



# **Downtown Dayton Partnership**

## **PROMOTIONAL BANNER PROGRAM**

### **POLICY STATEMENT**

#### **I. Administrative**

##### **A. Objective**

1. Introduce color and a festive atmosphere to downtown Dayton.
2. Complement the amenity and beautification efforts of downtown.
3. Assist in promotion of cultural and civic events, in particular those sponsored by not-for-profit groups.

##### **B. Types of Banners**

Street banners are graphically designed fabrics which are mounted and displayed from lightpoles. “Theme” banners represent seasonal, generic subjects, i.e., Christmas. “Message” banners convey information on specific activity, i.e., St. Patrick’s Day Parade.

##### **C. Background**

The Downtown Dayton Partnership (DDP) has obtained permission from the City of Dayton, The Dayton Power and Light Company and other area utilities to install banner brackets on certain utility poles in the Central Business District (CBD) and to hang banners from those brackets from time to time in conformance with the regulations in this Policy Statement.

##### **D. Area of Influence**

The banner program shall be entirely contained within the CBD of Downtown Dayton. The number of locations within this area may increase or decrease depending on availability, budgetary, marketing or other considerations.

#### **II. Regulations**

##### **A. Eligibility**

In order to be eligible, participants must represent or promote not-for-profit cultural or civic events, or activities of great, general public interest. Banners promoting commercial enterprises or political candidates, parties, or issues will not be permitted. The DDP has sole and complete discretion to make all decisions regarding eligibility.

##### **B. Banner Features**

The banners should be constructed of a high quality flame retardant awning fabric. Nylon and vinyl fabric should be avoided due to strength and weather resistance problems. The maximum dimensions shall be 30” to 32” in width and 94” in height, when measured flat between outseams, after fabrication. The banners shall be printed on both sides and have a maximum printed area of 30” by 78” on each side.

It is recommended that the top and bottom hems be double rolled and double stitched for greater strength and durability. Also, brass grommets should be installed in the multiple layers of the top and bottom hem, about 1" to 1-1/2" from the inside edge pole side of the banner.

It is suggested that the graphic content of the banner symbolically represent the subject of the special event and be printed on the background of a single primary color such as red, yellow, green, orange, or blue. (White as a background color is not recommended.)

Approval of the design shall in no way subject the DDP, the City of Dayton, The Dayton Power and Light Company, or other participating pole owners to any liability with respect to the banners.

C. Application

Any organization desiring to promote an eligible special event or activity must file a written application with the DDP not less than three months nor more than one year in advance of the event.

In order to be considered, the graphic design for the banner must be developed by the sponsoring organization and presented to the DDP by an authorized representative of that organization. This presentation will occur within thirty (30) days of the date the application was submitted and prior to banner fabrication. The presentation will include a small swatch of the proposed banner material.

Approval of the DDP is necessary to ensure compliance with the objectives of the Promotional Banner Program and compatibility with other banners which may be displayed concurrently.

D. Banner Placement and Reservations

Banner placement may be requested by the eligible organization, however, each banner's final location is ultimately designated by the DDP and is subject to change prior to installation dependent upon bracket availability. In the event that more than one organization requests permission from the DDP to display its banners on the same dates, it shall be in the DDP's sole discretion to decide which organizations shall be granted such permission, and which poles may be used.

E. Length of Exposure

Banners may be displayed for a minimum of fourteen days or a maximum of sixty days depending on the nature and length of the event or activity. In the event of scheduling conflicts, the DDP may find it necessary to modify the length of exposure. The sponsoring organization affected by this decision will be notified of such change prior to the final approval of fabrication and installation.

F. Liability

Eligible organizations shall agree in writing to hold harmless and indemnify the DDP, the City of Dayton, The Dayton Power and Light Company, and any other owner whose poles are used in this program (Indemnitees), from and against any liability which may arise from the hanging of such organizations' banners. Eligible organizations shall also hold the Indemnitees harmless from any loss of or damage to the banners which occurs during their transit, installation, display, or removal from the poles and any other loss either direct or indirect resulting therefrom.

G. Storage

Banner storage before and after promotion of the special event or activity is the responsibility of the sponsoring institution.

H. Damaged Banners

Banners which are shown to be defective after installation or become damaged during the length of exposure will be removed as soon as practical.

I. Installation/Removal

All banners will be installed and removed by a private company. Each participating organization is responsible for hiring a vendor. That cost shall be paid by the participating organization. For information on potential vendors, call the DDP.

To help with some expenses, every effort will be made to help coordinate the hanging and removal of banners with other organizations participating in the banner program at the same time.

J. Pole Usage Fee

All participating organizations will be charged \$10 per banner for pole usage, up to \$250 per year. No organization will be expected to pay more than \$250 each year. All funds will be used towards the replacement of brackets and other ongoing maintenance needs. Any organization that fails to pay the pole usage fee will not have the opportunity to participate in the banner program in the future.