



TOWN OF LILLINGTON

ELECTRONIC SIGNS USAGE POLICY

Purpose:

- This policy establishes criteria for groups outside of Town of Lillington affiliated agencies and organizations to use the electronic sign located at: North East corner of E. Front Street and S. Main Street Lillington, NC 27546.
- This policy also outlines the procedures used by Town personnel to administer the sign.

Administration Oversight: Responsibility for administering the policy shall be with the Town of Lillington Administration Department.

Sign Usage:

- The first priority for the sign is given to cover Town of Lillington business/meetings, important Town events, and instructions or information crucial to ensure public safety during emergencies including, but not limited to, hurricane/storm preparedness, road closures, and police or fire emergencies.
- If there is availability, the sign may be used by local civic and/or non-profits associated with the Town of Lillington to announce events, special programs, or other activities that promote the Town of Lillington and it's citizens on a first come, first serve basis. The sign is not to be used for general advertisement of regular meetings for any group. Announcements will not be posted any earlier than one week prior to an event or registration deadline *unless* space permits. Public use of the electronic sign may be limited, restricted, or suspended during the Town's use at the discretion of the Town Administration Department.
- If there is availability, the sign may be used by local universities, community colleges, and public schools to promote activities, including but not limited to: athletic events, concerts, theatrical plays etc.
- While every effort will be made to accommodate requests, the number of other applicants and Town usage may mean that the sign is not available for the duration or frequency requested.
- The sign is not available for use by for-profit businesses, political groups, or candidates for election purposes or political action. The Administration Department has sole authority and discretion to deny the use of the sign based upon availability or to groups whose mission or purpose is deemed to be offensive or against the best interest of the residents of the Town.

Application requests will be accepted no earlier than two weeks prior to the event. The application must be submitted by email, fully filled out, to be considered. Failure to provide all

the information requested may result in your request being denied. Acceptance of a request, in no way, guarantees that the announcement will appear on the sign. The organization's requested message text may be modified by the Town without notice to conform to space and content restrictions/ The Town is not responsible for any errors or omissions in content.



TOWN OF LILLINGTON

APPLICATION FOR USE OF THE TOWN OF LILLINGTON ELECTRONIC SIGN

DATE OF APPLICATION: _____

ORGANIZATION: _____

ADDRESS: _____

CONTACT NAME: _____

CONTACT EMAIL: _____

EVENT DATE: _____

EVENT TIME: _____

EVENT DESCRIPTION: _____

SIGN MESSAGE (limit 4 lines, 20 characters per line, including spaces):

Please note: Acceptance of a request in no way guarantees that the announcement will appear on the sign, as the Town reserves the right to use the sign for any Town purpose. The organization's requested message text may be modified by the Town without notice to conform to space and content restrictions. See Town Electronic Sign Usage Policy for further information.

102 EAST FRONT STREET, LILLINGTON, NC 27546