



2021 Banner Program Guidelines & Costs

BANNER PROGRAM GUIDELINES

1. Graphic content of banners shall be generic in nature, while graphically or verbally representing or depicting the City of Mount Vernon.
2. Banners may graphically or symbolically promote cultural and civic events, activities, or facilities of general public interest. Must be open to the general public. Downtown events take precedence over all other requests.
3. If you are a for-profit business interested in renting poles for a special promotion, Main Street Mount Vernon will assess this on a case-by-case basis.
4. Banners may not be used to advertise your business or organization.
5. Banners may not be used to promote political candidates, parties/issues, or identify any religion.
6. Banners shall not include corporate names, except in cases of:
 - a. 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 design.
 - b. In 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 is positioned in the lower 25 percent of the banner in a height not to exceed 6 inches.
7. Banners will be returned at the expense of the applicant when:
 - a. Banners or new elements in the banners were not approved by Main Street Mount Vernon.
 - b. Banners do not meet aesthetic standards.

HOW TO APPLY

APPLICATION PROCESS

- Review the [Cost and Program Guidelines](#) document.
- Fill out the Banner Application no less than four weeks and no more than one year in advance of your desired dates.
- Submit the completed Banner Application and artwork sample to the MSMV director at director@mainstreetmountvernon.org.
- The applicant should not proceed with banner production until approval of artwork is received from MSMV. Dimensions and specifications are below.
- Upon approval from MSMV, a contract will be sent to the applicant. The contract must be signed and returned to MSMV within ten business days.
- An invoice will accompany the contract to be paid at time of signing.

BANNER PROGRAM DETAILS

LENGTH OF BANNER EXPOSURE

- Banners are hung for a minimum of 14 days. The normal run time for programs is 30 days per promotion, with a maximum of 60 days in a row total. Program run time is at the discretion of Main Street Mount Vernon.
- 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 Main Street Mount Vernon.

QUANTITY OF BANNERS ALLOWED

- Number of poles allowed per organization is 10. Any organization wishing to participate in the program with fewer/more than 10 poles will be evaluated for approval by Main Street Mount Vernon on a case-by-case basis.

STORAGE

- All banners are the property of the sponsoring organizations.
- Main Street Mount Vernon will store banners for annual renters. Any banner remaining in their possession after 6 months without being displayed/plans to display may be disposed of without notice.

LIABILITY

- Main Street Mount Vernon is not responsible for loss or damage to banners in transit, on display or during installation and removal.
- Main Street Mount Vernon cannot guarantee access to the banner poles in the event its contract with the City of Mount Vernon is terminated for any reason, such as Mount Vernon 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 Main Street Mount Vernon's control. In the event any of the foregoing 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, 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.

COSTS

- The sponsoring organization is responsible for all costs related to the production, printing, and maintenance of street banners.
- Pricing is outlined on the included fee schedule below:

Application fee	\$25
10 banners installed, displayed for maximum of 30 days	\$500
10 banners installed, displayed for maximum of 30 days (Non-Profit Organization)	\$400
Replacement/removal fee (per banner), if damaged, incorrect, etc.	\$75

