



Downtown Street Banner Program | Rental Application

APPLICANT INFORMATION

Company: _____ Contact: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____ Email: _____

RESERVATION DETAILS

Event Name: _____
 Event Location: _____ Event Date: _____
 Start Date (include year): _____ End Date: _____
 Total days: _____ # of Poles: _____
 Corporate Sponsor (if applicable): _____

BANNER MANUFACTURER | *All banners must be 30" x 96" in size*

Company: _____ Contact: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____ Email: _____

BANNER INSTALLATION & REMOVAL | *Must be approved by Downtown Partnership and the City of Sacramento*

Company: _____ Contact: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____ Email: _____

BANNER FEES | *Make all checks payable to Downtown Sacramento Partnership*

Application fee:	\$75	<i>Due with application</i>
Banner Pole Rental Fee +	\$2.00 x _____ # poles* x _____ # days =	<i>Due 30 days prior to installation</i>
Capitol Mall Rental Fee +	\$3.00 x _____ # poles x _____ # days =	<i>Due 30 days prior to installation</i>
Maintenance Fee	\$3.00 x _____ # poles =	<i>Due 30 days prior to installation</i>
TOTAL FEES DUE = _____		

Additional installation fees will be required for K Street banner locations

APPLICATION CHECKLIST

- | | |
|---|--|
| <input type="checkbox"/> Map indicating desired banner locations | <input type="checkbox"/> Non-refundable \$75 application fee |
| <input type="checkbox"/> Proof of insurance & third-party endorsement | <input type="checkbox"/> Sample artwork for proposed banner (8" x 10") Banner specifications including fabric descriptions |

I understand and comply with the banner guidelines specified. I am authorized and agree to pay all fees.

Signature

Date

Downtown Street Banner Application | Terms & Conditions

APPLICATION PROCESS

Banner applications should be submitted at least 90 days in advance to secure display period and locations.

Reservations are scheduled on a first come first serve basis. You will receive confirmation once application, application fee, and submittals have been submitted and approved. The City of Sacramento must also approve all banner campaigns.

Campaigns may be renewed 15 days before the campaign ends for another 90-day period if there are no other reservations for those banner poles.

PAYMENT

A \$75 non-refundable application fee must be submitted with the application. Payment in full is due 30 days prior to banner installation.

Make all checks payable to:

***Downtown Sacramento Partnership
980 9th Street, Suite 200
Sacramento, Ca 95814***

ELIGIBILITY

Street banners are available only to applicants promoting downtown Sacramento events. Applications promoting occurring outside of the downtown district boundaries are not eligible for banner program.

The downtown district is bound by Old Sacramento to 16th Street, H Street to the State Capitol.

INSURANCE

Applicant must provide a third party endorsement and certificate of insurance in the amount of \$1,000,000 naming the Downtown Sacramento Partnership and the City of Sacramento, their officers, employees and agents as co-insured.

LIABILITY

Banners are the property and responsibility of the applicant. The applicant is responsible for all costs associated with banner display and for securing all necessary approvals related to display.

Downtown Partnership and the City of Sacramento are not responsible for loss of or damage to banners, or for any other unforeseeable causing including wind, weather, theft, vandalism, fire, earthquakes or acts of God.

The applicant will be required to replace defective or faulty banners at their own expense.

BANNER SPECIFICATIONS

Size 30" wide x 96" long and must have a 4" pocket at the top and the bottom to accommodate the pole. Banners must be manufactured for exterior use.

Double Sided Design Banners must have readable copy/design on both sides of the banner.

Fabric must withstand a wind load of 90 mph with an ultra-violet inhibitor to retard fading and tearing.

Fasteners on banners must be fastened to mounting hardware with heavy spur grommets.

Sponsor Identification may occupy no more than 15% of the total banner area and must not dominate the banner message.

BANNER MANUFACTURE, INSTALLATION, REMOVAL & STORAGE

The applicant is responsible for the manufacture, installation, removal and storage of banners.

Banners must be removed from banner pole locations at the end of the specified campaign. Applicant will be invoiced for any banners that remain up after the specified end date.

Banner manufacturing and installation vendors must be approved by Downtown Partnership and the City of Sacramento.

RESTRICTIONS

Banners may NOT be used for commercial, political, or religious messages and/or advertisements. Banner reservations may not exceed 90 consecutive days without expressed approval from Downtown Partnership. Consecutive reservations cannot be made within 90 days of last reservation.

Banners may be displayed for the purpose of promoting cultural or civic events or activities such as art shows, concerts, festivals, major sports celebrations, parades, and walk/run events. Banners may also be displayed to promote educational institutions or to identify or promote Business Improvement Districts, neighborhoods or discrete areas of the City.

Banners may not jeopardize vehicle or pedestrian safety. No banners shall be hung in an intersection or in any manner that will obstruct free and clear vision of motor vehicle operators, interfere with or confuse traffic, or inhibit pedestrian safety in any way.

Pennants, streamers and bunting are prohibited. (City Sign Ordinance Section 3.156)