



City of New Port Richey Promotions Policy

Purpose:

The City of New Port Richey recognizes the importance of promoting events that enhance community engagement, drive economic development, and contribute to the city's cultural vitality. This policy establishes clear guidelines for the promotion of events through city-owned communication channels, ensuring that supported events align with the city's mission and values.

Eligibility for Promotion:

Events must meet at least one of the following criteria to be considered for promotion:

City-Sponsored Events: Events organized or officially sponsored by the City of New Port Richey, including but not limited to parades, festivals, and public gatherings that enhance civic pride and community participation.

Economic Development Events: Events that contribute to the city's economic growth by attracting visitors, supporting local businesses, or encouraging tourism. Examples include business expos, local markets, and networking events that benefit the local economy.

Cultural and Community Impact Events: Events that promote arts, heritage, or educational enrichment within the community. Examples include cultural festivals, performing arts showcases, and historical commemorations.

Promotion Methods:

Approved events may be promoted through the following city-owned communication channels:

- Official city website.
- Social media platforms.
- Digital signage at city facilities.*
- Community newsletters.

*Digital signage located at Sims Park during a live event has additional procedures provided by the Special Events Manager, W.P. Rader, upon application and coordination for an event. For questions, contact W.P. Rader at RaderW@cityofnewportrichey.org.

Prohibited Promotions:

To maintain community standards and uphold city values, the following restrictions apply:

No Alcohol Promotion: The city will not promote any event that primarily focuses on the sale, distribution, or promotion of alcoholic beverages. Events that include alcohol as a minor component may be considered, but references to alcohol in promotional materials will not be allowed.

No Partisan Political Events: The city will not promote events that are affiliated with political campaigns, parties, or candidates.

No Events Contrary to Public Interest: The city reserves the right to deny promotion to events that are discriminatory, promote violence, or otherwise do not align with the city's mission of inclusivity and public well-being.

Application Process:

Event organizers must submit a request for promotional consideration at least 30 days in advance of the event date. Information should be delivered to TammeJ@cityofnewportrichey.org. Requests should include:

- Event description and purpose.
- Date, time, and location.
- Organizer contact information.
- Intended audience and expected attendance.
- Creative elements such as hi-res logo, slide for digital screen use, and other visual aid to assist in promotion.

The city reserves the right to approve or deny promotion requests at its discretion. All promotional materials are subject to city review to ensure compliance with this policy.

Policy Review and Updates:

This policy shall be reviewed periodically and updated as necessary to reflect the evolving needs of the community.

For further inquiries regarding event promotion, please contact the City of New Port Richey Public Communications Department.

Jesse Tamme

Marketing Specialist

TammeJ@cityofnewportrichey.org