



DOWNTOWN BANNER PROGRAM GUIDELINES

City of Flagstaff Parks and Recreation
211 W. Aspen Avenue, Flagstaff, AZ 86001
Phone: (928) 213-2300
www.flagstaff.az.gov/recreation

Purpose:

The purpose of the City of Flagstaff Downtown Banner Program is to allow the placement of banners on select street poles in order to promote public activities, events, programs, and other cultural or recreational activities of benefit to the community. The banner program shall not be used for commercial advertising, display of personal messages, or to promote political and/or religious organizations, messages, or issues. The City reserves the right to determine whether a banner is eligible for placement on a City street pole under these guidelines.

Content Guidelines:

The City must approve banner designs prior to production. Approval depends on compliance with the logo and design specifications set out in the guidelines below.

- Banners may not devote more than 25% of the surface area to the name and/or logo of a public, private, or commercial sponsor.
- No private advertisements and no religious or political messages are allowed.
- Banners may include logos, graphics, and/or pictures.
- Banners may include festive or seasonal proclamations, or announce cultural or civic events that are open to the public.

Definitions:

- Event – any organized gathering that is open to the general public
- Campaign – any social awareness or education-related promotion focused on raising public awareness about a specific issue
- Awareness date – a national or international awareness day, week, or month that has been set by a national organization or government to commemorate a cause of significant importance on a national or international level.

Request for Banner Placement

- Banner display requests must be made to the Office of Community Events at least one (1) month prior to the requested display start date and no earlier than three (3) months in advance of the requested display start date.
- Organizations may request up to ten (10) banner locations per requested time frame.
- Banners will be scheduled to be placed on the first of the month. Banners will be taken down at the end of the scheduled month. We will no longer accept requests for mid-month placement or take down.
- Banners promoting a special event or program may be displayed up to three (3) months prior to event date.
- Banners promoting a series or season of events may be displayed up to three (3) months prior to the date of the first event and remain in place through the date of the last event of the series or season.
- Organizations may place up to three (3) banners each on Route 66, Humphreys Street, North Beaver Street, Aspen Ave, or North San Francisco Street, as space permits.

- The maximum banner installation period is 4 months; however, banners may be hung for a longer period if the banners highlight a subject of community importance. The maximum time limit will be based upon the purpose and promotional focus of the banners.
- Banners may not be used for the sole purpose of advertising merchandise, products or a corporate entity.
- The City will not allow banners to be used to promote any activity that is not open to the public.
- In the case that the City determines an application to not be in compliance with these Program Guidelines, the City may deny the application.
- At all times, the City of Flagstaff reserves the right to resolve any banner conflicts at its discretion.

Priorities for Assigning Banner Placement

Banner spots are reserved on a first-come, first served basis. In the event there is a scheduling conflict, priority will be given as follows:

Priority 1: Events or campaigns organized by the City of Flagstaff.

Priority 2: Events or campaigns organized by local schools, colleges, or universities.

Priority 3: Events or campaigns organized by Flagstaff based non-profit organizations with proceeds raised by the event or campaign providing assistance to the organizer or another Flagstaff based non-profit organization (requires proof of non-profit status).

Priority 4: Events or campaigns organized by private businesses, non-profit organizations not based in Flagstaff, and/or individuals for the purpose of profit, personal gain, and/or proceeds that will be used to benefit non-profit organizations not based in Flagstaff.

Priority 5: Any organization wishing to promote an event, exhibit, or celebration of public interest.

Banner Installation and Display

- Banners must be submitted to the Office of Community Events (1702 N. 4th Street) by the 20th of the month prior to the scheduling date in order to be hung by the first of the next month. It is not the responsibility of the Community Event's division to refund any fees if banners are delivered to the office later than the 20th of the month.
- Banners will not be hung if payment for the banners has not been received.
- Banners must be clean and ready to install when delivered to the Office of Community Events.
- The date of banner installation may be altered due to weather or other factors.
- Banners that are damaged and/or unable to be hung will be removed immediately. Organization will be contacted regarding damaged banners. If a replacement banner is not provided within 3 weeks (15 business days) from contact, the banner pole location will be removed from the reservation.
- No refunds will be provided for torn or damaged banners that are removed.

