u>Month</u> |
|--|---------------|--------------|
| 4 Display Windows | 60.00 | 100.00 |
| 8 Display Windows (if available and approved) | 120.00 | 200.00 |
| 12 Display Windows (if available and approved) | 180.00 | 300.00 |
| 16 Display Windows (if available and approved) | 240.00 | 400.00 |

The balance is due within 30 days of the end of the promotional period. A finance charge of 1½% per month will be added to all invoices not paid within 30 days. Additional windows will be prorated according to the pricing schedule.

I understand that this application, as well as the poster designs, must be approved by Downtown Alliance. I agree to all of the terms and to provide display materials in accordance with the standards outlined in the Main Street Kiosk Advertising Guidelines. I understand that availability is on a first-come, first-served basis and placement in the kiosks is at the discretion of Downtown Alliance. I also understand that the maximum length of display is for one month and may be extended for an additional month based on space availability at the discretion of Downtown Alliance. I agree to pay fees in a timely manner (net 30). I understand all posters will be disposed up at the end of the promotion unless otherwise requested. I agree not to hold The Downtown Alliance or their assigns responsible for any damage to my posters while in their possession.

I have read and agree to all of the terms on this application:

Signature: _____ Date: _____

Printed: _____

Approved by (DTA): _____ Date: _____

Send Application to: Downtown Alliance 175 East 400 South Suite 600, Salt Lake City, UT 84111. A copy may be faxed or e-mailed to the attention of Kristin Beck at 801-328-5098 or kristin@downtownslc.org.