

# DOWNTOWN BANNER PROGRAM

Thousands of people live, work and play in Fort Worth every day. The Downtown Fort Worth Banner Program is an excellent way for non-profit organizations to reach this desirable audience.

Administered by Downtown Fort Worth, Inc. (DFWI), The Banner Program provides display space on Main, Throckmorton, and Houston Streets in Downtown Fort Worth. The program is very flexible, so you can choose the location and number of banners that meet your needs.



## DISPLAY TIME

Banners may be reserved for as little as two weeks and up to 90 days.

Reservations for banner display time slots should be made at least six months in advance. Some exceptions apply. DFWI makes the final determination. Please send your requested dates to [nicole@dfwi.org](mailto:nicole@dfwi.org). Banners that do not meet the banner requirements or do not withstand the physical elements will be removed without refund.

## BANNER REQUIREMENTS

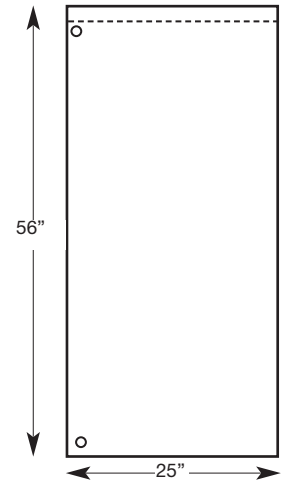
- Made of flag nylon with finished edges
- Size must be 25" x 56"
- Must be screen printed on one side
- Must have a 2-1/2" closed sleeve on the top for 1" diameter pole with one grommet on the top and bottom of inside edge, closest to pole.
- Top and bottom grommet to be reinforced
- Banner should be produced using the highest quality materials available
- Must comply with the City of Fort Worth Policy and Procedures

## INSTALLATION AND STORAGE

- Your banners will be professionally installed and removed by DFWI. DFWI is not liable for banners that are stolen or damaged while on display.
- After display and removal, you may pick up your banners or DFWI will provide storage for an annual fee of \$150.
- A confirmation form must be signed and returned with a non-refundable \$300 deposit before banners are installed.
- Final invoice must be paid in full.

## ORDERING YOUR BANNERS

- You may order your banners from the banner/flag company of your choice.
- Banner design must be approved by DFWI and meet all banner requirements.
- If you need a source for banners, DFWI can provide a recommendation.
- You are responsible for coordinating the artwork, printing and delivery of your banners. Please deliver the banners to DFWI 7-10 days prior to your display time slot.
- We recommend that you order extra banners to replace those that may be damaged or stolen.



## BANNER DISPLAY FEES

- Prices are determined by the pole, according to the banner design. A commercial logo on the design will increase the cost.
- Prices are based on two-week intervals. Banners are displayed beginning on a Tuesday for a minimum two-week period.
- Number of poles may vary due to construction.



### MAIN STREET

HALF DISPLAY – 32 Banners ( <i>two per pole</i> )				FULL DISPLAY – 62 Banners ( <i>two per pole</i> )			
<i>Number of poles</i>	<i>Cost</i>	<i>Program Fee</i>	<i>Total</i>	<i>Number of poles</i>	<i>Cost</i>	<i>Program Fee</i>	<i>Total</i>
NO COMMERCIAL LOGO				NO COMMERCIAL LOGO			
16 poles	\$320	\$100	\$420	31 poles	\$620	\$100	\$720
COMMERCIAL LOGO COVERING 5% OF BANNER				COMMERCIAL LOGO COVERING 5% OF BANNER			
16 poles	\$400	\$100	\$500	31 poles	\$775	\$100	\$875
COMMERCIAL LOGO COVERING 10% OF BANNER				COMMERCIAL LOGO COVERING 10% OF BANNER			
16 poles	\$800	\$100	\$900	31 poles	\$1550	\$100	\$1650

### HOUSTON STREET

HALF DISPLAY – 56 Banners ( <i>two per pole</i> )				FULL DISPLAY – 118 Banners ( <i>two per pole</i> )			
<i>Number of poles</i>	<i>Cost</i>	<i>Program Fee</i>	<i>Total</i>	<i>Number of poles</i>	<i>Cost</i>	<i>Program Fee</i>	<i>Total</i>
NO COMMERCIAL LOGO				NO COMMERCIAL LOGO			
28 poles	\$560	\$100	\$660	57 poles	\$1140	\$100	\$1240
COMMERCIAL LOGO COVERING 5% OF BANNER				COMMERCIAL LOGO COVERING 5% OF BANNER			
28 poles	\$700	\$100	\$800	57 poles	\$1425	\$100	\$1525
COMMERCIAL LOGO COVERING 10% OF BANNER				COMMERCIAL LOGO COVERING 10% OF BANNER			
28 poles	\$1400	\$100	\$1500	57 poles	\$2850	\$100	\$2950

### THROCKMORTON STREET

HALF DISPLAY – 58 Banners ( <i>two per pole</i> )				FULL DISPLAY – 116 Banners ( <i>two per pole</i> )			
<i>Number of poles</i>	<i>Cost</i>	<i>Program Fee</i>	<i>Total</i>	<i>Number of poles</i>	<i>Cost</i>	<i>Program Fee</i>	<i>Total</i>
NO COMMERCIAL LOGO				NO COMMERCIAL LOGO			
29 poles	\$580	\$100	\$680	58 poles	\$1160	\$100	\$1260
COMMERCIAL LOGO COVERING 5% OF BANNER				COMMERCIAL LOGO COVERING 5% OF BANNER			
29 poles	\$725	\$100	\$825	58 poles	\$1450	\$100	\$1550
COMMERCIAL LOGO COVERING 10% OF BANNER				COMMERCIAL LOGO COVERING 10% OF BANNER			
29 poles	\$1450	\$100	\$1550	58 poles	\$2900	\$100	\$3000



Downtown  
Fort Worth, Inc.

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