Locations

North & South Historic Downtown

- 119 historic style pedestrian light poles are available for display of banners in the downtown area north of Route 66.
- 17 poles are available for display of banners in the downtown area south of Route 66.
- Light poles in alleyways may not be used to display banners.
- Generally, banners will be displayed only on the pole side facing the sidewalk.

Maps

Please refer to the site maps for pole locations.

Cost for Display

- Banner fees include all administrative costs as well as banner site rental fees.
- Fees are a one-time payment **per banner**, based in length of placement requested.
- Payment must be received two weeks (10 business days) prior to scheduled placement of banners.

Downtown Banner	Per Banner
North Downtown	
<i>A Pricing (Premium Locations)</i>	
1-3 month display	\$64.50
<i>B Pricing (Mid-Range Locations)</i>	
1-3 month display	\$42.00
<i>C Pricing (Perimeter Locations)</i>	
1-3 month display	\$35.25
South Downtown	
1-3 month display	\$53.75

Banner Removal

- All banners will be scheduled to be removed within 30 days of the event/series/season ending.
- Banners are to be picked-up from the Flagstaff Aquaplex (1702 N. 4th Street) within 2 weeks after removal. Recreation staff will not be held responsible for banners that are not picked up within two weeks after they have been removed. Abandoned banners (those left for longer than 1 month) will be thrown away.
- The City of Flagstaff is not responsible for the disappearance or damage of banners from any cause including, but not limited to: wind, weather, theft, vandalism, fire or other natural acts.

Banner Content and Design Guidelines

Large, bold typeface and simple graphics, utilizing bright colors and strong contrast are most effective. Text should be limited to as few words as possible.

Banner Production

Banner production materials and costs are the responsibility of the organization that is requesting display. Banners must comply with the dimensions given or they cannot be displayed. A sample banner or a copy of the artwork must be submitted to Recreation for approval.

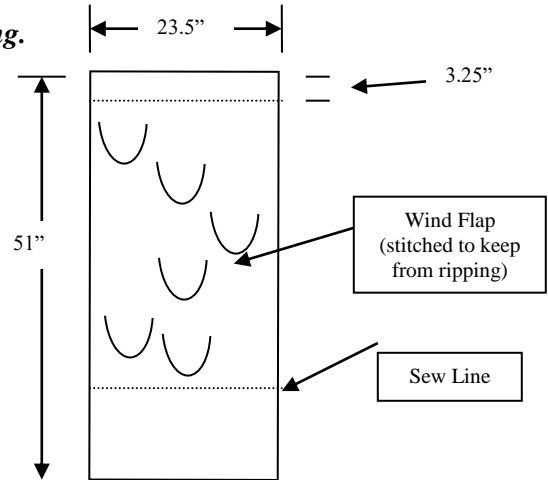
*Please note: No banner may be installed by any person without receiving City approval of design content prior to installation. The City retains complete discretion to determine whether or not a particular banner design is consistent with the Banner Content and Design guidelines.

Banners must be printed on both sides.

Banners must contain at least 6 wind flaps stitched to prevent tearing.

Banner Dimensions

- 23.5" wide by 51" high, including pole pocket.
- Pole pocket should be exactly 3.25" wide from sew lines that form pocket to top or bottom of banner.
- Print area should not exceed 23" x 48".
- Type should be no smaller than 1.75".



Pole Dimensions

- Height from the sidewalk surface to the top of the banner pole is 11' 4.5".
- Distance between banner arms is 4'.
- Diameter of banner arm is 1.25" (inserts into pole pocket).
- Length of usable banner arm is 23.5".

