



COLUMBUS | Downtown Banner Program



More than 117,000 daily commuters drive through downtown Columbus. And each year, the city welcomes more than 44.3 million visitors.

Reach residents and visitors alike generating broad attention for your event or attraction through the Downtown Banner Program.



WHO IS ELIGIBLE TO PARTICIPATE?



Participants in the Columbus Downtown Banner Program must adhere to these guidelines:

- Graphic content of banners shall be generic in nature, while graphically or verbally representing or depicting the City of Columbus, the local community or the business district.
- Banners may graphically or symbolically celebrate holidays or promote cultural and civic events, activities or facilities of general public interest. All must be open to the general public.
- Banners may not be used for commercial advertising or to advertise or promote political candidates, parties or issues, or identify any religion.
- Except as provided below, banners shall not include corporate names:
 - If an event bears a corporate name as part of its event title and is popularly recognized by such title, special consideration will be given regarding logos and type sizes appropriately scaled to the banner design.
 - In those instances in which an organization wishes to give credit on its banners to a contributor or sponsor, approval for such commercial credit may be requested, provided that the name and logo of a contributor or sponsor is positioned in the lower 10 percent of the banner in a height not to exceed 6 inches.

BANNER SPECIFICATIONS

[Columbus Sign Company](#) (614-252-3133) is the official banner partner of Experience Columbus to help with manufacturing/design needs. While you may use other organizations to design and produce banners, all installation, removal, repair and emergency re-attachment of banners will be done by Columbus Sign Company. The cost for these services is outlined on the included fee schedule.

BANNER SIZE

- Banner size will depend on which poles are used to hang your banner.
- If you use a company other than the official banner partner to produce new banners, **contact Columbus Sign Company prior to fabrication to ensure proper fit on selected banner poles.**

BANNER DESIGN/MATERIAL

- It is recommended that a graphic consultant be used to design the banner(s).
- Banners shall be constructed of a high-quality flame-retardant canvas or vinyl fabric.
- Banner designs using a light-colored canvas, (white or yellow) should be doubled to prevent “bleeding” of the design when it is hung in the sunlight.



COSTS/APPROVAL

- The sponsoring organization is responsible for all costs related to the production, printing, installation, removal and maintenance (including emergency re-attachment) of the street banners. Pricing is outlined on the included fee schedule.
- Banners will be returned at the expense of the applicant when:
 - Banners were not approved by Experience Columbus
 - Banners do not meet aesthetic standards
 - Banners contain design elements that were not part of the approved artwork

PROGRAM REQUIREMENTS



BANNER PLACEMENT

- The Columbus Downtown Banner Program is bound on the south by I-70, the east by I-71, the north by Goodale Blvd and the west by Grubb St.
- Placement will be designated by Experience Columbus. Reservations are accepted and scheduled based on banner pole availability.
- Priority is given to events conducted during the designated rental period.

LENGTH OF BANNER EXPOSURE

- Banners are hung for a minimum of two weeks up to a maximum of 60 days.
- In the event of a scheduling conflict, the length of time for banner exposure within the above limits and/or the quantity of banners displayed will be at the discretion of Experience Columbus.
- Any group requesting a period longer than the standard 60 days, if approved, shall be charged \$10 per pole, per month, in addition to the standard charge. Such extended display periods will be allowed only if available and upon approval. If another organization would like to display banners on your assigned poles, that organization has the right to display the banners for up to 60 days.

QUANTITY OF BANNERS ALLOWED

- Any organization wishing to participate in the program with fewer than 10 banners will be evaluated for approval on a case-by-case basis.
- Approval shall be at the sole discretion of Experience Columbus.
- Maximum number of poles allowed per organization is 100.

STORAGE

- All banners are the property of the sponsoring organizations.
- Columbus Sign Company will store banners for annual renters. Any banner remaining in their possession after 13 months without being displayed may be disposed of without notice.

LIABILITY

- Experience Columbus is not responsible for loss or damage to banners in transit, on display or during installation and removal. For this reason, sponsoring organizations are encouraged to insure their banners against loss or damage during display.
- Experience Columbus cannot guarantee access to the banner poles in the event its contract with the city of Columbus is terminated for any reason, such as Columbus City Council withholds authority to continue the banner program, acts of God, acts of civil or military authority, strikes or other civil disturbances, or any other event, cause or occurrence not within Experience Columbus' control. In the event any of the forgoing events occur, the organization shall not be responsible for any incidental or consequential damages incurred by the sponsoring organization.
- The sponsoring organization is responsible for all costs related to the production, printing, installation, removal and maintenance of the street banners. Pricing is outlined on the included fee schedule. Please note that all prices are subject to change until the final work order is executed.
- Experience Columbus will not be financially responsible for any emergency re-attachment or removal fees. All costs for emergency re-attachment or removal fees are the responsibility of the applicant.

