



BANNER REQUEST & APPLICATION

**GREATER DOWNTOWN COLORADO SPRINGS BUSINESS IMPROVEMENT DISTRICT
111 S. Tejon Street, Suite 404, Colorado Springs, Colorado 80903, 719-886-0088**

I. APPLICANT INFORMATION

APPLICANT ORGANIZATION: _____

ADDRESS: _____ ZIP CODE: _____

CONTACT PERSON: _____

PHONE: _____ E-MAIL: _____

WEB SITE: _____

EVENT NAME: _____ EVENT DATE(S): _____

NUMBER OF BANNERS TO BE INSTALLED: _____

DATE INSTALLED: _____ KEEP UP FOR (MARK ONE): 30 DAYS: _____ 60 DAYS*: _____ 90 DAYS*: _____
*NOTE: 60 OR 90 DAY NOT GUARANTEED, BASED ON SPACE AVAILBLE. ADDITIONAL FEES APPLY.

BANNER TOPIC: _____

II. REQUIRED ATTACHMENTS

BANNER DESIGN (required with application)

PROOF OF INSURANCE (required upon approval of application)

III. ACKNOWLEDGMENT

I hereby acknowledge that I have received the banner regulations literature and agree to abide by the same.

I hereby agree to hold the Greater Downtown Colorado Springs Business Improvement District harmless for any damage to the banners while being installed, on display and being uninstalled and to further indemnify the Greater Downtown Colorado Springs Business Improvement District for any injury, damage or liability caused by the banners while on display.

I certify that all the information contained in this application is true and correct to the best of my knowledge.

Representative _____ Date _____

Title _____ Signature _____

FOR OFFICE USE ONLY

APPLICATION APPROVED APPLICATION DENIED BY _____

DATE _____ ESTIMATED COST _____ NUMBER APPROVED _____

Downtown Pole Banner Program Regulations

General purpose

- To aid in the aesthetic environment of the downtown core area by adding color and visual interest.
- To aid in the promotion of cultural, charitable and civic events of general interest to the public and to increase positive and inclusive public engagement with downtown and the community at large.
- To create an effectively coordinated administrative framework for approval, installation, and deinstallation of banners which utilize brackets owned by the Greater Downtown Colorado Springs Business Improvement District (hereafter referred to as the BID).

Regulations

- Participants must represent or promote nonprofit, cultural, charitable or civic events or activities of general public interest.
- Commercial advertising is not allowed.
- Content of banner design must be generic in nature, graphically or symbolically representing or depicting subject matter related to, or the event itself.

Application process

- First-time banner applicants are advised to call the BID Public Space Manager at 719-886-0088 before applying to ensure a clear understanding of the process.
- Applicants shall submit a completed application and draft banner design to the Public Space Manager BEFORE having banners produced.
- Banner applications should be submitted, at minimum, three weeks before desired installation date.
- Downtown Partnership staff, acting on behalf of the BID, have sole authority over banner approval for installation. Bold, simple design and bright, contrasting colors are most effective. In general, text should occupy no more than 20 percent of banner surface, and use of as few words as possible is most impactful. Banner design approval is based on conformity with the regulations and clear and compelling design.

Availability

Dates are allocated on a first come, first served basis.

Banner specifications

Finished size banners must be 24" wide by 48" tall. A stitched, hemmed pocket approximately 2.5" in depth must run along the top and bottom edge. Along one side of the banner, set approximately 3/4" from the side there must be a 1/2 inch metal grommet 5 inches down from the top and another one five inches up from the bottom. Banners must be printed on both sides. See specification drawing on last page.

Banner placement

A minimum of 16 and a maximum of 32 banners is required in order for an organization to participate in the program. Available banner locations include:

- Tejon Street from St. Vrain to Colorado Ave.
- Pikes Peak, Kiowa and Bijou from Nevada to Cascade

Banners along the perimeter of Acacia Park and the opposing blockfaces on Bijou and Tejon are reserved permanently for the BID promotional campaigns. Blockfaces surrounding the Pioneers Museum are reserved permanently for use by the museum.

Placement is at the sole discretion of the BID and is subject to bracket location and availability, and may be concentrated to provide maximum visual impact.

Duration

Banners are hung for approximately a 30-day period. Banners may hang for a longer period of time for an additional fee, based upon availability of space. Installation and removal dates specified in applications should not be considered exact; inclement weather or other public space management needs may at times superceded desired install/deinstall dates.

Pricing

Banners must be installed by the BID; private contracting is not allowed. Costs are \$35 per banner for approximately 30 days. Banners may be displayed for longer periods, based on available space, at a cost of \$10 per banner for each 30-day extension. By example, the cost to hang 16 banners for approximately 90 days is \$880 (or \$55 per banner).

