



City of Ketchum

Event Advertising Guidelines for Visitor Center Window Signage

The city allows event advertising on two Visitor Center building windows at 491 Sun Valley Road measuring 51" x 97".

Event advertising

- requires approval by the City of Ketchum
- is allowed for a special civic event recognized as important to the city in general
- shall only be allowed for local events that are produced and managed by legally licensed, non-profit or government entity. Priority given to Ketchum-based entities.

Civic Event – An event that brings citizens together that is somehow related to their roles as citizens.

Local Event – An event that takes place within the corporate limits of the City of Ketchum and/or the City of Sun Valley, and north to Galena Summit.

Window signage reservations will be reserved for up to a two-week period on a first come, first served basis. The city has discretion to decide in best interests of the city which window advertisement(s) are to be given priority when multiple applications are made for the same time period.

Events taking place within the corporate limits of the City of Ketchum have priority, regardless of the date the application has been received or approved.

The City of Ketchum reserves the right to override existing reservations up to 30 days prior to the requested date of installation.

When an event is sponsored by a privately-owned business that is not a tenant of 491 Sun Valley Road, sponsorship acknowledgment and advertising shall be limited to no more than one (1) square foot total for all advertising materials.

Event signage shall be limited to window signage and shall not incorporate any lighting.

Window signage shall not be opaque and shall allow for some transparency.

There is a \$75 application fee. All costs associated with installing and removing signage shall be paid by the local event producer.

Signage shall be removed by the event producer no later than 48 hours after the event has concluded.

If the event producer does not remove signage within 48 hours after the event, the city shall remove the signs and bill all costs back to the event producer. In addition, the city may reject the application for future signage submitted by the event producer.

To request window signage reservation, the local event producer shall submit a complete application to (cking@ketchumidaho.org) or Cyndy King at 208-806-7005

Any damage incurred by the event producer during installation or removal of signage to the property owned by the city shall be billed back to the event producer.