



## City of Westerville BANNER POLICY & PROCEDURES

The City of Westerville provides space for banner advertising in Uptown at State and Main Streets. Eligible organizations\* that maintain a nonprofit status and are affiliated with the City of Westerville and/or events hosted in the City may apply for banner space and placement to promote a community event.

**Event.** Banner spaces and advertising is reserved on a first-come, first-serve basis. No commercial requests will be accepted. No more than one event at a time may advertise or promote in this space. In the event of more than one event in a given timeline (see below), preference will be given to requests in the order below. The City Manager reserves the right to grant approval to a banner request based on best interest of the City.

1. Non-profit events within Westerville which are free to the public.
2. Non-profit events that charge a fee for participation taking place within Westerville.
3. Free community events sponsored by other than a non-profit taking place within Westerville.

**Timeline.** Reservations must be requested 60 days in advance of event. Removal will be scheduled to occur the day following the event. All banners will be hung on a Sunday.

**Cost.** Banner cost and production is the responsibility of the event holder/organization. The City is not responsible for damage or maintenance to a banner, although reasonable attempts will be made to secure the banner for its full-course. The space is provided by the City free of charge.

### Procedure.

1. **RESERVATION:** Complete the Uptown Westerville Main & State Sts. Banner Application Form and submit to the City Manager's Office within 60 days of proposed event. Forms must be returned to: City of Westerville, City Manager's Office, 21 S. State. St., Westerville, OH 43081-9105
2. **CONTENT:** The exact wording for the banner must be indicated in writing. Banner advertising is limited to event details; no political or commercial advertising is permitted. Applicants may contact City of Westerville Community Affairs for information or recommendations on effective, visually appealing banners and/or local vendors/service providers.
3. **SPECIFICATIONS:** Banners must adhere to the following specifications. Exhibit attached.
  - a. Durable material (e.g. vinyl) that may withstand environmental variances.
  - b. Semi-circular wind holes, staggered
  - c. Metal rivets at all corners, and every 14 inches along the top and bottom of the banner.
  - d. Size will be no larger than nineteen (19) feet wide and five (5) feet high.
4. **DELIVERY:** Banners must be submitted to the Westerville Electric Division by 12 noon EST the Thursday before the Sunday on which the banner is to be hung. Any banner not delivered by this time may result in cancelation of the reservation.
5. **PICK-UP.** Banners may be picked up within seven (7) days of the banner's removal at the Westerville Electric Division, 8 a.m. – 5 p.m. EST weekdays. Banners left more than 10 days may be discarded.
6. **QUESTIONS?** Contact the City of Westerville at (614) 901-6405.

\*An eligible organization shall be defined as one that meets the following criteria:

- Bona fide civic organization, fraternal or community service organization (e.g., American Legion, Kiwanis, Sertoma, Rotary).
- Community-based enterprises providing social or cultural programs and services (e.g., WARM, Westerville City Schools).
- Recognized not-for-profit organizations, either local or national (e.g., Chamber of Commerce, American Red Cross, United Way).



**City of Westerville  
BANNER APPLICATION  
UPTOWN MAIN & STATE STS.**

Date Received: \_\_\_\_\_

Name of Organization	
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Contact Name	
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Address	
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Email Address	
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Phone	Day	
	Evening	
	Mobile	

Event Information  <i>(You may provide a sketch or sample and attach to this application)</i>	Event Description:
	Banner Content:

Tax ID or 501c3	
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**Applications are due NO EARLIER than 60 days in advance (on or about the first of that month) prior to the requested week.**

JANUARY	Due Nov. 1	FEBRUARY	Due Dec. 1
MARCH	Due Jan. 2	APRIL	Due Feb. 1
MAY	Due March 1	JUNE	Due April 1
JULY	Due May 1	AUGUST	Due June 1
SEPTEMBER	Due July 1	OCTOBER	Due Aug 1
NOVEMBER	Due Sept 1	DECEMBER	No applications accepted.

DATES OF BANNER			
From		To	

FOR OFFICE USE ONLY			
SET		REMOVE	
CITY MANAGER APPROVAL:			

**ACKNOWLEDGMENT & SIGNATURE:**

I have read and acknowledge the City of Westerville's Banner Policy. I accept these terms of use and agree to the principles of this policy.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name