



2016 City of Des Moines Marina District Street Pole Banner Sponsorship Program, Policies & Application

Dear Business Owner,

Three years ago we launched our street banner sponsorship program which gave businesses the opportunity to advertise along Marine View Drive or on 7th Avenue. The current banners will be in place until March 31, 2016, but we wanted to reach out to you early so that you would have the time to plan and get involved next year. The new banners are larger than the current ones which will provide more space for your business name while maintaining the continuity created along 216th.

When we launched the program, the purposes were:

- Enhance the aesthetic appearance of the City by introducing color, a sense of excitement and community feel through colorful and properly designed banners.
- Allow local businesses and organizations to participate in the financing of this program through sponsorship.
- Promote community events and the City in general through the proper design and installation of banners on city street poles located in the Marina District.

We are very happy with the success of the program and are offering you the opportunity to either continue in the program or get involved. Provided you will see the *exciting new design*, Sponsorship Policies, Banner Content, Banner Specification and application to participate in 2016.

Sponsorship Policy

Sponsors shall follow the City of Des Moines Street Pole Banner Program Policy as established herein:

- The fee for the banner sponsorship reflects the cost of acquisition, installation, removal and storage. The City of Des Moines reserves the right to update this fee depending on the current cost of these items.
- Sponsored banners shall be installed for a minimum of one year corresponding to the life expectancy of the banner. The proper and safe installation of the banners shall be under the Public Works Superintendent.
- To ensure that individuals, groups and organizations have equal access to the Street Pole Sponsorship Program, the City of Des Moines reserves the right to limit the number of banners a particular agency, organization, or individual can sponsor. This requirement may be waived by the City in the event that there is not enough demand for banner sponsorship.

- The City of Des Moines is not liable for any damage to the sponsored banner due to vandalism and natural calamities. All banners that are determined to be damaged and defective by the Public Works Superintendent will be removed.
- Banners shall be considered properties of the City of Des Moines and shall not be returned to sponsoring agency, organization or individual for use anywhere else.

Guidelines for Banner Content

The following guidelines shall apply to the Street Pole Banner Sponsorship Program that will be administered by the City of Des Moines and coordinated by the Parks, Recreation and Senior Services Department:

- Banners shall not be used for advertising or promotion of commercial products, corporate entity, or services by the sponsoring agency, organization or person.
- Banners shall not be used to convey political, campaign or religious messages.
- Banners shall not contain any offensive, hateful and/or negative messages or graphics. The City at its sole discretion may refuse to display any banner containing any language or graphics of questionable message.

Banner Specifications

- Des Moines Marina District banner shall be used and will accommodate space for a business or organizations name. No logos will be used but organization may have one or two lines of letters. The size of the letters is based on the number of letters and lines used. Please see the samples below.
- Banners will be installed on light poles located on both sides of Marine View Drive South and 7th Avenue South between South 216th and South 227th Street.
- Banner overall size will be 84x30 inches - Quality craftsmanship, made in the USA.
- Banner ink is resistant to fading and the material will be 22 oz vinyl.
- Banner will be digitally printed on both sides in full color.





City of Des Moines Banner Sponsorship Program Application Form

Complete application below and submit with payment by January 15, 2016.

Organization: _____ Telephone: _____

Contact: _____ Fax: _____

Address: _____

E-Mail Address*: _____ **(*Required)**

_____ Number of banners at \$200.00 each = \$ _____

Preferred City block(s) * _____ West Side _____ East Side

Preferred City block(s) * _____ West Side _____ East Side

Preferred City block(s) * _____ West Side _____ East Side

Preferred City block(s) * _____ West Side _____ East Side

Last year's sponsors will have priority to their current or, if desired and available, new locations. The City will try to accommodate the preferred location where possible on Marine View Drive South and 7th Avenue South between South 216th and South 227th Street.

I understand that by signing below, the banner(s) I ordered will remain up until April 1, 2017. After one year, the banner sponsor must pay a renewal fee (currently \$100) or the banner(s) will be removed. The City of Des Moines is not liable for any damage to the banner due to vandalism or natural calamities. All banners that are determined to be damaged and defective by the Public Works Superintendent will be removed. Banners shall be considered properties of the City of Des Moines and shall not be returned to sponsoring agency, organization or individual for use anywhere else. The existing banner and hardware will be used in the current location unless otherwise desired and available. I further understand that the City of Des Moines has the right to limit the quantity and placement of sponsor banners and to the policies herein.

Applicant Signature _____ Date: _____

Remit completed application with payment (checks payable to City of Des Moines) **and mail to:**

City of Des Moines
Parks, Recreation & Senior Services – Attn: J. Best
1000 South 220th Street
Des Moines, WA 98198

Questions or comments:

Please contact Janet Best at (206) 870-6547 or jb主@desmoineswa.gov