

Banner Program



Urbana

Packet includes

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Urbana Business Association Banner Program Application

Sponsor Details

Name of Event Being Promoted: _____ Sponsor/Organization: _____

Purpose of Banner: _____

Event Date(s) and Location: _____

Company Producing Banner(s): _____

Installation Dates

Desired installation date: _____ Desired Removal date: _____ Total months posted for: _____

Fees

The streetlight pole rental fee is \$30/month. Each pole holds up to two banners. This fee includes an installation of up to two banners on the same streetlight pole and removal.

Desired Location(s)

Please rank the following banner area options in order of your preference. Every effort will be made to accommodate your preferred choices. Reference the attached map for banner areas:

18"x36" Banner Locations

_____	A	_____	F
_____	B	_____	G
_____	C	_____	H
_____	D	_____	I
_____	E		

30"x90" Banner Locations (all poles in median)

_____	J	_____	O
_____	K	_____	P
_____	L	_____	Q
_____	M	_____	R
_____	N		

Sponsor Billing/invoice Information:

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

Send Completed Application/Payment To:
Urbana Business Association
111 West Main Street, Urbana, IL 61801
217-344-3872 marketing@urbanabusiness.com

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| Please also attach to the application: |
| 1. A scale drawing of banner design(s) |
| 2. Proof of Insurance |
| 3. Signed Guidelines |
| 4. Payment |



Urbana Business Association

Banner Program Guidelines

Program Overview

The City of Urbana is one of Central Illinois' commercial, arts, culture and entertainment epicenters, surrounded by a growing residential and business community and world-class restaurants. The Urbana Banner Program offers a highly visible and distinct marketing tool to capture a large audience. Street banners are an extremely cost-effective way to convey information about special events and activities.

Purpose of the Program

The Urbana Banner Program was launched by the Urbana Business Association as a way to beautify the city while helping to publicize community events, art festivals, cultural events, State or National fund drives, University of Illinois athletic teams, Urbana Park District facilities and events, Urbana Unit 116 School District's teams and events, and holidays. The Urbana Business Association holds an exclusive permit from the City of Urbana to erect banners on streetlight poles in Urbana.

Process Checklist

- Submit completed Urbana Banner Program Application and Signed Guidelines
- Submit banner design sample for UBA approval
- Submit the appropriate insurance certificate
- Full Payment made before Installation is scheduled
- Approved / Denied

Banner Design

Artwork & Design

It is recommended that a professional graphic designer or artist design the banners. The banner production company often will offer graphic design services at no cost to you. Banners should be designed with large, simple and bold elements so that they can easily be seen from a distance. Since the design will appear on both sides of the banner, white or other light-colored backgrounds are not recommended. Lettering in particular should be easily visible. Any text should be kept brief so your message will quickly register with someone driving or walking by. We suggest banners be designed for long-term use. Although adding a date and location of an event is acceptable, it may not be advisable if the date varies or the venue changes over the years. The Urbana Business Association must approve all banner designs and content.

Content

- The message must be deemed to have a significant impact on tourism in Urbana
- The primary message of a design may not promote or advertise a specific business, product or service
- Direct calls to action are prohibited
- Sponsor logos may only occupy 5% of the design or they must be a "Sponsor Tag" (see below)
- Commercial, religious or political messages are prohibited

Sponsor Tags: Although the banner itself cannot solely promote a business, the small banners can each have a sponsor tag attached to the bottom. Sponsor tags run 18"x6". This allows a business to 'sponsor' any specific banner(s).

Size

The Urbana Banner Program is designed to accommodate two different sized banners: 18" wide x 36" long (included in the size is a 3 inch pocket at the top and bottom with grommet for securement) and 30" wide x 90" long (included in the size is a 3 inch pocket top and bottom with grommet for securement).

