

## LED Sign Guidelines

### OUTDOOR LED DISPLAYS

In limited instances, a matching grant may be awarded to churches that apply for an outdoor LED sign. Matching funds will be used only for purchase and installation of the sign.

To qualify for a matching grant, the church must:

- a) document that the sign, though placed on church property, will be highly visible on a major thoroughfare;
- b) present an advertising/marketing strategy for the church (narrative);
- c) permanently display the United Methodist cross and flame as well as “Open hearts. Open minds. Open doors.” on the sign; and
- d) include a maintenance contract on the sign for the next five years.

### HOW TO APPLY

Each applicant must submit three quotes from different sign companies along with renderings of the completed sign design showing the cross and flame and “Open hearts. Open minds. Open doors.” permanently affixed to the sign. These quotes and renderings must be pre-approved before submitting your application and narrative.

### A FEW FACTS ABOUT OUTDOOR LED SIGNS

At least 50 percent of your target audience is the neighborhood surrounding your church. When you compare your investment to the total exposure to people driving by your sign, your church sign becomes very affordable. You will have continual 24-hour advertising and the freedom to change your message whenever you wish.

### IMPORTANT

Matching grants for LED outdoor signs will not exceed 5 percent of the total grants awarded. In the event the LED requests exceed 5 percent of the total grants applied for, LED sign applicants will be awarded at a percentage dependant upon the total amount of LED grants requested. No sales tax will be covered by any grant award.

Quotes and renderings can be faxed to 615-742-5777  
or emailed to [IMGrants@umcom.org](mailto:IMGrants@umcom.org).

If you have any questions, please call us toll free at  
877-281-6535.