



EAST NORRITON TOWNSHIP DIGITAL SIGN USE POLICY

This policy has been established to monitor, control and prioritize digital sign usage in a fair and non-discriminative manner for the residents and community organizations of East Norriton Township. East Norriton Township reserves the right to refuse within its sole discretion a digital use request or application. Sign messages submitted by any organization shall not imply that East Norriton Township, either directly or indirectly, endorses the viewpoints expressed by the organization.

1. **RESPONSIBILITY**

The Township Manager's office is responsible for managing and approving messages for display on the Township's digital sign(s). If there are questions regarding content of the message, or whether or not a group requesting use of the digital sign(s) is authorized under this policy, the Township Manager or designee will serve as the final decision-making authority.

2. **POLICY**

- a. Requests will be approved on the basis of availability, first come, first served, and conformity to the prioritization and advertising criteria as outlined in this policy.
- b. Community organization requests must be submitted on the Digital Sign Advertising Request form, and must be submitted a minimum of ten business days prior to the desired beginning display date.
- c. The Digital Sign Advertising Request form is located on the Township's website – eastnorritontwp.org
- d. In the event there are several requests for any given time period, the requests will be posted on a first come, first serviced basis with priority given to Township messages.
- e. The Township Manager, or designee, is authorized to accept or reject requests, including the content of the message, and may propose alterations to the requestor in order to comply with this policy.

3. **GENERAL INFORMATION**

- a. The use of the digital sign is limited to the Township and Non-Profit/Community Group organizations.
- b. The use of the sign is limited to non-commercial information. The Township does not allow any images, pictures or comments of an obscene, hateful, explicit, racial, abusive, defamatory or of a sexual nature or that encourages illegal activities. Nor does it allow solicitation or advertising or messages of political or religious nature.
- c. The design, frequency and duration of messages are at the discretion of the Township.
- d. The Township cannot be held responsible for mistakes made by individuals/groups who have submitted an incorrect written request.
- e. It is the responsibility of the requestor to provide the desired display image(s) in the correct format. The Township will not edit images submitted.

4. **INSURANCE REQUIREMENTS**

Any person or group using the Township's digital sign(s) agrees to defend, indemnify, pay on behalf of, and save harmless East Norriton Township, its elected and appointed officials, agents, employees and authorized volunteers against any and all claims, liability, demands, suits or loss, including attorney fees and all other connected therewith, arising out of or connected to the person's or group's use of the municipal facilities. A signed Liability Waiver and Release Form may be required at the discretion of East Norriton Township.

5. **WAIVER OF SUBROGATION**

To the fullest extent permitted by law, the applicant and its employees, officials, volunteers, agents and representatives waive any right of recovery against East Norriton Township and their elected and appointed officials, officers, volunteers, consultants, agents and employees for any and all claims, liability, loss, damage, costs or expense (including attorney's fees) arising out of the applicant's use of the digital sign(s). Such waiver shall apply regardless of the cause of origin of the loss or damage, including the negligence of East Norriton Township and its elected and appointed officials, officers, volunteers, consultants, agents and employees. The applicant shall advise its insurers of the foregoing and such waiver shall be provided under the applicant's commercial property and liability insurance policies and the applicant's workers compensation insurance policy, if any.

Organization Name _____ Contact Name _____

Signature _____ Date _____