Design Review

The Urbana Business Association must approve all banners. The Urbana Business Association staff will work closely with any organization interested in placing banners in Urbana to ensure that a design will follow these guidelines and be an effective method of promoting an event. First priority shall be given to banners for public events and messages produced by the Urbana Business Association. Second, for other non-profit groups promoting public events. The Urbana Business Association may require re-submission of designs based on aesthetics or suitability. We recommend early submission in order to ensure that the banners will be produced well in advance of your event.

Fabrication

Banners shall be constructed using "Main Street" or "Avenue" 9.5oz Acrylic Coated Polyester Material in one color and up to two color graphics (3 colors) with two-sided graphics. Banners should be designed so they will attach to both upper and lower brackets via a 3-inch slot. The banner will slide onto the brackets. All banners shall have three brass colored grommets placed on the bottom of the banner to accommodate sponsor tags. The following firms have worked with the Urbana Business Association to manufacture banners for Urbana and will offer you special pricing if you mention the banners are in partnership with the UBA.

Twin City Tent and Awning (mention the UBA and you can receive a 15% discount!)

Installation

Banners shall be delivered two weeks prior to the scheduled installation date. Urbana Business Association will schedule banners for installation following receipt of completed Banner Program Application and full payment by the sponsor. Banners are the property of the sponsor and must be claimed by the sponsor within 48 hours of being removed from the streetlights. Although we are flexible about our installation schedule, some times of the year are already reserved by other organizations. If you are interested in a particular time frame, contact us for details.

Costs/fees

Two banners are installed on brackets per each streetlight. The rental cost for install/takedown of banners is \$30/month per streetlight. There is a discount for UBA members. Contact the UBA for more information. Actual banner design and fabrication costs vary depending on design. Material costs will also vary slightly between manufacturers. Fees for additional ink colors and one-time screen set-up fees may also apply. The UBA suggests working with one of the previously listed banner partners for a discounted fabrication rate.

Liability

A minimum of \$300,000 in general liability insurance is required. Please send in proof of insurance along with application and signed guidelines. The UBA and the City of Urbana are not responsible for disappearance of or damage to banners from any cause including but not limited to wind, weather, theft, vandalism, fire or acts of God. UBA recommends that sponsors order more banners than will be erected for use as a replacement in the event of damage or disappearance. The sponsoring organization is responsible for installation costs of replacement banners. In the event banners become tattered or torn, or otherwise unsafe, UBA reserves the right to remove immediately. You will be notified and asked for a replacement to be provided. In the event you do not have a replacement the space may be filled in with another aesthetically suitable banner set.

Additional Information

For assistance managing the banner process – from submission of application, creation of production schedules as well as design and manufacturing assistance, please contact the UBA:

Urbana Business Association
111 West Main Street, Urbana, IL 61801
Office: (217) 344-3872 / Fax: (217) 344-8224

Terms Agreement

I have read and understand all aspects of this program including but not limited to: use, design, technical requirements, cost and conditions as outlined. I understand this application may be approved or denied based upon the program guidelines, banner space availability and/or agreements between the UBA and City of Urbana.

Signature of Sponsor

Date

(Below To Be Filled Out By Urbana Business Association)

