

# Promotional Signage & Advertising Fees for Park Use Permits

Seattle Parks and Recreation charges \$100 per surface, per day, for advertising in parks. Surfaces include - but are not limited to - banners, signs, tents/canopies, vehicles, inflatables, and other structures that include advertising, logos, or branding for services or products. Some structures/vehicles may be considered multiple surfaces. Permit applicants/holders are responsible for all advertising fees and are required to obtain design approval from Parks Event Management and must accurately disclose all applicable displays prior to permit issuance.

Final signage count and fees are due to Event Management at least 30 days prior to the event.



Display examples and associated fees:

**\$100** Banner/Sign - single surface display  
Banners, table clothes, posters, etc.



**\$200** A-Frame Board- 2-surface display  
A-Frame boards, free-standing signs, etc.



**\$400** Tent/Canopy - 4-surface display  
Includes costs for canopy and all displays below the single canopy structure.



**\$500** Vehicle - 5-surface display

**\$400** Arches/Scaffolding  
Includes cost for 4 or more displays attached to the single structure.



Advertising fees do not apply to food trucks, vendors, or booths with sales. Vendors with sales in Parks are assessed a fee of 10% of Gross Sales, due to Event Management Office following the event.

Event Scheduling Office

Elliot Bay Office Park

300 Elliott Ave W

Seattle, WA 98119

206-684-4080 x 3

Flip over for even further specifics

## Further clarifications around Advertising/commercial signs:

(Final decision is made by Department staff)

- Anything that is predominantly a sales/branding/marketing sign or display will be subject to the \$100 fee.
- The fee is per surface. If organizer puts up a tent with their brand on each side of the canopy, that is considered 4 surfaces and fee would be \$400. This includes signs inside an exhibit booth and any branded vehicles. If a surface is against a tree, building or other obstruction that blocks view of it, it will not be subject to the fee.
- Signs that are mainly informational in nature but with a small logo at the bottom would not be subject to the fee. (This is at discretion of event scheduling and must provide image) This includes directional signage or informational signage. E.g. if Company put up a sign about the 10 healthy fruits and it had a small logo at the bottom, that would not count. If same company put a big logo at the top of the board that would be promotional.
- Event title signage is not be subject to the fee if the Partner's name is included as text and not their trademarked logo. E.g. "Welcome to the X Company 5K" would be safe. "Welcome to the X Company (branded logo) 5K" would pay the fee.
- Signs with multiple partners like the "Thank You Partners" signs will be subject to the fee, but only count as a single surface.
- If your event has participants bring and set up tents that are branded, that will be subject to the fee. We will give the option for them to cover logos.
- If a participating group in the event brings a canopy that says "Joe Smith's team" and Joe Smith's team is not a business/organization the fee would not apply.
- Reminder: This fee does not apply to Food Trucks or event Booths with sales. i.e. if charity 'x' set up a booth to hand out fliers, free stuff etc the fee would apply. To qualify as a sales booth the predominant purpose of the booth should be to exchange money for food, merchandise or services.