

SAMPLE

USE YOUR COMPANY LETTERHEAD

Date:

City & County Planning & Zoning Officials

City or County

Address

City, State, Zip

RE: Temporary Promotional Business Displays

Dear Officials:

My company is in the business of promoting other businesses, primarily retailers, car dealers, restaurants and Fortune 1000 companies. One of the most effective forms of advertising that these clients use for local marketing is Visual Display Advertising.

This form of advertising is directed solely to the local clientele. It generates and promotes local shopping, keeping valuable tax dollars within your community. Other media such as TV, Radio or Newspapers reach too broad an audience to be considered "local marketing" and are thereby avoided by local businesses.

Our method of promotional business marketing provides any size business a way to advertise locally for special sales events. Businesses exert a lot of effort to obtain a good location. Visual Display Advertising helps them to promote their store identity and location, while reminding buyers of their available goods and services.

Since these displays are unique and best suited for temporary use, it is appropriate that there be an equitable way to control the display time. This is why we have developed a simple way to monitor their use. By utilizing the "Temporary Promotional Display Permit" and Tracking Calendar you can keep track of the days anyone has used a promotional display while generating additional income for your department through permit fees.

I am confident that once you review our video, the permit form, and tracking calendar, you will see the benefits to the local businesses and citizens. This will also provide you with a control regulation that ensures a vibrant local economy.

Please feel free to contact me directly at (____) _____ for additional information. I will be in touch soon to review the details.

Very best regards,

Your Name

Company Name

Enclosures

Inflatable Advertising Dealers Association TEMPORARY DISPLAY PERMIT - OUTLINE

- **Step 1:** The local IADA member comes in to fill out the Temporary Promotional Display Permit.
- **Step 2:** The IADA member includes on the permit form the location and dates of the display.
- **Step 3:** The IADA member writes you a check for the permit fee and another check for the deposit which ensures compliance with the permit timelines.
- **Step 4:** You initiate the Tracking Calendar for the store's location and note the promised set-up and removal dates for the current promotion.
- **Step 5:** At the end of the promotion the IADA member will return for the deposit check and you will file the Tracking Calendar for use on the next display.

That's all!

We recommend you use only IADA member firms as they are required to have both workmens comp and liability insurance to keep a current membership status.

IADA member firms are also supplied with "Recommended Industry Minimum Standards" that help ensure top quality products and workmanship. They are nationwide and professional.

Call the Inflatable Advertising Dealers Association offices for more information on implementing this exciting program.

Inflatable Advertising Dealers Association
136 South Keowee Street • Dayton, OH 45402
Phone: (937)222-1024 • Fax: (937)222-5974
Email: info@inflatableads.com
WWW: inflatableads.com

Inflatable Advertising Dealers Association

TEMPORARY PROMOTIONAL DISPLAY PERMIT

Business Name: _____

Address: _____

Phone: _____ Fax: _____

Contact Name: _____

Promo Dates: _____ Begin: _ / _ / _ End: _ / _ / _ #Days: __

I hereby request authorization to use a temporary advertising display at the above address in accordance with the following requirements.

- The promotional display will be in place for no more than _____ consecutive days.
- There will be a minimum number of days, _____, between promotional displays.
- The total number of display days will not exceed _____ within any twelve month period.

All these requirements will be followed and to secure this obligation a refundable deposit of \$ ____ is hereby made to assure compliance with the above conditions.

As long as these conditions have been met and the promotional display is removed on or before the date specified on the "Tracking Calendar" the deposit will be refunded to the applicant. If any of these conditions are not followed the deposit is forfeited by the applicant to the city.

Applicant Signature: _____ Date: _____

Print Name: _____

Planning Department: _____ Date: _____

Print Name: _____

Permit Fee Received: \$ _____

Deposit Received: \$ _____