Date Received: _____

Approved by: _____

Fees Received: _____

Action taken: _____

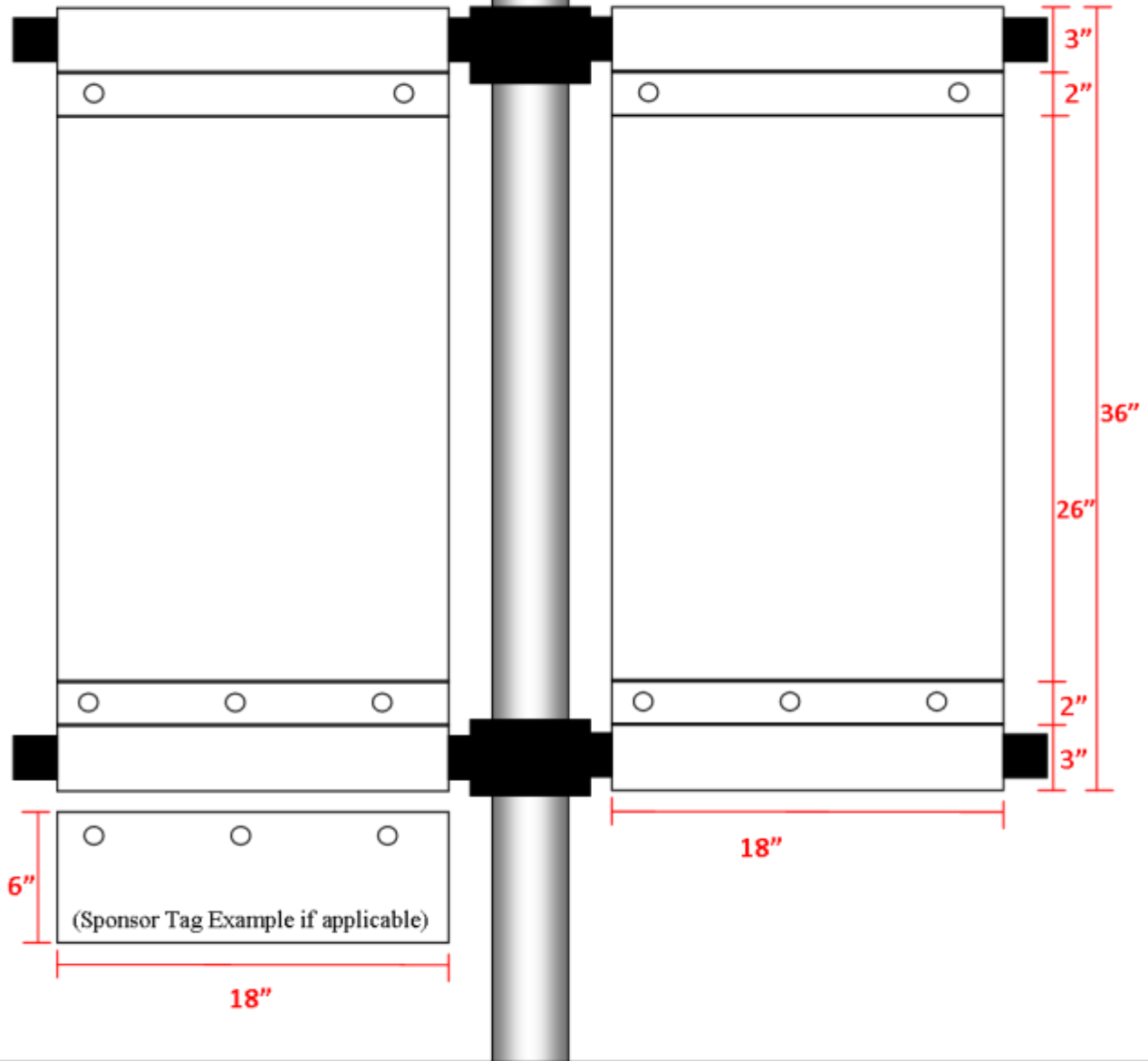
check off included: Proof of Insurance Banner Design

Banner Design Approved date: _____

Accepted/Denied: _____

UBA Pole Banner Template

**18" x 36" Banner - Double Sided
Two Banners Per Pole**



Banner Production Specs:

- Designed using a "Main Street" or "Avenue" approach
- Produced with 9.5 oz Acrylic Coated Polyester material
- 3" Pole Pocket (Top and Bottom)
- 2 grommets along the top for securement
- 3 grommets along the bottom to hold sponsor tags and securement



