



## Downtown Salt Lake City Banner Advertising Guidelines

Downtown Alliance is dedicated to building a dynamic and diverse community that is the regional center for culture, commerce and entertainment.

Downtown Alliance manages the rental, installation, and content of the banners displayed on the light poles along the streets of the Salt Lake City Central Business Improvement District.

### Eligible Participants

Only events and activities occurring at a downtown venue that are produced by local non-profit organizations, city and county government or the State of Utah will be accepted. Religious, political and for-profit promotional banners will not be accepted. Organizations, subject matter and banner content must be approved by Downtown Alliance at least 90 days before the anticipated promotional schedule. Exceptions may be made to the policy concerning eligible participants and subject matter by Downtown Alliance for events and activities of major civic importance.

### Subject Matter

The content on the banners must be approved 90 days in advance by Downtown Alliance. Please mail, e-mail or fax banner design to Kristin Beck. Mail is accepted at the Downtown Alliance address listed in the footer of this document, e-mail to [kristin@downtownslc.org](mailto:kristin@downtownslc.org) or fax to 801-328-5098. Participants are asked to deliver banners at least two weeks before the display schedule. Contact Eric Crowther at 801-349-0660 to schedule a drop-off time. Downtown Alliance reserves the right to approve or reject the content of all banners.

### Available Space

Banner posts located on both sides of West Temple and State Street from South Temple to 400 South are designated for eight foot banners. All other banner poles in the central business district hold six foot banners. A minimum contract includes 14 (for 6ft locations) or 28 (for 8ft locations) banners that generally cover both sides of the street for one block depending on the location. The maximum number of locations is limited by the space available. Space can be reserved up to one year in advance with a 50 percent security deposit. Call Kristin Beck at 801-333-1104 at Downtown Alliance for current availability.

## **Cost**

The cost to install banners is \$20.00 per banner for a one-week minimum length of time and a maximum length of one month. Upon approval, an organization may elect to keep their banners up for more than one month but will incur a \$20.00/banner/month charge. An additional \$6.50 per banner early removal fee will be charged for contracts of less than one week. The cost includes installation, removal and maintenance of the banners (cost of designing, producing, and repairing the banners is the responsibility of the event/organization). Storage fees of \$1.00 per banner per month will be invoiced if banners are not picked up within 7 days of removal. The banner locations will be leased on a first-come first-served basis. Reservations are accepted beginning one year in advance of installation date.

## **Sponsorship/Underwriter Acknowledgements & Standards**

Promotional banners may carry a sponsor's logo and positioning statement. The Sponsor logo and positioning statement is limited to the bottom 20 percent of the banner. Sponsor information that exceeds 6 inches across the bottom of the banner will be refused.

## **Banner Standards**

Banners must be delivered flat. Call Eric Crowther at 801-349-0660 to schedule a drop-off time. Materials include vinyl, photo/mechanical/digital printing, or screen-print. Banners must be constructed of a material that can withstand the forces of nature for the period of time they are to be displayed. Torn or damaged banners will not be hung. Downtown Alliance strongly encourages scalloped banners to withstand strong winds and to prevent loss or damage.

Banners on State Street and West Temple are to have an overall length of 96 inches and width of 22.5 inches. There is to be a 3 inch sleeve at the top of the banner to slide over the bracket. The bottom is to have a 1.5 inch hem while the sides are to have a minimum hem of .5 inches. The graphic area is not to exceed 21 inches by 87.5 inches. There must be three grommets on the inside hem of each banner for proper attachment to the poles; for placement refer to attached graphic or reference the Downtown Alliance website. The inside diameter of the grommets should be 3/8" (#2) or 7/16" (#3).

Banners for placement in all other locations are to have an overall length of 72 inches and width of 22.5 inches. There is to be a 3 inch sleeve at the top of the banner to slide over the bracket. The bottom is to have a 1.5 inch hem while the sides are to have a minimum hem of .5 inches. The graphic area is not to exceed 21 inches by 66 inches. There must be three grommets on the inside hem of each banner for proper attachment to the poles; for placement refer to attached graphic or reference the Downtown Alliance website. The inside diameter of the grommets should be 3/8" (#2) or 7/16" (#3).

A list of banner production companies is available from Downtown Alliance. Downtown Alliance does not endorse any particular service provider.

## **Maintenance and Liability**

Downtown Alliance or its subcontractors are not responsible for damage to the banners while they are being installed, displayed or retrieved. Damaged or dirty banners will not be displayed. The cleaning and repair of banners is the responsibility of the leasing organization. The installation contractor will hold banners for pick-up for one week following the final date of the display contract. After that time a storage charge of \$1.00 per banner per month will be imposed. Nonpayment for the storage fee will result in disposal of the banners.

## **Payment**

A 50 percent security deposit is required for reservations made in advance. The deposit will be applied to the cost of the rental. If the reservation is cancelled less than 60 days from the reservation date, the deposit will be forfeited.

The balance for rental is due before banners can be hung. Long term rentals will be billed monthly. A finance charge of 5 percent per month will be added to any invoice not paid within 30 days. Outstanding invoices will disqualify an organization from future participation in the program.

# Downtown Banner Application

(Retain a copy for your records)

Contact: \_\_\_\_\_ Telephone: \_\_\_\_\_

E-Mail : \_\_\_\_\_ Fax: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Event: \_\_\_\_\_

Event Location: \_\_\_\_\_

Please provide a brief description of your event:

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Preferred street location: \_\_\_\_\_

Preferred banner display dates From: \_\_\_\_\_ To: \_\_\_\_\_ # of Banners: \_\_\_\_\_

**Fees:** Installation, Maintenance and Removal \$20 per banner up to 4 weeks. Please see details in the banner display guidelines. Display is for a minimum of 14 (6' banners) or 28 (8' banners) over one week.

**Storage:** 1.00 per/month per/banner if banners are not picked up within 7 days of removal.

The balance for installation is due within 30 days of the end of the promotional period. A finance charge of 5 percent per month will be added to all invoices not paid within 30 days.

\* If banners are hung for less than one week there is an additional \$6.50 fee for banner removal.

I understand that this application, as well as banner designs, must be approved by Downtown Alliance. I agree to pay fees in a timely manner (net 30). Banners will not be cleaned while in storage. I understand that I am responsible for all maintenance while the banners are in storage. I understand that repairs will be billed separately and I am responsible for payment of those repairs. I understand that it is my responsibility to contact Eric Crowther (801-349-0660) 7 days in advance of my installation date and deliver the banners to him. I also agree to pick up my banners within 7 days of removal or pay for storage of the banners. I agree to not hold Downtown Alliance or Eric Crowther responsible for any damage to my banners while they are in their possession.

I have read and understand all of the information on this application:

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

DTA Rep: \_\_\_\_\_ Date: \_\_\_\_\_

**Send Application to: Downtown Alliance, 175 East 400 South Ste. 600, Salt Lake City, UT 84111. A copy may be e-mailed or faxed to Kristin Beck at 801-328-5098 to reserve a space.**