



## **Fort Collins Downtown Development Authority Old Town Square Banner Program**

### **PROGRAM OVERVIEW**

Fort Collins DDA Banner Program manages the use of decorative banners to enhance the Old Town Square plaza. The program offers 8 banner locations in Old Town Square that can be used by a variety of eligible organizations.

### **PROGRAM ELIGIBILITY**

Sometimes demand for banner space exceeds supply, and thus certain users are given priority in the following order:

- Downtown Development Authority seasonal banner display
- Educational facility or other nonprofit group based downtown that is hosting an event or campaign in the downtown
- Groups hosting an event or convention at the Lincoln Center, CSU, or other downtown venue
- Special event or activity occurring downtown that is open to the public
- Any entity wishing to promote an event, exhibit or celebration of civic interest in the downtown
- Other organizations as determined appropriate by the Fort Collins DDA

### **BANNER CONTENT**

- Banners may NOT be used for the sole purpose of advertising merchandise, products, services, or a corporate entity.
- Unacceptable content includes but is not limited to:
  - Messaging that is political or religious in subject matter
  - Specific pricing or individual product promotion
  - Messages promoting tobacco, marijuana, and/or alcohol products
  - Messages that use profanity or other offensive language
- The primary purpose of banner content is to enhance the visual experience for downtown visitors, employees and residents, and must represent nonprofit, cultural, charitable, or civic events of general public interest.
- The trade name or logo of sponsor may occupy no more than 10% of the lower portion of the banner.
- The DDA in its sole discretion maintains the right to make a final determination of banner content eligibility

## PRICING

- Parks Maintenance installation/de-installation fee of \$180 to be paid to the DDA

## DESIGN & PRODUCTION SPECIFICATIONS- see attached drawing and link to photo

### Banner Specifications:

- 24" x 48"
- Vertical banners only
- Print on both sides
- 3" double stitched and lined rod pockets with grommets in each corner

## POLICIES FOR DISPLAY

- May display for up to 20 days and a minimum of 14 days before an event. The DDA may in its sole discretion allow for longer periods of time.
- Fort Collins DDA coordinates installation of pole banners within Old Town Square and retains full control over placement.
- The DDA and City of Fort Collins Parks Maintenance is not responsible for any damage to the banners.
- Banners must be picked up within 5 days of removal date.

## AVAILABILITY & REQUEST

In order to make a reservation, please email Joanna Stone at [jstone@fcgov.com](mailto:jstone@fcgov.com).

### Request must include:

- A completed banner program application form - available at [www.downtownfortcollins.org/venues.html](http://www.downtownfortcollins.org/venues.html)
- A drawing/photo of the banner and all content
- Requested number of banners to be installed