

SPONSORSHIP MESSAGE GUIDELINES

As part of the City's proprietary function in providing streetcar service, the City administers private sponsorship contracts ("Sponsorship Agreements") for both vehicles and stations. The City seeks to maintain neutrality on matters of public opinion (such as politics, religion, and public affairs) and while protecting minors from harmful advertising. In order to maintain neutrality and protect minors, the City has developed these guidelines for all sponsorship messages to be posted on Seattle Streetcars pursuant to Sponsorship Agreements.

All messages to be posted on station shelters must comply with the following sponsorship message guidelines:

1. In no event shall the Sponsor be entitled to any additional compensation or to a reduction in the guaranteed amounts owed to the City as a result of complying with these requirements.
2. In the event a proposed message contains non-English language words or symbols, the Sponsor shall be responsible for obtaining an interpretation from a qualified interpreter in order to determine whether the proposed message complies with this Section.
3. The Sponsor agrees to exercise its best efforts to use good taste in creating their displays.
4. In order to protect minors, the following categories of sponsorship messages are not allowed:
 - a. any message about a product that is unlawful for minors to use or possess, including any tobacco or marijuana product, beer, wine, distilled spirits, or any other alcoholic beverage regulated under Washington law (however, this prohibition shall not prohibit sponsorship including the name of a restaurant that is open to minors); or
 - b. any message about: films rated "X" or "NC-17"; adult book stores, video stores, paraphernalia stores, strip clubs, or other adult entertainment establishments; or adult telephone services, adult internet sites, or escort services.
5. Sponsorship messages that promote any activity or product that is illegal under Federal, state or local laws are not allowed.
6. Sponsorship messages that contain or involve obscenity as it is defined under applicable law are not allowed.
7. Messages containing any material that the Sponsor knows or reasonably should have known is false, fraudulent, misleading, deceptive or would constitute a tort of defamation or invasion of privacy are not allowed.
8. Messages containing any material that is so objectionable under contemporary community standards as to be reasonably foreseeable that it will result in harm to, disruption of, or interference with the transportation system are not allowed.
9. Messages containing any material directed at a person or group that is so insulting, degrading or offensive as to be reasonably foreseeable that it will incite or produce imminent lawless action in the form of retaliation, vandalism or other breach of public safety, peace and order are not allowed.
10. Messages with flashing lights, sound makers, mirrors or other special effects that interfere with the safe operation of the streetcar or the safety of streetcar riders, drivers of other vehicles or the public at large are not allowed.

Seattle Streetcar Station Sponsorship Message Guidelines

Streetcar Station sponsorships must comply with the City of Seattle sign code. Off-premise advertising signs are not permitted. Off-premise advertising signs are defined as "a sign directing attention to a business, profession, commodity, service or entertainment conducted, sold or offered elsewhere than upon the lot where the sign is located." Station sponsorship graphics present the name of the sponsor, and other text and graphics that provide information about the sponsor. Product images, photographic images, and information specific to commodities or services sold or offered by the sponsor are not permitted. Additional design guidelines are provided in the Seattle Streetcar Station Sponsorship Design Guidelines.

Station Sponsorships proposed for locations within historic preservation districts are subject to review and approval by district review boards. Proposed sponsor graphics should follow district guidelines and should incorporate themes and color schemes that relate to the district.