

GARDEN SQUARE LED SCREEN SUBMISSION FORM & GUIDELINES

The City of Brampton is committed to offering an accessible, safe, and barrier-free experience for all. For accessibility requests and questions about the collection of personal information, contact rentaladmin@brampton.ca or 905.874.2844.

The outdoor Light Emitting Diode (LED) screen in Garden Square is used in conjunction with events held in Garden Square, but may also be used for other content to be aired when no events are taking place. Content in rotation and special presentations on the screen are curated by the Garden Square programming team and the Sport Tourism office, including professional sporting events.

Content, including artistic work and community information, such as short films and videos, moving images, animation, digital and interactive art can also be submitted for consideration in accordance with these guidelines. There is no charge if content is accepted, and no remuneration will be provided by the City of Brampton, unless otherwise stated. For more information about screen content submission, email garden.square@brampton.ca.

The screen plays a repeating automated rotation of all current content; the length of the rotation varies depending on the amount of content. The frequency and timing of when content will play cannot be pre-determined. To rent Garden Square for an event, or for exclusive, scheduled use of the screen for a public presentation, submit an event Request Form, available in the [Book the Square](#) section of the Garden Square website, within the applicable deadlines. For more information about venue rental, email rentaladmin@brampton.ca.

The screen is located in a highly visible, public space that is accessible to all residents; all content must be appropriate for all ages. Commercials (other than as required by broadcast rights), personal celebrations, and greetings and salutation are not permitted. For sponsorship opportunities, email sponsorbrampton@brampton.ca.

GUIDELINES

PURPOSE

These guidelines outline the process for submitting content that is not associated with an event, to be played in the rotation on the large outdoor Light Emitting Diode (LED) screen in Garden Square.

PRIORITY

All content that is posted on the LED screen will be prioritized in the following manner:

1. Brampton Emergency Management Office (BEMO) emergency notifications
2. Garden Square events and programming
3. Performing Arts Division information
4. City of Brampton information
5. All other approved content submitted for consideration

SPECIFICATIONS

The screen is 14.4' x 24' (4.4m x 7.3m). All aspect ratios are supported, but may not fit the screen exactly. The screen is low resolution; content will be scaled to fit. All content submitted must follow these specifications:

- Minimum resolution: 1280 pixels long x 720 pixels high
- Static images: JPG format
- Video files: MP4 format
- Avoid content with small text; it will not be legible on the screen (no less than font size 30)

The tickers below the large screen are used exclusively by the City of Brampton for programming announcements and City messaging.

REQUIREMENTS

All content must:

- Be consistent with the City of Brampton's values; not violate any laws, by-laws or policies; not reflect negatively on the City, and adhere to:
 - City of Brampton [Advertising on City Property Policy](#)
 - City of Brampton [Sponsorship and Naming Rights Policy](#)
 - City of Brampton [Use of Corporate Resources Policy](#)
 - The Performing Arts [Public Spaces Programming Guidelines](#)
- Promote only services and events that are open to the public
- Be appropriate for all ages
- Not promote political events or activities
- Be received no later than one (1) week prior to posting date

All applicable broadcast rights must be obtained for any content being displayed on the screen. The City of Brampton may request proof of licensing at any time.

LOCAL SPORT CONTENT

Submissions of content to promote and celebrate local City of Brampton sporting events will be considered from:

- Recipients of the [Sport Tourism Hosting Program](#)
- Members of the [Brampton Sports Alliance](#)
- Inductees of the [Brampton Sports Hall of Fame](#)

In addition to the requirements listed above, content must:

- Promote a special event or major championship that is open to the public in Brampton, or with a notable tie to Brampton
- Celebrate a major club milestone or championship (provincial or national)
- Promote league registration
- Celebrate a significant achievement of current or past club members at the professional level

INSTRUCTIONS

This form must be completed and submitted digitally.

1. Save form to desktop before filling it out
2. Complete application form on computer; save periodically while working
3. Save completed application to desktop
4. Submit via email no later than one (1) week prior to posting date:
 - This completed form
 - Content or link to content
5. Send submissions to:
 - sport@brampton.ca: sport-related content
 - garden.square@brampton.ca: all other content

CONTACT INFORMATION

First Name: _____

Last Name: _____

Organization Name: _____

Email: _____

Phone: _____

DURATION

For ongoing messaging not related to a specific event, indicate 'until further notice' for the end date.

Is this submission to replace an ongoing message that is currently in rotation?

Yes

No

Start Date: _____

End Date: _____