



## **Kansas City Streetcar Authority (KCSA)**

### **Sponsorship & Advertising Policy and Guidelines**

Kansas City Streetcar Authority (KCSA) is a not-for-profit organization formed for the purpose of managing, operating and maintaining the KC Streetcar and further supporting KCSA's branding, marketing, safety oversight, communication and community engagement.

KCSA offers the sale of sponsorship and advertising, as well as other marketing and promotional opportunities, as further outlined in the KCSA Sponsorship and Advertising Policy and Guidelines. KCSA's intent is to create a non-public forum and commercial sponsorship and advertising program designed to generate advertising revenue to help fund operations and improvements in the KCSA streetcar system.

All potential sponsors and advertisers, as well as the advertisers' proposed advertising to be published and/or presented, shall be subject to the prior review and approval of KCSA, which approval shall be exercised by KCSA within its sole discretion. In addition, the terms relating to such sponsorship and advertising transactions shall be subject to the applicable KCSA sponsorship and advertising order documents and agreements. All sponsorship and advertising will be subject to and must be in compliance with all laws including all Kansas City and Missouri laws and ordinances.

The below are KCSA's current Sponsorship and Advertising Policy and Guidelines, which can be amended, changed and/or modified in any way at any time without notice by KCSA within its sole discretion.

- I. Prohibited Advertising Content. Advertising is prohibited on KCSA designated streetcar stops and vehicles, if it is from a prohibited advertiser and/or contains any of the following content:
  - a. Issue Advertising. Advertisements expressing or advocating an opinion, position and/or viewpoint on matters of public debate about economic, political, religious, social, moral or non-commercial issues are prohibited.
  - b. Prohibited Products, Services or Activities. Any advertising promoting and/or depicting the following products, services or activities or that use brand names, trademarks, slogans or other material that are identifiable or associated with such products, services or activities is prohibited on transit facilities, vehicles and streetcars.
    - i. False or Misleading. Any material that is false, fraudulent, misleading, deceptive or unfair.
    - ii. Illegal. Advertising that promotes or relates to an illegal product, service or activity.
    - iii. Alcohol and Tobacco. Advertising featuring any alcohol, e-cigarettes, tobacco and tobacco related products, including, but not limited to, products that simulate and/or encourage the act of smoking any tobacco or nicotine product and chewing tobacco.



- iv. Firearms or Weapons. Advertising of firearms, weapons, ammunition or explosives, including, but not limited to, the sale, rental, distribution or availability of firearms or firearms-related products.
- v. Prescription Drugs. Advertising containing or focusing on the sale of prescription medications
- vi. Violence. Advertising that promotes or displays images or language that presents depictions of or promotes (i) overly violent acts or practices, (ii) harm or violent acts or practices against humans or animals, (iii) graphic images of humans or animals, and human or animal body parts, or (iv) incites or provokes violence or an immediate breach of the peace, lawlessness or violent action. .
- vii. Language. Advertising that contains vulgar, obscene, crude, profane or inappropriate language.
- viii. Adult Content. Advertising that promotes or displays images featuring depictions of people in overly explicit or sexually suggestive positions or situations, adult entertainment services or sexually oriented businesses, adult films, and video games rated “M” or higher.
- ix. Demeaning or Disparaging. Advertising that contains images, copy and/or concepts that denigrate, demean, disrespect or disparage any individual, group, organization or business, including, but not limited to KCSA.
- x. Copyright, Trademark and Other Intellectual Property Rights. Content that infringes upon or violates the rights of any third party, including, but not limited to, copyright, trademark, privacy, publicity, or other personal or proprietary rights.
- xi. Political. Advertisements promoting or opposing a political party or organization, or promoting or opposing the election of any candidate, group of candidates or party for any office.
- xii. Harmful or Disruptive to the KCSA System. Any content or material that is objectionable under contemporary and evolving community standards as to be reasonably foreseeable that it may result in harm to, disruption of and/or interference with the KCSA system.
- xiii. KCSA’s Endorsement. Contains images, copy or concepts that represent, directly or indirectly, a tie-in, association, or endorsement by the KCSA of the advertiser or the advertiser’s product or service, unless such tie-in, association and/or endorsement is officially approved in writing by KCSA.
- xiv. Unsafe Transit Behavior. Advertising promoting any unsafe or reckless behavior or action with respect to streetcar related activity occurring in or around KCSA’s streetcars and facilities.

## II. Sponsorship and Advertising Review and Approval Process

# RideKC STREETCAR™

- a. A potential advertiser, as well as the advertiser's proposed sponsorship and advertising to be published and/or presented, shall be subject to the prior review and approval of KCSA, which approval shall be exercised by KCSA within its sole discretion. KCSA will outline the process for any such advertiser and sponsorship and advertising submission, which shall include the manner and timing relating to such submission.
- b. Any approval can be withdrawn at any time without notice and without reason, all within the sole discretion of KCSA.
- c. In addition, the terms relating to any advertising transaction shall be subject to the applicable KCSA advertising order documents and agreements.