

## 2018-2019 LOCAL & REGIONAL TOURISM AIRPORT ADVERTISING “SPOTLIGHT” PROGRAM FAQ’s

**Question:** How do we go about applying given that as an organization, our advertising message may change if awarded a sign location outside the airport secured area versus in the secure area on the concourses?

**Answer:** If your message may change based on the location, then state both of the messages or intentions in your application and identify which message would be utilized when in the secure area or outside the secure area (baggage claim).

**Question:** How many times can an organization apply for an advertising location?

**Answer:** There are two application opportunities per calendar year. You may apply for both applications opportunities for one quarter (3 months) each.

**Question:** What’s the cost to participate in the Spotlight program?

**Answer:** Your cost for participation in this program will be the cost of the production and placement of the approved signage only. Your application and signature on the application serves as an acknowledgement that design and placement costs will be your responsibility. It is estimated that those costs will be between \$600-\$1,500 per sign placement depending on location and ad type (single or double-sided).

**In addition, you will be responsible for paying a leasehold excise tax for each quarter (3 months).** Most destination marketing organizations throughout the state of Washington are established as 501C-6 organizations. In addition to the artwork, development and installation of the sign and as an awardee of the Airport Spotlight Program, your organization will also be responsible for the state of Washington’s leasehold excise sales tax on the signage.

Unless your organization is able to provide documentation to the Port of Seattle establishing that you have obtained an exemption from the leasehold excise sales tax liability, be aware that the Port of Seattle will invoice your organization for the time and location that your sign is displayed at SeaTac International Airport. The estimated liability or cost on a quarterly basis per single sided sign is \$525, and a double sided diorama is \$1,050.

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**FAQ’s**

**Question:** Will the Port of Seattle need to be recognized on the actual signage?

**Answer:** Yes, as part of the agreement between the Port of Seattle and the organization awarded a signage location, it will be required to identify the Port of Seattle by giving recognition as a sponsor by placing the Port of Seattle logo on the signage.

**Question:** Can an organization propose a specific event that will include the date(s) and location of the event?

**Answer:** Yes, an organization may advertise a specific event including date and location. If the event transpires and is completed during the actual quarter, then the Port of Seattle has the prerogative to remove and replace the sign.

**Question:** Who is responsible for the actual creative sign design?

**Answer:** The awarded organization.

**Question:** Who is responsible for the actual sign production?

**Answer:** The Port of Seattle will assist in identifying a sign company that can create the sign for the organization. The organization will be responsible for any costs associated with any sign construction and remunerate directly to the sign company that creates the sign.

**Question:** Who is responsible for the actual placement of the sign at the agreed upon sign location at the airport?

**Answer:** The actual sign will be placed and positioned at the approved sign location by an airport approved / identified sign company. Any associated sign placement costs will be remunerated directly to the sign installation company installing the sign.