Liability/insurance

The BID is not responsible for any damages occurring to the banners while they are displayed on the light poles or while they are being installed or deinstalled. Applicants agree to all other stipulations of the City Revocable Permit, held by the BID for the banner program. Certificate of Insurance, naming the BID and the City of Colorado Springs as additional co-insured parties (as listed below), is required prior to any banner installation.

Greater Downtown Colorado Springs
 Business Improvement District
 111 South Tejon Street, Suite 404
 Colorado Springs, Colorado 80903

City of Colorado Springs
 Land Use Review Division/Sue Matz
 POB 1575, MC 310
 Colorado Springs, Colorado 80901-1575

Payment

Payment for hanging of banners is required upon receipt of invoice. Invoice will be sent to applicant upon completion of installation. The BID may, at its discretion, disallow banner installation if the applicant has not paid prior invoices on previous installations. Please make all checks payable to:

Greater Downtown Colorado Springs Business Improvement District
111 S. Tejon St., Suite 404, Colorado Springs, CO 80903

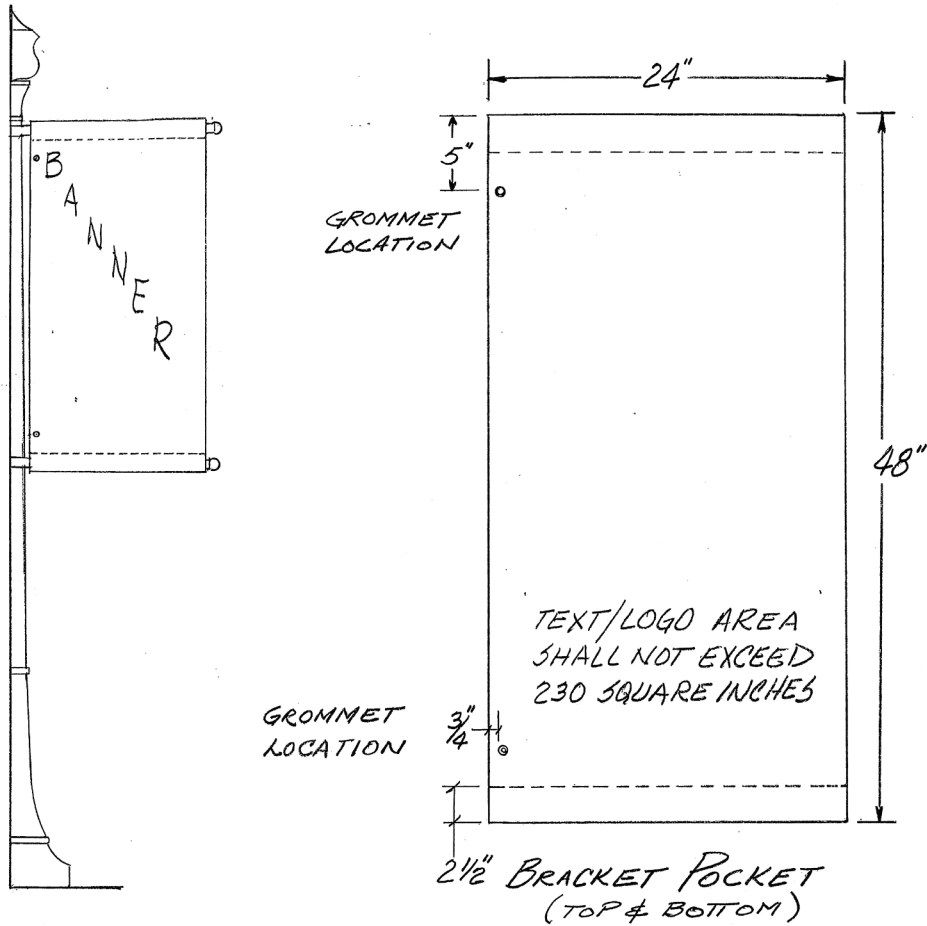
Banner checklist and timeline

- First-time applicants contact BID public space manager to ensure understanding of the program process and clarification of any questions.
- Completed application and banner design draft submitted to BID at least three weeks prior to desired installation date.
- Upon design approval by the BID, applicant:
 - Submits proof of insurance to the BID (if not already on file)
 - Proceeds with printing of banners at the expense of the applicant
- When banner printing/production is completed, applicant notifies BID public space manager to coordinate delivery of banners to the BID warehouse.
- Banners are installed by the BID, and an invoice is sent to applicant, payable upon receipt.
- Upon the end of the time period for banner display, banners are deinstalled by the BID, and the BID public space manager coordinates return of banners to the applicant.

Contact

For further information, contact:

BID Public Space Manager Sandy Friedman
719-886-0088 (office)
719-499-7745
sandy@DowntownCS.com



POSSIBLE TEXT/LOGO AREA SAMPLES

