

# Event Directional Banner Guidelines

The following information is provided to assist in the preparation and submittal of an application for Event Directional Banners in the City of Scottsdale.

The City of Scottsdale maintains the street light vertical banner poles and horizontal banner light poles and has sole jurisdiction over use of these poles and prescribed approved uses, size, content of banners and requirements. The use of the street light poles is expressly limited to the uses authorized and is not open to the public at large.

The primary purpose of Scottsdale's Event Directional Banner program policy is to allow the special events, promotions, and City departments the opportunity to support their events or promotions. When applying to display horizontal or vertical directional street banners, certain requirements will need to be satisfied by the applicant. These requirements are as follows:

## **ELIGIBILITY**

### Authorized Users

The following users are authorized to apply for banner use, with the following priority (when applications are received for same timeframe):

- City of Scottsdale owned/produced events with scheduled annual event blackout dates.
  - *Western Week*
  - *Scottsdale Contemporary Month*
  - *Canal Convergence*
  - *Scottsdazzle*
- Events funded by the City's Event Retention and Development Fund program.
- Other non-profit organizations providing promotional activities consistent with the City's specified tourism drivers.
- City of Scottsdale Departments to promote major programs.

### Prohibited Users/Uses:

- No general commercial use
- No use by individuals
- No political advocacy or religious messages

### Length of Use

- Banners will be authorized for installation over a **14-calendar day period** only, no consecutive period scheduling will be allowed. (Exceptions may be made if there is efficiency of installation/removal of banners with consecutive events.)

### Application for Use

- Users shall apply to the Tourism & Events Department to reserve dates to place banners.
- Please call 480-312-7177 or email [Tourismandevents@Scottsdaleaz.gov](mailto:Tourismandevents@Scottsdaleaz.gov) to verify requested banner dates are available before applying as a \$90 review fee will be requested upon approval of application.
- Banner applications may be submitted no sooner than six (6) months prior to the date of the event and must be submitted a minimum of 60 days prior to the event.
- The application shall include the requested date, point of contact information, organization name, event being advertised, exact banner text and graphics, and the length of the request.
- The maximum period horizontal or vertical banners can be displayed is **14 consecutive days** (Exceptions may be made if there is efficiency of installation/removal of banners with consecutive events)
- The Tourism & Events Department will advise applicants and of approved requests.

### Charges for Use

- \*No charge to City departments for City use or for City owned/produced events.
- An application review fee of \$90 upon approval of application.
- Horizontal Banner Fee of \$150 per banner.
- Vertical Banner Fee of \$25 per banner.
- Payment must be received before banners will be hung.

\*City departments or City owned/produced events are not required to pay an application review fee. However, per banner fees may apply.

### Applications Approval Process

Applications will be reviewed in the order that they are received. The banner must contain the event title, date, and location. If event dates coincide, efforts will be made to place banners for multiple qualified events. Once reviewed and approved, you will be asked to submit your banner fees before the scheduling of installation. A banner mock-up must be submitted before final approval.

### Application Denial Process

Shall an application be denied; an appeal may be made to the City Manager within 10 calendar days from the date of the decision. The appeal shall include the specific reasons for the appeal and any supporting documents. The City Manager shall make a decision on the appeal within 10 calendar days of receiving the appeal. After considering the appeal, the City Manager may uphold, reverse or modify the decision.

### **LOCATIONS & QUANTITIES:**

#### Old Town Horizontal Banners – **2 locations**

- Scottsdale Rd. at Rancho Vista Drive
- Scottsdale Rd. at Earll Drive

#### Vertical Banners – **194 locations**; 78 in North Scottsdale and 116 in Old Town

- Frank Lloyd Wright Blvd. (78)  
Scottsdale Rd. to the west side of the west frontage road Loop 101
- Old Town Couplets (Total: 116)  
Drinkwater from Scottsdale Rd to Earll (47)  
Goldwater from Scottsdale Rd to Osborn (69)

### Banner Drop-off Requirements

- Banners and their production are the sole responsibility of the event producer.
- Delivery must be made no later than 3 business days prior to the start of the request.
- If the banner is not delivered 3 days prior, it may be hung at the contracted installer's discretion.
- Banners must be picked up no later than 30 days following removal.
- The City of Scottsdale and contracted installers are not responsible for storing banners or their condition if damaged while being installed, during the display, or while being taken down.
- NOTE: If requesting all 194 banner placements, it may take 2 nights to complete the installation.
- Please refer to contracted scheduler's guidelines provided.

If your event banner meets these guidelines, please **SUBMIT APPLICATION.**