

## Banner Program

02.16.2018

### Objectives

Bethlehem Event Committee's Street Banner Program is designed to:

- promote significant events affecting Bethlehem
- visually enhance Bethlehem's streetscape
- create a sense of community and a sense of place within Bethlehem's village center
- promote major arts, cultural activities and sporting events of public interest
- stimulate local economic activity

### Background

Bethlehem has 48 available banner poles along the Main Street area of Route 302. The banner poles fly street banners 2.375 ft wide by 6.083 ft tall and are an important part of the Bethlehem communication strategy to activate and visually enhance village center and business centers. The Events Committee uses the banner poles to promote significant town events and activities. The poles are also available for hire by non-profit groups for purposes consistent with the Event Committee's Banners Policy.

The banner poles are located at key areas along Bethlehem's main transport corridor and in town center. The banners are viewed by thousands of people throughout the year. Bethlehem Events Committee is responsible for installation/removal of banners.

### Committee Use of Banners

Events Committee's use of street banners poles takes priority over all other bookings.

### Hiring Street Banners

External organizations may make application to hire street banner poles when not in use for Event Committee events and activities.

## Hiring Process

- Applicants are required to fill out a street banner booking form, available online, at Bethlehem Event Committee's website.
- Bookings must be made to book no less than 20 banners along Bethlehem's primary transport corridor.
- The minimum booking period is two weeks and the maximum is six weeks.
- It is recommended applications be submitted at least two months before the intended installation date because of production times and limited banner availability.
- Bethlehem Events Committee reserves the right to decline any booking request that is not consistent with the purpose of this policy.
- All artwork requires approval by the Events Committee prior to printing.
- Organization logos are not allowed on banners. Banner artwork must represent events or activities that, in the opinion of the Events Committee, have an identifiable community benefit and are consistent with the values and purpose of the Bethlehem Events Committee.
- Political marketing and organizations agendas are not allowed. Banners designed to advertise or promote commercial businesses and/or non-profit organizations with no actual community benefit or event are not allowed.

## Cost

- Hirers are required to pay all costs relating to the printing, storage, and delivery of the banners.
- Bethlehem Events Committee charges a fee for the hiring of a banner pole per week as per its fees and charges.
- Costs to install and dismantle banners are also charged to hirers.
- Full payment to hire, install, and dismantle banners is required upfront and bookings are not final until payment is received.
- Organization logos are not allowed on banners.
- Banner artwork must represent events or activities that, in the opinion of the Events Committee, have an identifiable community benefit and are consistent with the values and purpose of the Bethlehem Events Committee.

## Design

- Effective banner designs feature simple and bold graphics with limited use of text to event names or short "grabs". Banners shall be designed to compliment, not detract from, the public realm and surrounding natural environment.

- Political marketing and organizations agendas are not allowed. Banners designed to advertise or promote commercial businesses and/or non-profit organizations with no actual community benefit or event are not allowed.

## Design Guidelines

The following guidelines are for reference purposes only. The Bethlehem Events Committee must approve all designs and specifications prior to production.

### Materials

- Materials should be selected for durability and dimensional stability. Acceptable Banner materials include:
  - 200 Denier Nylon Fabric
  - Vinyl
- The Bethlehem Events Committee also encourages the use of recycled materials for Banner production
- A material sample shall be provided upon request of the Bethlehem Events Committee

### Colors

- Vivid and contrasting colors are preferred with enough value (light and dark) separation to provide reasonable legibility under low lighting conditions.
- Color pigments or dyes should be selected for exterior applications and be resistant to fading or color bleeding.
- Colors should be bold and able to stand out when viewed at a distance
- Colors schemes should be indigenous to the season/period of the year and Bethlehem townscape
- Fewer colors per design are preferred. Most designs can be represented in two to three colors.

### Nylon Banner Materials:

- Pastel colors should be avoided.
- Fluorescent colors are not permitted
- Nylon allows light to pass through it so lettering and imagery will read backwards from one perspective; designs for nylon are best if they can be identified from both sides.

### Vinyl Banner Materials:

- Does not allow light to pass through it and therefore requires a design to be printed on both sides.

## Graphics/Banner Content

- Banner content should graphically convey the message of the event or its purpose in a simple manner using bold colors and a minimum number of images and text so as to inform the public of the event and avoid visual confusion.
- Text shown must be of legible size for easy readability at a distance (i.e. not less than 3 inches in height for lower case letters (depending on font style).
- No commercial advertising will be allowed, except in cases where a sponsoring entity's name is part of the name of the event. In such cases, no more than 10 percent of the surface of each face of the banner area shall be used for the name and logo of the sponsor.
- Title blocks and lettering should be kept to a minimum.
- Banner content shall be subject to review and approval.

## Approval

- Hirers are required to seek approval of the final artwork by the Events Committee. Bethlehem Events Committee reserves the right to reject, at its discretion, any banner design that does not comply with the street banner policy or is considered unsuitable.
- The banner program is not intended to be an advertising medium to commercial products and services.
- Banner approvals are not guaranteed. In the case of multiple applications for the same date, the Events Committee may determine which banners are given priority.

## Installation

- All banners are to be provided to the Bethlehem Events Committee in the correct size and in ready-to-install condition. Banners that fail to meet the size and installation specification may result in the cancellation of the installation.
- All installation and dismantling will be conducted by Bethlehem Events Committee's approved contractor.
- Installation of banners can often be dependent on traffic, weather conditions, the number of banners to be installed and other external factors. Hirers should allow at least two days variance on the installation date.
- Hirers are required to deliver their banners to the Events Committee by no later than the Friday prior to installation.

- Hirers are responsible for collecting their banners from the Events Committee as soon as possible once they have been removed. Bethlehem Events Committee will not be held responsible for uncollected banners. Banners not collected within three months after their dismantling date will be disposed.
- Events Committee reserves the right to have any installed banners that are badly torn dismantled prior to the scheduled dismantling date.

## Liability

- The applicant shall agree to assume full liability and indemnify the Town of Bethlehem and the Bethlehem Events Committee for damage to persons or property arising from the display, installation, maintenance, or removal of the banners and provide proof of insurance.

## Banner Application Fees

The following fees are required to be submitted in conjunction with an application for Street Pole Banners:

### I. Application Fees

\$250.00

### II. Installation Fees

\$50.00 per banner

Application fees may be waived at the discretion of the Events Committee.