



## **The Richland Players Message Center/Electronic Reader Board Rental/Advertiser Agreement**

The Richland Players Reader Board displays real-time event information to the Richland and Tri-Cities public. Our sign is located at a major intersection on the corner of Jadwin and George Washington Way in Richland. Thousands of cars drive past our location daily. Our message center can be viewed non-stop day and night.

For an additional fee the Richland Players will enhance your advertising for you. For ready to go, upload and play ads there will just be an administrative fee. For enhancement of backgrounds, colors, reformatting or adding words and logos a fee will be charged. Our IT crew will **not** create elaborate videos requiring the use of photoshop and more advanced video work. Please see the fee schedule attached.

**The Richland Players is a 501 (3C) non-profit corporation thus prohibiting political messages of any kind.**

The Richland Players Policies are stated below:

### **Rental Overview**

The person responsible for the advertisement/rental must be 18 years of age and accountable for payment of all fees for rental of advertising space on the Richland Players Message Center/Electronic Reader Board.

### **Reservations**

1. Completion of the Rental Application Packet and a review of the Facility Rental Guide at least two (2) weeks prior to your proposed Advertisement/Message.
2. Payment of fees no later than seven (7) days prior to the rental time/date. Payment methods include cash, check or credit card.

**Cancellation Policy**

All cancellations must be received in writing from the customer at least seven (7) days prior to the scheduled Advertisement/Message.

- Cancellations received after the seven (7) day cancellation deadline will result in a 0% refund of the Rental Fee. All other fees will be forfeited to the Richland Players.
- The Richland Players, acting in good faith, may cancel your reservation due to such circumstances including, but not limited to, natural disasters, environmental hazards, civil disturbances, or other events affecting public health or safety and at the Richland Player’s Board of Director’s discretion. In the event of a cancellation by the Richland Players, all fees and deposits will be refunded in full and the advertiser will be notified as soon as possible of the cancellation.

**Fee Schedule**

***All Fees Must Be Paid in Full seven (7) Days Prior to the Reservation Date or Reservation Will Be subject to cancellation.***

Administrative Fee	\$50.00	Non-Refundable
Ad Creation Fee	\$100.00	
Rental Fee	\$50.00 \$250.00 \$850.00	per day per week per month

**Laws, Rules, Regulations**

The advertiser/renter will comply with all Federal, State, and Local Laws governing the use of the Richland Players Theatre Message Center/Electronic Reader Board.

Messages shall not be used to convey political, campaign or religious messages or graphics.

Messages shall not contain any offensive, hateful and or negative messages or graphics.

**Recommended time exposure**

A minimum of 6 seconds per still image is recommended for drive by exposure.

Rotations of still images from 7 to 8 selections @ 6 seconds per image is the maximum per ad.

**Requested Dates of Advertisement**

\_\_\_\_\_ daily      \_\_\_\_\_ weekly      \_\_\_\_\_ monthly  
Starting date \_\_\_\_\_ Ending date \_\_\_\_\_

**Description of Submission**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Enhancement Requests**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Hold Harmless Agreement & Rental Contract**

*The signatory hereby makes this application for the use of the property described above and certify the information is true and correct and that the signatory has appropriate authority to submit this application. The signatory agrees to abide by all rules and regulations set forth in the Facilities Rental Guide and all City, State, and Federal laws. The signatory agrees to hold harmless the Richland Players, its elected and appointed officials, agents, employees, and volunteers from all liabilities, claims, judgments, demands and costs arising out of or resulting from the applicant's rental of the Message Center. The signatory agrees to pay in advance all financial fees and deposits as set forth in the Facilities Rental Guide. The signatory will communicate any changes in the Message Center use request within 7 days in advance of the rental and any cancellation must occur in writing at least 7 days prior to the rental to avoid forfeiture of financial deposits and fees.*

Renter's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Richland Players President: \_\_\_\_\_ Date: \_\_\_\_\_