

MAIN STREET SQUARE DOWNTOWN RAPID CITY, SD

DOWNTOWN RAPID CITY & MAIN STREET SQUARE ADVERTISING POLICY

PURPOSE

This policy outlines the guidelines for paid advertisements displayed at Main Street Square. This includes banners, umbrellas, projector space, spires, windows, stage, etc. Our goal is to maintain a welcoming, inclusive, and family-friendly environment while allowing appropriate promotional opportunities.

GENERAL PRINCIPLES

All advertisements must:

1. Be family-friendly and appropriate for all ages
2. Avoid divisive or controversial content
3. Remain non-political in nature
4. Exclude any hateful or discriminatory messages

ACCEPTABLE CONTENT

Advertisements may include:

- Local business promotions
- Community event announcements
- Public service messages
- Cultural and educational program information
- Non-profit organization awareness campaigns

PROHIBITED CONTENT

The following types of content are not permitted:

- Political campaigns or partisan messages
- Religious promotions
- Adult-oriented products or services
- Tobacco, alcohol, or drug-related content
- Violent, offensive, or graphic imagery
- Discriminatory or offensive language

REVIEW PROCESS

1. All proposed advertisements must be submitted to the organization's management for review.
2. The management team will evaluate each submission based on this policy.
3. Decisions will be communicated within 5 business days.
4. The organization reserves the right to refuse any advertisement that does not align with this policy or the organization's values.

DISPLAY GUIDELINES

- Advertisements must be professionally produced and maintained.
- Size and placement will be determined by Main Street Square management.
- Duration of display will be agreed upon in advance.

DISCLAIMER

Downtown Rapid City & Main Street Square do not endorse any advertised products, services, or organizations. Advertisements reflect the views of the advertisers only.

POLICY REVIEW

This policy will be reviewed annually to ensure it continues to meet the needs of our community and organization.

Advertising Representative Signature

Main Street Square Representative Signature