


City of Mount Dora Promotional Agreement

Effective event/program promotion is a joint effort, with the event/program organizer and the City having clear and distinct roles. This agreement is designed to clarify these roles and facilitate streamlined and appropriate promotion.

It is the role of the event/program organizer to:

- Ensure that details and websites provided to the City for inclusion in Calendars of Events Listings are accurate and up to date.
- Visit the City's [online calendar](#) and complete a "Submit an Event" form ( button) to request that your event be added.
- Develop event/program-specific promotional materials, including but not limited to websites and webpages; social media accounts, events, and posts; flyers; and press releases.
- Provide these promotional materials to the press for media coverage.
- Secure express written permission from the City Manager in order to use an unaltered and unedited City logo on any promotional materials.
- Release such promotional materials to the public only after an event permit has been approved by the City and/or facility rental reservation deposit has been received (if applicable).
- Work with City staff if interested in promoting an event/program through an overhead street banner or 1-6 informational kiosks across the City. Kiosk flyers (10 copies printed) are due by the 20th of the month to be posted the following month, and will not be posted more than 60 days prior to an event. Kiosk space is limited, and City staff reserve the right to select the most appropriate kiosk location(s) for a given event/program.
- Record photo, video, and audio of the event/program for miscellaneous promotional purposes.

It is the role of the City, if in the City's best interest, to:

- Develop online and printed Calendars of Events Listings that include basic information (official names, confirmed dates and locations, etc.) on multiple upcoming events/programs.*
- Add details, provided by the event/program organizer in a permit application or otherwise, to online and printed Calendars of Events Listings.*
- Add links to 3rd party websites, provided by the event/program organizer in a permit application or otherwise, to online and printed Calendars of Events Listings.*
- Provide an opportunity for the promotion of events/programs through an overhead street banner or informational City kiosk.
- Provide public notice of road closures and detours.
- Record photo, video, and audio of the event/program for miscellaneous promotional purposes.

*Submission of information does not in any way guarantee a specific type or amount of coverage or inclusion on any City media outlet. Non-material edits to event/program details may be made by City staff within reason to accommodate limited space requirements. City webpages, social

media accounts, and staff resources may not be used for the dedicated promotion of individual non-City events/programs.

Failure to abide by these roles may result in promotional content being removed from the City's website and/or a legally binding "cease and desist" notice being sent to the event/program organizer.

Acknowledgment: I have read and understand the Promotional Agreement terms and conditions. My signature below constitutes my acceptance of and agreement to abide by all terms and conditions set forth herein:

Event/Program/Organization Representing: _____

Print Name: _____ Date: _____

Signature: _____