

Downtown SLO Banner Program

Guidelines & Pricing

The Downtown Banner Program provides an opportunity for non-profits and not-for-profit organizations to promote an event or exhibit that impacts Downtown SLO. With employees, visitors, and locals frequenting the district, this is a high-visibility opportunity for organizations to showcase their work.

Something caught your eye?

Banners bring vibrancy, culture, and art to Downtown San Luis Obispo. Banners are decorative additions to our light posts that promote events or exhibitions in Downtown. Your banners will catch the attention of locals, visitors, and business owners that frequent our Downtown!



How it works

1. Client organization reviews program guidelines.
2. Client organization submits an application (with artwork proof).
3. Applications are reviewed by Downtown SLO staff.
4. Banners are submitted to SierraDisplays and printed. Downtown SLO staff coordinates installation.

**Banners must be displayed for a minimum of 30 days and no longer than 60 days.*

Program guidelines

- » A participant must be a nonprofit (501(c)3) organization or other eligible not-for-profit organization
- » The event, activity, or exhibition must align with Downtown SLO's mission in regard to promotions and beautification efforts.
- » The name of the event, activity, or exhibition shall be displayed on the banner and may also include date and organization name. No other messages, statements, names, or paid sponsors' logos are permitted.
- » To participate, Downtown SLO must coordinate the printing and installation of banners. No outside vendors allowed.
- » All participants must sign a contract for a specific period of time during the year, not to exceed 60 days. This period of time may be reserved annually as determined by Downtown SLO, at which time the application may be renewed.
- » All participants' artwork and messages will be subject to approval by Downtown SLO.
- » Participants must follow Banner Style Guide guidelines.

Banner locations *Select between 1–4*

HIGUERA + GARDEN (28 BANNERS)

Named one of America’s best Main Streets, Higuera Street is home to one of San Luis Obispo’s most beloved community events – the famous Thursday Night Farmers’ Market! Thousands of pedestrians walk the sidewalks of both Higuera and the quaint, charming Garden Street every week, making this the perfect opportunity to showcase your organization.

PALM + CHORRO + MORRO (16 BANNERS)

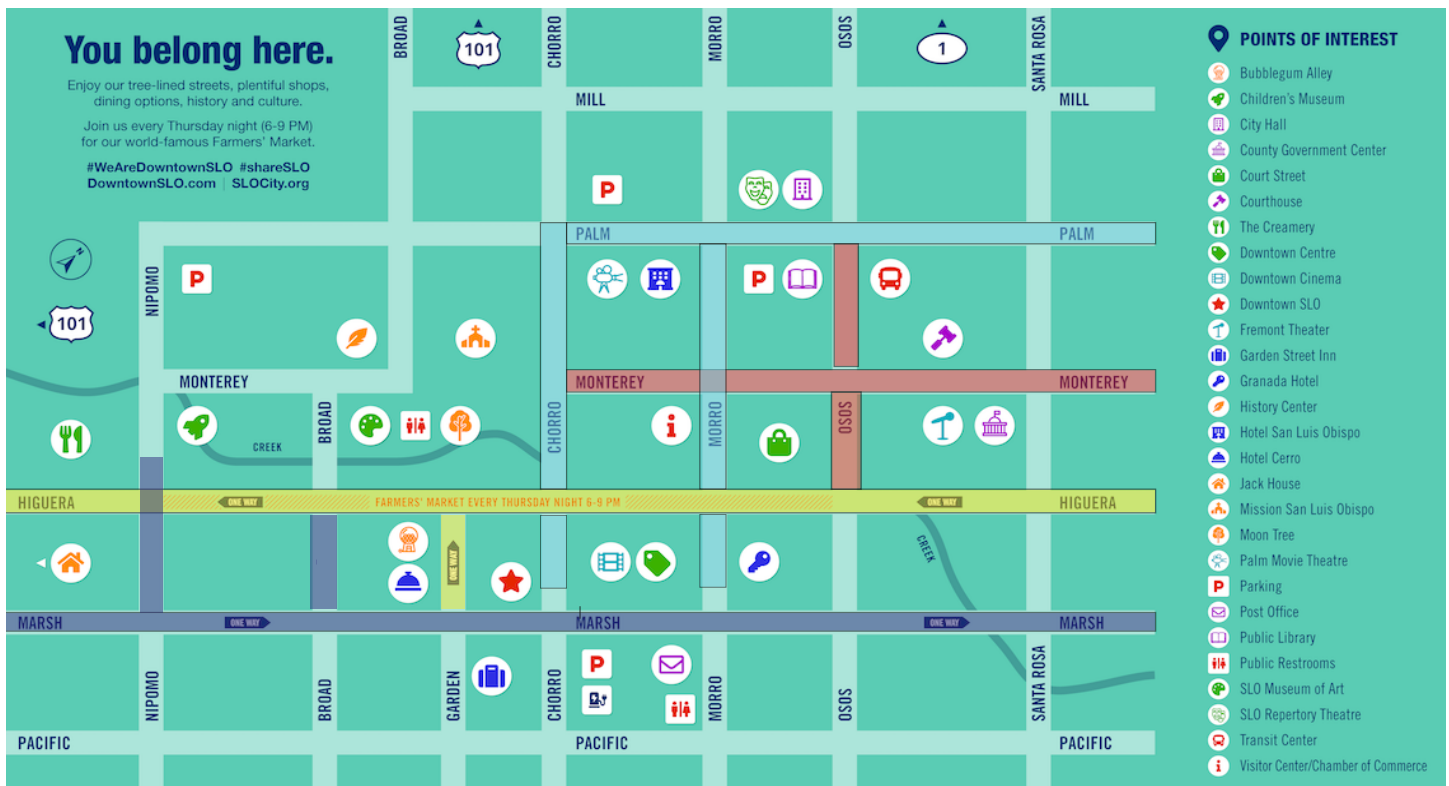
Showcase your organization to movie-goers, history buffs, theatre enthusiasts, city hall-goers, and more along this route. Your banners will be placed from the SLO Public Library, through Chinatown, all the way past Mission San Luis Obispo de Tolosa.

MARSH + BROAD + NIPOMO (13 BANNERS)

Locals and visitors alike frequent Marsh Street, to visit the Downtown Centre, the post office, or to use the parking structure. San Luis Obispo tourists exit the freeway and enter Downtown through Marsh Street, making this a great chance to make a first impression.

MONTEREY + OSOS (11 BANNERS)

The historic Fremont Theatre, the County Courthouse, long-time local businesses, and award-winning restaurants are just a few of the sights to see on your walk down Monterey Street. Visitors will follow your banners down the sidewalk leading up to the Mission.



Banner locations	Total # of pedestrian banners	Total cost (printing, installation, storage)
Higuera & Garden	28	\$3,500
Palm & Chorro & Morro	16	\$2,700
Marsh & Broad & Nipomo	13	\$2,600
Monterey & Osos	11	\$2,500
Entire Downtown	68	\$11,300