



Event Directional Banner Request

PROCEDURES AND CRITERIA

I. How does my event qualify for the Banner Program?

When submitting an application to display horizontal or vertical directional street banners, certain requirements will need to be satisfied by the applicant. These requirements are as follows:

- Qualified events must:
 - Meet Tier 1 funding criteria as outlined in the City's Matching Event Advertising Fund program criteria, whether funded or not, be a city-supported event under the City's Community Event Funding Program **or** be held in a city owned, operated or controlled venue and meet one of these funding criteria

II. How do I apply for the Banner Program?

- Banner applications can be submitted no sooner than twelve (12) months prior to the date of the event and must be submitted a minimum of 30 days prior to the event.
- Applications are reviewed in the order that they are received. If event dates coincide, efforts will be made to place banners for multiple qualified events.
- Banners are allowed for qualified events, subject to city regulatory requirements. The banner must contain the event title, date, and location. Logos shall be limited to twenty (20) percent of the total banner. **Approval of banner mock up is required prior to installation.**

III. What else do I need to know?

- The cost of the production, installation, and removal of a banner will be paid by the event producer.
- The maximum period horizontal or vertical banners can be displayed is thirty (30) consecutive days.
- The following are the required banner specifications:

*Vertical Light Pole Banners 30"w x 96h"
Horizontal Banner (Across Street) 360"w x 32"h
Banner Sleeves 3/4 inch diameter
Banners are 2-sided*

- Please contact the Tourism & Events Department to check on availability of banner locations before completing the application. We can be reached at 480-312-7177.

IV. Contacts

Once the display period is confirmed by staff, submit your completed application. You may email the application to Attn: **Holli Shannon**, HShannon@scottsdaleaz.gov



Event Directional Banner Request

APPLICATION

NOTE: Requests for banners must be submitted on this approved form and all sections must be completed.

Date of Application: _____

SECTION I. APPLICANT/CONTACT INFORMATION

Name of Applicant _____

Business Address _____

City _____ **State** _____ **Zip** _____

Phone Number _____

E-Mail Address _____

Web Address _____

SECTION II. EVENT INFORMATION

Name of Event _____

Event Date(s) _____

Event Location & Address _____

Banner Verbiage/Title: _____

How does your event meet qualifications?

___ Meets Tier 1 funding criteria

___ City supported under the City's Community Event Funding Program

Has this event displayed street banners in Scottsdale in the past? ___ Yes ___ No

Please provide a detailed narrative to describe the type of event and the name of all organizations involved.

SECTION III. PROPOSED LOCATION AND DISPLAY DATES

Banners are typically installed and removed on the weekend. Banner may be displayed for longer than requested.

Banners may not be displayed for more than 30 consecutive days

Horizontal Banners (2)

Proposed Display Dates

_____ **Scottsdale Rd. at Rancho Vista Drive**

_____ **Scottsdale Rd. at Earll Drive**

Vertical Banners (163)

Proposed Display Dates

_____ **Frank Lloyd Wright Blvd. (47)**

(From Scottsdale Rd. to the west side of the west frontage road Loop 101)

_____ **Downtown Couplets (116)**

(Goldwater North of Highland **(13)**, Goldwater from Osborn to Camelback **(46)**
Drinkwater from Stetson to Earll Drive **(57)**)

SECTION IV. INDEMNIFICATION

By submitting this application, or providing a banner to be placed, you and the event producer agree to the following on behalf of the event producer (and you warrant your authority to bind the event producer to these things and the rest of this application): The event producer and its successors, assigns and guarantors shall defend, indemnify and hold harmless the City of Scottsdale, its agents, representatives, officers, directors, officials and employees from and against all allegations, demands, proceedings, suits, actions, claims, damages, losses, expenses, including but not limited to, attorney fees, court costs, and the cost of appellate proceedings, and all claim adjusting and handling expenses, related to, arising from or out of the banner and its installation, use and removal, including without limitation any such matters resulting from the negligent or willful actions, acts, errors, mistakes or omissions caused in whole or part by the City of Scottsdale.

Applicant Initials: _____

SECTION V. SUBMISSION INFO

**Banners should be picked up no later than 2 weeks after the conclusion of the event.
Banners not picked up in the specified time period could be disposed of.**

**Warehouse address for drop-off and pick-up:
City of Scottsdale-Warehouse
9191 E San Salvador Dr.
Scottsdale, AZ 85258
Attention: Reggie Fitzpatrick
480-312-5637**

Approval of banner mock up is required prior to installation.

Submitted by:

Name: _____ **Title:** _____

Signature: _____

Event Producer: _____