

BANNER PROGRAM GUIDELINES

- Graphic content of banners shall be generic in nature, while graphically or verbally representing or depicting the City of Columbus.
- Banners may graphically or symbolically promote cultural and civic events, activities or facilities of general public interest. All must be open to the general public.
- Banners may not be used for commercial advertising or to advertise or promote political candidates, parties or issues, or identify any religion.
- Banners shall not include corporate names, except in cases of:
 - If an event bears a corporate name as part of its event title and is popularly recognized by such title, special consideration will be given regarding logos and type sizes appropriately scaled to the design.
 - In those instances in which an organization wishes to give credit on its banners to a contributor or sponsor, approval for such commercial credit may be requested, provided that the name and logo is positioned in the lower 10 percent of the banner in a height not to exceed 6 inches.
- Banners will be returned at the expense of the applicant when:
 - Banners or new elements in the banners were not approved by Experience Columbus.
 - Banners do not meet aesthetic standards.

HOW TO APPLY

APPLICATION PROCESS

1. Fill out the [Banner Application](#) no less than four weeks and no more than one year in advance of your dates.
2. Send a proof of your design to Deshawn Rode at drode@experiencecolumbus.com.
3. The applicant should not proceed with banner production until approval of artwork is received from Experience Columbus. Dimensions and specifications are attached.
4. Upon approval from Experience Columbus, the application will be confirmed and payment will be processed.

BANNER SPECIFICATIONS

Columbus Sign Company is the official Columbus Downtown Banner Program partner and suggested manufacturer:

Bill Hoy
614-252-3133
bhoy@columbusign.com

While you may use other organizations to design and produce banners, all installation, removal, repair and emergency re-attachment of banners will be done by Columbus Sign Company.

BANNER SIZE

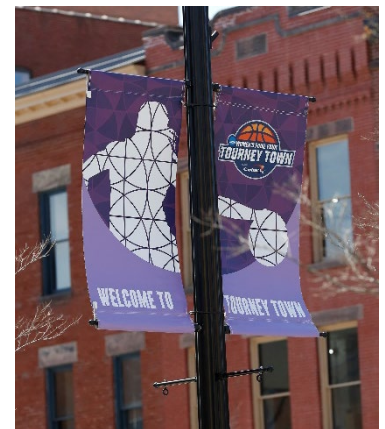
- Banners come in 5 feet or 8 feet heights with a Pocket or Velcro fitting as denoted on the attached maps.
- If you use a company other than the official banner partner, **contact Columbus Sign Company prior to fabrication to ensure proper fit on selected banner poles.**

BANNER DESIGN/MATERIAL

- It is recommended that a graphic consultant be used to design the banners.
- Banners fabric should be a high-quality flame-retardant canvas or vinyl.

COSTS

- The sponsoring organization is responsible for all costs related to the production, printing, installation, removal and maintenance (including emergency re-attachment) of street banners.
- Pricing is outlined on the included fee schedule.



BANNER REQUIREMENTS

BANNER PLACEMENT

- The Columbus Downtown Banner Program is bound on the south by I-70, the east by I-71, the north by Goodale Blvd and the west bank of the Scioto River. A map is attached.
- Pole reservations are accepted and scheduled based on banner pole availability. Placement will be designated by Experience Columbus.

LENGTH OF BANNER EXPOSURE

- Banners are hung for a minimum of two weeks up to a maximum of 60 days.
- In the event of a scheduling conflict, the length of time for banner exposure within the above limits and/or the quantity of banners displayed will be at the discretion of Experience Columbus.
- Any group requesting a period longer than the standard 60 days, if approved, shall be charged \$10 per pole, per month, in addition to the standard charge. If another organization would like to display banners on your assigned poles, after the initial 60 day rental, that organization has the right to display the banners for up to 60 days.

QUANTITY OF BANNERS ALLOWED

- Any organization wishing to participate in the program with fewer than 10 banners will be evaluated for approval by Experience Columbus on a case-by-case basis.
- Maximum number of poles allowed per organization is 100.

STORAGE

- All banners are the property of the sponsoring organizations.
- Columbus Sign Company will store banners for annual renters. Any banner remaining in their possession after 13 months without being displayed may be disposed of without notice.

LIABILITY

- Experience Columbus is not responsible for loss or damage to banners in transit, on display or during installation and removal. For this reason, sponsoring organizations are encouraged to insure their banners against loss or damage during display.
- Experience Columbus cannot guarantee access to the banner poles in the event its contract with the city of Columbus is terminated for any reason, such as Columbus City Council withholds authority to continue the banner program, acts of God, acts of civil or military authority, strikes or other civil disturbances, or any other event, cause or occurrence not within Experience Columbus' control. In the event any of the forgoing events occur, the organization shall not be responsible for any incidental or consequential damages incurred by the sponsoring organization.
- The sponsoring organization is responsible for all costs related to the production, printing, installation, removal and maintenance of the street banners. Pricing is outlined on the included fee schedule. Please note that all prices are subject to change until the final work order is executed.
- Experience Columbus will not be financially responsible for any emergency re-attachment or removal fees. All costs for emergency re-attachment or removal fees are the responsibility of the applicant.

FEE SCHEDULE

Installation and Removal for banners	\$125.00 per banner
Installation and Removal for flags	\$ 95.00 per flag
Installation and Removal for banner/flag combination	\$155.00 per banner/flag
Mending Overlay or Repairs	\$ 50.00 per banner \$ 45.00 per banner for three or more repairs
Emergency Reattachment	\$ 75.00 per banner (minimum \$150.00 per trip)
Extended Display	\$ 10.00 per banner or flag per month