



Downtown Boise Association **Historic Lamp Post Banner Program**

The Downtown Boise Banner Program is geared towards generating pride in the community, beautifying downtown, and promoting community celebrations, activities, and events. Banners should promote cultural or civic events or activities within Downtown Boise. Organizations are responsible for the purchase, design, and storage of banners, Downtown Boise Association (DBA) manages banner operations which include maintenance of banner hanging assets and installation and take-down of the banners themselves.

Program Objectives

- Enhance the identity of downtown neighborhoods and business districts.
- Promote downtown events of interest.
- Create a more dynamic and attractive streetscape downtown.

Program Guidelines

- Participants must represent or promote nonprofit, cultural, charitable, or civic events or activities of public interest.
- Banners cannot be used for commercial or political advertising.
- Banners and artwork cannot include sponsorship logos and must be preapproved by the DBA.
- Content of banner design must be generic in nature, graphically representing or depicting subject matter related to or of the event itself.
- Campaign must be a minimum of two (2) weeks.
- Banner specifications and criteria must be followed. The DBA can recommend fabricators and confirm banner specs if needed.
- Downtown Boise Association is not responsible for lost or stolen banners.
- DBA reserves the right to approve or deny any banner campaigns.

Campaign Reservation Process

- Organization will decide how many banners, duration, & location, with support and guidance from DBA. DBA will have final say on location and duration based upon program needs at any given time.
- Banner locations are on a first come, first-served basis.
- Organization will receive a contract and map that indicates location availability. *(See separate attachment)*
- Locations are confirmed once contract is completed and signed off by DBA.
- DBA reserves the right to relocate campaign locations based on availability, if outside circumstances inhibit the installation of banners at selected locations (i.e. construction), or if the DBA deems necessary.

DBA Point of Contact

Melissa Khampha | Program Manager

P: (208) 472-5252 **E:** mkhampha@downtownboise.org

A: Bannock Building; 816 W. Bannock St. Suite 310 Boise, ID 83702



Campaign Timelines, Fees, & Banner Requirements

Campaign Timelines and Fees

When determining the number of banners and length of campaign, please refer to the Fee Schedule table below and/or in the contract.

Quantity of Banners	2 weeks	4 weeks	6 weeks	**8 weeks
1 - 15	\$250.00	\$350.00	\$500.00	\$650.00
16 - 30	\$350.00	\$450.00	\$600.00	\$750.00
31 - 50	\$450.00	\$550.00	\$700.00	\$850.00
**51 - 75	\$550.00	\$650.00	\$800.00	\$950.00
**76 - 100 max	\$650.00	\$750.00	\$900.00	\$1,050.00

Example Total: 30 banners for 1 month (*average 4 weeks*) fee of \$400.00.

**Specialty Campaigns

Specialty campaigns must have prior approval by DBA Staff. Based on availability and demand, these campaigns are subject to location change throughout length of campaign.

- **Extended Campaigns:** Campaigns wishing to run between eight weeks and nine months are subject to a max number of 40 banners and a fee total of \$1,350 - \$1,500 upon approval.
- **More than 50 Banners:** Large banner campaigns are approved based on space availability and demand during proposed campaign timeline.

Add-ons

Additions can only be made during original campaign duration. An additional fee of \$10 per banner will be applied to the regular campaign cost for the following add-ons.

- **Banner Swaps:** Swapping out banners to replace original during campaign.
- **Banner Add-ons:** Adding more banners during campaign.

If you should have any questions, concerns, or last-minute changes, please do not hesitate to contact Downtown Boise Association.



Banner Specifications

Banner Delivery and Pickup

To ensure on-time banner installation, all banners must be delivered to the Downtown Boise Association office at least three (3) weeks prior to the installation date indicated on the approved contract.

Once a campaign is completed, banners are returned to the Downtown Boise Association office approximately two weeks after removal. DBA staff will alert the listed contact, and banners should be picked up within thirty (30) days of notification. **After 30 days, DBA will charge Organization a storage fee of \$50, and will not confirm any future reservations until banners are picked up and fees are paid. After 60 days, banners will be donated.**

Banner Design Requirements

- Applicants are responsible for printing and fabrication costs; **DBA Fee Schedule costs only include hanging, displaying, and take-down of banners.**
- All banner designs should look professional and graphically represent the subject or purpose of the banner.
- **Send a PDF copy of the graphic design to DBA prior to printing. Preapproval of the design is required; DBA is not responsible if banners are printed without approval.**
- When designing banners consider the following banner criteria may affect the design.

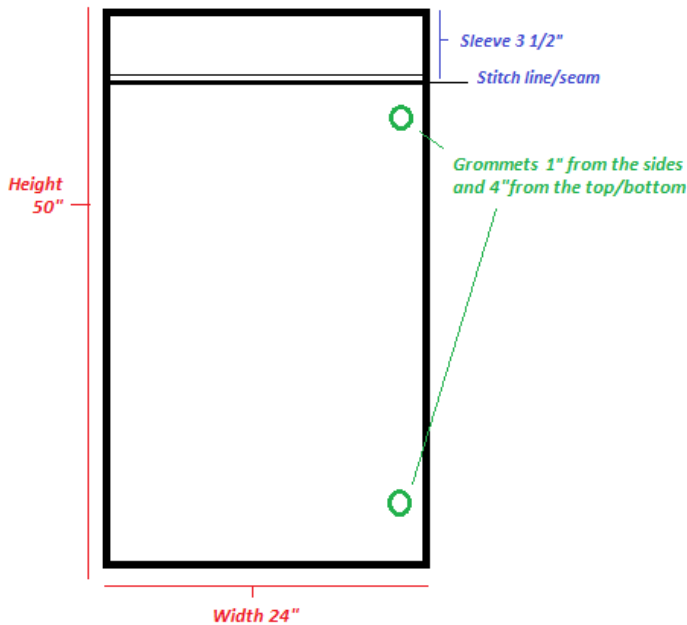
BANNER CRITERIA	
<p>BANNER:</p> <ul style="list-style-type: none"> • <u>Material:</u> 1 Piece 13 oz. (no less) smooth vinyl, printed front and back, open-ended sleeves. • <u>Dimensions:</u> 24-inch W x 50-inch H • <u>Top:</u> 3-inch sleeve (with bleed) (white double stitch) (open-ended) • <u>Seams & Adhesive:</u> Avoid adding adhesive within the 3 1/2" sleeves. Banner arms will not be able to fit. <p><i>Optional: adding window slits to the banners. We recommend this for banners that will be reused each year. This increases the longevity of the banners.</i></p>	<p>GROMMET PLACEMENT:</p> <ul style="list-style-type: none"> • <u>Grommet Size</u> - 3/8 – 1in wide. • <u>Length:</u> 4 inches away from the top/bottom of banner • <u>Width:</u> 1" inches away from each side. • 2 grommets are required placed as shown on the following diagram. <p><i>Optional: adding another set of grommets to the other side of the banner. We recommend this for banners that will be reused each year. This increases the longevity of the banners.</i></p>

Note: Banners that do not meet the specifications in either size, material, or content will be returned to organization without being hung. All banners must meet the following criteria to fit onto lamp posts.

Banner Dimensions

Please provide this example to producers.

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