

# TOWN OF BIGGAR SASKATCHEWAN



## DIGITAL SIGNS DISPLAY POLICY

The Digital Signs Display Policy pertains to the promotions on the electronic message display signs located on the Majestic Theatre at 322 Main Street in Biggar, Saskatchewan. The purpose of the signs is to provide information to the residents and visitors of Biggar, Saskatchewan.

A joint agreement has been signed by representatives from both the Town of Biggar and the Biggar & District Theatre Project in relation to the digital signs and this policy is to provide criteria to have content displayed on the signs.

The following two categories are types of promotions that will be eligible for display on the signs:

### **1. COMMUNITY EVENTS**

A community event will be defined as an event or program that is encouraged to the general public through the work of a local community group or local non-profit organization. There will be no charge to display on these signs for a local community event or fundraiser.

### **2. COMMUNITY FUNDRAISERS**

A community fundraiser will be defined as an event or program that is offered to the general public through the work of a local community group or local non-profit organization. There will be no charge to display on these signs for a local community event or fundraiser.

The event or program information to be included on the digital signs includes:

Event Name: \_\_\_\_\_

Date: \_\_\_\_\_

Time: \_\_\_\_\_

Location: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

AND/OR

Ticket Location: \_\_\_\_\_

The Town of Biggar reserves the right to promote, display, inform or convey any content related to Town of Biggar operations as well as the celebration of individual or group successes in Biggar.

The Town of Biggar also reserves the right to refuse to display or convey any content or communications which it reasonably deems to be inappropriate, offensive or discriminatory in nature, tone or substance.

Policy Effective September 20, 2016  
(Res. No. 16-558)