

Event Directional Banner Request



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 streetlight 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 attachment 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):

1. City of Scottsdale owned/produced events with scheduled annual event blackout dates.
 - *Western Week*
 - *Scottsdale Contemporary Week*
 - *Canal Convergence*
 - *Scottsdazzle*
2. Events funded by the City's Event Retention and Development Fund program
3. Events not funded by the City's Event Retention and Development Fund program but meet the City's specified tourism drivers.
4. Other non-profit organizations providing promotional activities consistent with the City's specified tourism drivers.
5. City of Scottsdale Departments to promote major programs

If more than one application for a qualifying directional event banner is received for the same time period, applications will receive priority as listed above.

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 to verify requested banner dates are available before applying.
- The organization producing the qualifying event shall prepare and submit an application no sooner than six months prior to the date of the event in the form prescribed by the City and with a non-refundable fee in the amount approved by City Council. 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 Public Works of approved requests.

Charges for Use

- An application review fee of \$90 upon receipt of application.*
- Horizontal Banner Fee of \$150 per banner.
- Vertical Banner Fee of \$25 per banner.
- Payment must be received before confirmation of scheduling.

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

Applications Approval Process

Applications will be reviewed in the order that they are received. If applications are submitted and coincide with other qualified events, efforts will be made by the City to allow banners to be displayed for multiple qualified events, based on current availability of banner locations. 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 mockup is required prior to installation. Once reviewed and approved, you will be asked to submit your banner fees before the confirmation of scheduling.

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 decide 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.

Banner Drop-off Requirements

- Banners are the sole responsibility of the event producer.
- Delivery must be made no later than 2 business days prior to the start of the request.
- If the banner is not delivered 2 days prior, it will be hung as soon as staff is able to schedule.
- Banners must be picked up not later than one week after completion of the request.
- The City of Scottsdale is not responsible for storing banners or their condition if damaged while being installed, during the display, or while being taken down.

LOCATIONS & QUANTITIES:

Old Town Horizontal Banners – 2 locations

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

Vertical Banners – 163 locations; 47 in North Scottsdale and 116 in Old Town

- Frank Lloyd Wright Blvd. (47)
Scottsdale Rd. to the west side of the west frontage road Loop 101
- Old Town Couplets (Total: 116)
Goldwater North of Highland (13)
Goldwater from Osborn to Camelback (46)
Drinkwater from Stetson to Earll Drive (57)

Please contact Tourism & Events for banners specifications.

If your event banner meets these guidelines, please [SUBMIT APPLICATION](#).