



Downtown Salt Lake City Banner Advertising Policies and 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.

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.

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).

Delivery

Participants are asked to deliver banners at least **one week** before the display schedule. In considerations of other reservations, we will not guarantee that banner will be hung on time if they are not delivered on time. Contact Eric Crowther at 801-349-0660 to schedule a drop-off or pick-up. Downtown Alliance reserves the right to approve or reject the content of all banners.

Storage Fee

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 or pick-up. 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, they should be $\frac{1}{2}$ " away from the edge of the banner; for placement refer to attached graphic or reference the Downtown Alliance website for banner spec. The inside diameter of the grommets should be $\frac{3}{8}$ " (#2) or $\frac{7}{16}$ " (#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 $\frac{3}{8}$ " (#2) or $\frac{7}{16}$ " (#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.