HOW TO APPLY



APPLICATION PROCESS

1. Fill out the attached application no less than six weeks and no more than one year in advance of the event.
2. Turn the application and banner artwork in to Amy Hartman, Experience Columbus Events Manager, by email at ahartman@experiencecolumbus.com, by fax at 614-221-5618 or by mail at 277 W. Nationwide Blvd., Ste. 125, Columbus, OH 43215.
3. Upon approval from Experience Columbus, a contract will be sent to the applicant. The contract must be signed and returned to Experience Columbus within five business days.
4. At this time, the applicant may proceed with the production of the banners. If using a company other than Columbus Sign Company, contact Columbus Sign Company at 614-252-3133 for specific banner measurements. Once your banners are produced, they are to be delivered to Columbus Sign Company for installation.
5. You will receive an invoice in the mail.

2012 FEE SCHEDULE

Installation and Removal for banners	\$110.00 per banner
Installation and Removal for flags	\$ 90.00 per flag
Installation and Removal for banner/flag combination	\$150.00 per banner/flag
Mending Overlay or Repairs	\$ 35.00 per banner \$ 30.00 per banner for three or more repairs
Emergency Reattachment	\$ 60.00 per banner Minimum \$150.00 per trip
Extended display	\$ 10.00 per banner or flag per month

OFFICIAL PROGRAM PARTNER AND SUGGESTED PRODUCT MANUFACTURER

[Columbus Sign Company](#) is the official Columbus Downtown Banner Program partner and suggested manufacturer.

Columbus Sign Company
Contact: Bill Hoy
614-252-3133
columbusign.com

For detailed production options and pricing information, contact Columbus Sign Company. Fees are subject to change.

2012 BANNER/FLAG APPLICATION



Thank you for your interest in the Columbus Downtown Banner Program! To participate, complete this form and send, along with your final banner artwork, to:

Amy Hartman
Experience Columbus Events Manager
277 W. Nationwide Blvd., Ste. 125
Columbus, OH 43215
fax: 614-221-5618 email: ahartman@experiencecolumbus.com phone: 614-222-6122
ALLOW SIX (6) WEEKS FOR APPLICATION PROCESSING AND BANNER PRODUCTION

PLEASE PRINT CLEARLY

Name of Organization _____

Contact Person _____

Type of Organization* _____

Address of Organization _____

City _____ State _____ Zip _____

Billing Address (if different) _____

City _____ State _____ Zip _____

Email _____

Phone _____ Fax _____

Name of Event _____

Dates of Event _____ To _____

BANNERS

PRODUCTION OF NEW BANNERS

ATTACH ALL ARTWORK WITH APPLICATION FOR APPROVAL

Artwork Designer Name _____

Phone _____ Email _____

Manufacturer Name _____

Phone _____ Email _____

Type of Banners: Canvas Vinyl Heavy Vinyl (digital print)
 1-color design 2-color design 3-color design 4-color design

PREVIOUSLY PRODUCED BANNERS

ATTACH ANY REVISIONS TO ARTWORK WITH APPLICATION FOR APPROVAL

Banners Do Not Need Revision Banners Need Revision

Type of revision (specify overlay, mending, etc.) _____

*IF YOUR ORGANIZATION IS TAX EXEMPT, A COPY OF YOUR BLANKET STATE OF OHIO, DEPARTMENT OF TAXATION FORM MUST ACCOMPANY YOUR APPLICATION. IF THE FORM IS NOT PROVIDED, TAX WILL BE CHARGED ON YOUR FINAL INVOICE.

2012 BANNER/FLAG APPLICATION, CONT.



BANNERS WILL BE HUNG IN THE FOLLOWING MANNER

Please select one:

- Two banners per pole
- One banner per pole
- Mixed

Number of banners to be hung _____

Number of banner poles to be used (10-pole minimum) _____

Specify banner pole numbers from the attached banner guide, noting one or two banners per pole.*

Depending on weather conditions and how weekends and holidays fall within a given month, banners will be installed and removed around the 1st and 15th of every month. Please denote below the requested timeframe for your banners.

BANNERS NEED TO BE INSTALLED

Around the 1st of _____
(month)

Around the 15th of _____
(month)

BANNERS NEED TO BE REMOVED

Around the 1st of _____
(month)

Around the 15th of _____
(month)

FLAGS

Number of flags to be hung _____

Specify banner pole numbers from the attached banner guide

Depending on weather conditions and how weekends and holidays fall within a given month, flags will be installed and removed around the 1st and 15th of every month. Please denote below the requested timeframe for your flags.

FLAGS NEED TO BE INSTALLED

Around the 1st of _____
(month)

Around the 15th of _____
(month)

FLAGS NEED TO BE REMOVED

Around the 1st of _____
(month)

Around the 15th of _____
(month)

Name (Print) _____

Signature _____ Date _____