

experience vibrancy.
experience charm.

EXPERIENCE
downtown
MOUNT
VERNON

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DOWNTOWN POLE BANNER CAMPAIGN INFORMATION

Experience Mount Vernon, in collaboration with the City of Mount Vernon, coordinates the downtown pole banner campaign program. This program offers non-profit* entities a means of advertising their events, causes, and awareness campaigns on a large scale in Downtown Mount Vernon.

General Banner Guidelines - review thoroughly:

1. Pole rental is \$400 for non-profit organizations and \$500 for for-profit organizations for 30 days for ten (10) pole banners;
2. All campaigns are limited to 30 days and follow a calendar month (eg. April 1-30) - we **cannot** provide split months (eg. April 15-May 15). If additional time is required, the sponsoring organization will need to cover the rental cost of an additional 30 days;
3. Placement of the banners is at the discretion of Experience Mount Vernon and the City of Mount Vernon;
4. Banners should graphically and/or symbolically represent a cause, Downtown event, awareness campaign;
5. Advertised events must be open to the public;
6. Banners may not:
 - a. Promote political candidates, parties/issues, or identify any religion;
 - b. Recruit individuals to join an organization or group (including non-profit groups);
 - c. Advertise a business/organization or services offered.
7. 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;
 - c. Corporation is sponsoring a single holiday and/or *Welcome to Downtown* banner.
8. Sponsoring organization **is responsible** for banner any/all printing costs, coordinating with a printer of their choice, and ensuring the delivery of the finished banners to Experience Mount Vernon;
9. At the conclusion of the campaign (30 days), the sponsoring organization can coordinate pick-up their banners, have them stored by Experience Mount Vernon (to run again in the future), or have them discarded.

*For-profit campaigns will be considered on a case-by-case basis.

Application & Review Process

- 1.Applications are accepted on a rolling basis, but should be submitted NO LESS THAN 45 days prior to the start of the campaign;
- 2.Poles are rented on a first come, first served basis and all others will be placed on a waitlist;
- 3.Banner designs may be submitted with the application, but should be submitted NO LESS than 30 days prior to the start of the campaign;
- 4.All banner designs MUST BE approved by the Experience Mount Vernon Aesthetics Committee prior to banners being sent to production;
- 5.Finished banners should be delivered to Experience Mount Vernon NO LESS than 10 days prior to the start of the campaign unless otherwise coordinated;
- 6.Sponsoring organizations will be invoiced for their pole rental at the time of design approval.

Banner designs may be submitted through the online application or emailed in .jpg, .png, or .pdf to director@experiencemv.org or texted to 740-393-1481.

Available Rental Dates (5 campaigns available/month):

- January 1-31
- February 1-28/29
- March 1-31
- April 1-30
- May 1-31: *RESERVED FOR MEMORIAL DAY BANNERS* - waitlist only
- June 1-30
- July 1-31
- August 1-31
- September 1-30
- October 1-~25
- ~October 25-Nov. 24: *RESERVED FOR VETERANS DAY BANNERS* - waitlist only
- ~November 24-EOY: *RESERVED FOR HOLIDAY BANNERS* - waitlist only

Program Costs

Fee Description	Amount
Application Fee	\$25
10 banners installed for 30 days <i>Non-Profit Organizations</i>	\$400 + production fee*
10 banners installed for 30 days <i>For-Profit Organizations</i>	\$500 + production fee*
Replacement of damaged banner	\$75 + production fee, if required

****Sponsoring organization is responsible for coordinating banner production with a printing company of its choice. Experience Mount Vernon can provide a list of local printing companies.***

Display & Design Information

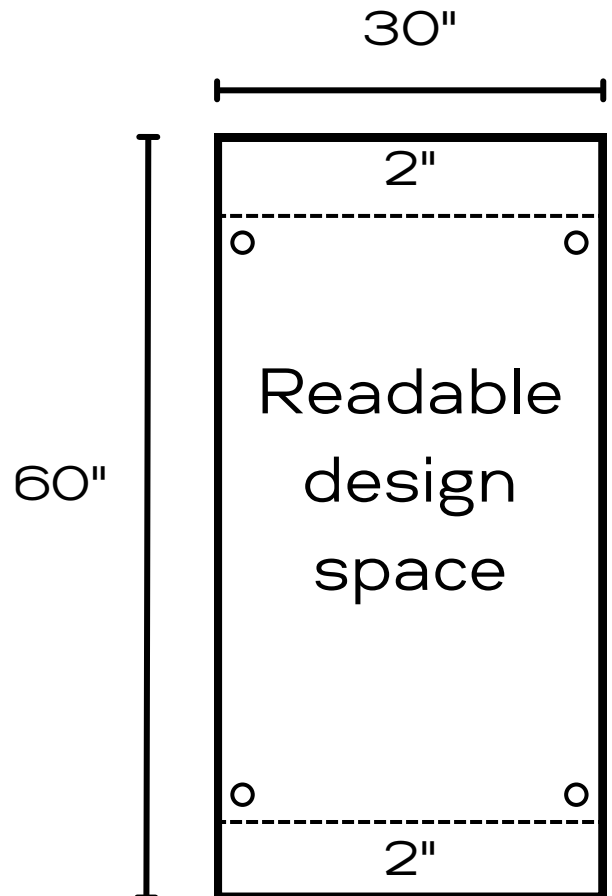
1. Sponsoring organization is responsible for its own banner design;
2. Banners are 30" x 60" with 2" pockets at the top and bottom leaving 52" of readable design space (see diagram);
3. Banners must be designed to this specification as it is the only size that will fit the pole banner armatures.

Installation Information

1. Once the application and design are approved, banners must be delivered to the Experience Mount Vernon office (314 W. Burgess Street, Mount Vernon) **NO LESS than 10 days prior** to the start of the campaign;
2. 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;
3. Exact placement of the banners will be at the sole discretion of Experience Mount Vernon and City Streets Department.

At the conclusion of the campaign, pick up of the banners may be scheduled with Experience Mount Vernon. Banners not picked up within **3 months** of the conclusion of the campaign may be discarded without notice.

Experience Mount Vernon will store annual campaigns with pre-arrangement.



[GO TO APPLICATION](#)