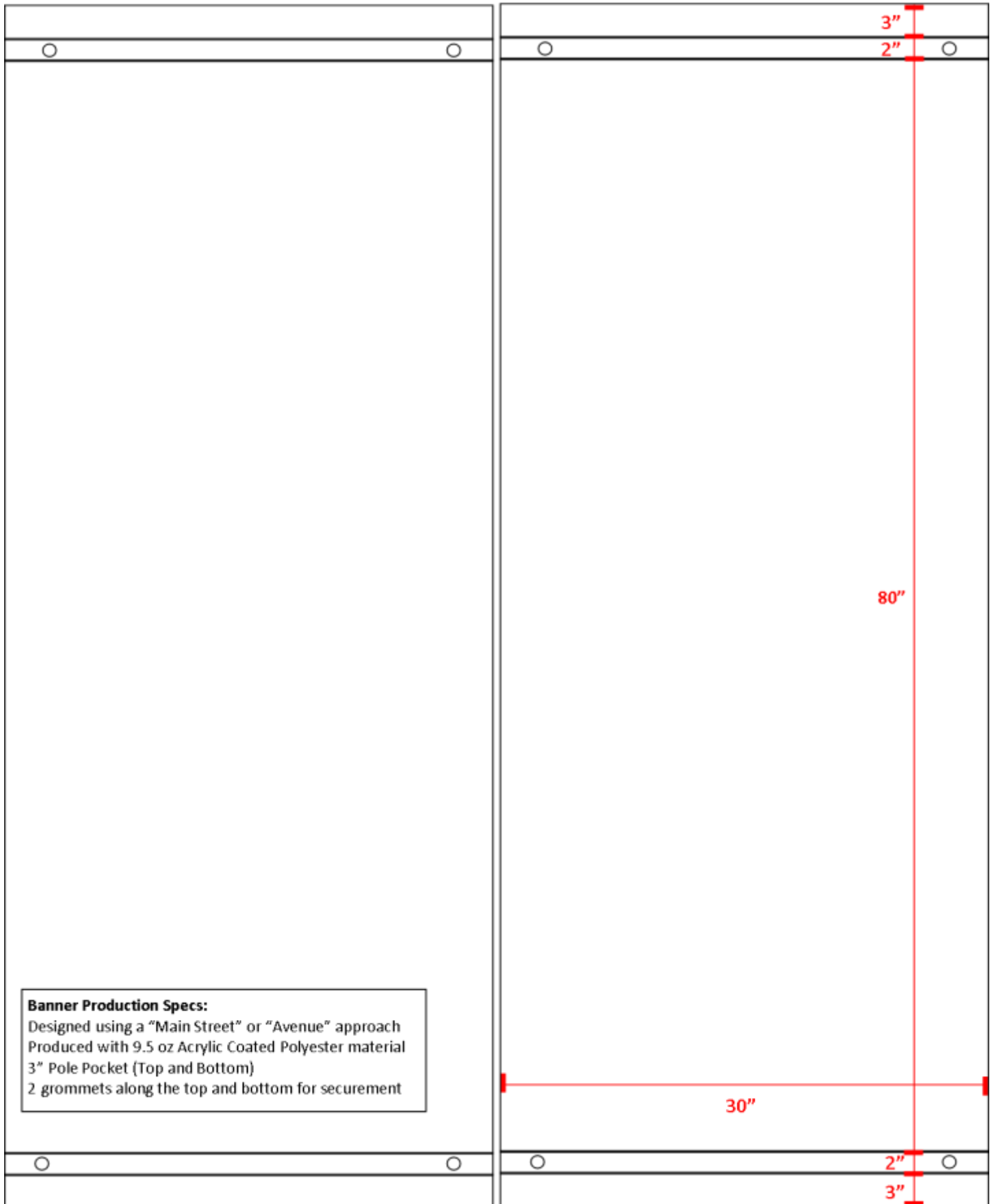
APPROVED AS/IS

APPROVED W/ CHANGES

RE-DRAW W/ CHANGES

UBA Pole Banner Template

30" x 90" Banner - Double Sided - Two Banners Per Pole



APPROVED AS/IS

APPROVED W/ CHANGES

RE-DRAW W/ CHANGES



Urbana Business Association Banner Pole Locations Map