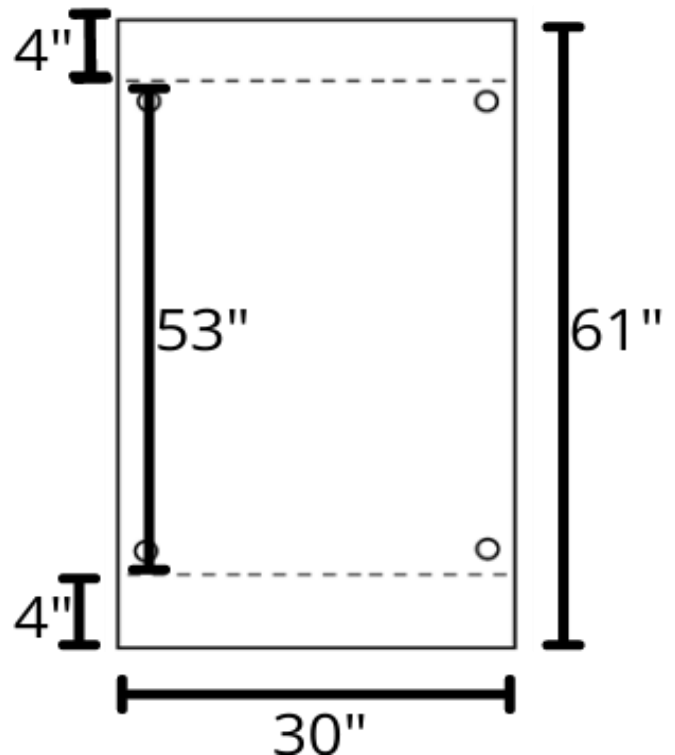
BANNER DESIGN SPECIFICATIONS

DISPLAY INFORMATION

Banner must be 30" x 61." Pockets on top and bottom are 4" leaving 53" of printable space. Banners must be double sided and should have 2 grommets either side: see diagram. No other size will fit the armatures. There are a total of 30 banner locations on South Main Street. Your organization or business has the opportunity to rent 10 locations with the purchase of your own program!

We recommend you contact us for local vendors to create your banners.

All companies do a fine job designing banners and meeting our specifications. Should you need recommendations, please contact our office.



INSTALLATION INFORMATION

INSTALLATION INFORMATION:

Once this application and installation dates are approved, your 10 banners **MUST** be in the Main Street office, located at 501 South Main Street in Mount Vernon, **two weeks prior to the installation date. Please call or email to arrange drop-off time.** Personnel from the City of Mount Vernon perform the installation and removal of the banners, and the scheduling of these activities is at the discretion of the City Streets Department. Therefore, installation and removal of the banners may not fall on the exact requested date.

NOTE: Please pick up banners from the Main Street Mount Vernon office within two weeks after removal. Banners not picked up may be discarded. Please see 2021 Banner Program Guidelines for specifics concerning to storage of banners.

BANNER PROGRAM APPLICATION

APPLICANT INFORMATION

Applications will be considered in the order in which they are received. Decisions will be communicated within two weeks of application receipt. Contact the Main Street Mount Vernon office should you have questions.

CONTACT/PROGRAM INFORMATION:

Applicant's Name: _____

Organization: _____

Street Address/City/State/Zip: _____

Phone and Email Address: _____

Intent of Program: _____

REQUIRED DOCUMENTS TO BE TURNED IN

1. An image, drawing, rendering or sample, including colors of your proposed banner, **MUST** be attached to the application. If your program is in the planning phase, please as provide as much information as is known at the time of application. Please also provide electronic documentation to: director@mainstreetmountvernon.com.
2. Submit this complete application along with the image as described in #1.
3. The \$25 application fee must be submitted at the same time as application. Mail or drop off check to:

501 South Main Street

Mount Vernon, Ohio 43050

Credit cards also accepted by calling 740-393-1481.

DATE PREFERENCES

Choice of month to place banners: _____

Special date(s) corresponding with your program: _____

I hereby certify that I have read, understood, and will comply with the two pages of instructions and procedures.

SIGNATURE: _____ **DATE:** _____

SUBMIT THIS COMPLETED PAGE, BANNER IMAGE, AND \$25 FEE TO MAIN STREET MOUNT VERNON.
Please view the "Banner Program Guidelines & Costs" and "Banner Design Specifications" documents.

QUESTIONS? CALL 740-393-1481 OR EMAIL director@mainstreetmountvernon.com

OFFICE USE ONLY:

Date Application Received: _____ Date Reviewed: _____ Special Instructions: _____

Fee Received: \$ _____ Check: # _____ Cash Card No. of banners rec'd: _____