



BANNER PROGRAM GUIDELINES

Banner design must be generic in nature, graphically or symbolically representing or depicting the event. Since banners will be observed from a distance, frequently by motorists, it is strongly recommended that the design be bold and simple. Messages should be kept to a minimum generally announce an event. (Specific dates, locations, times are prohibited).

In consideration of the public benefit, the prime sponsor(s) of a cultural or civic event or activity of general public interest may be given sponsorship credit. Approval of sponsorship logos are at the sole discretion of the Banner Advisory Committee.

If sponsorship credit is approved by the advisory committee then it shall be tastefully incorporated in the banner design. No telephone numbers or similar forms of advertising are permitted.

Sponsor criteria: Located in the lower one-quarter (1/4) of the banner. The lettering cannot be larger than 2 inches in size. The words "Sponsored by:" should be included. -

The preliminary graphic design of the banner will be jointly reviewed by the sponsoring organization and the Banner Advisory Committee. A dimensional color artwork drawing is to be submitted for preliminary approval. **THE BANNER ADVISORY COMMITTEE MUST APPROVE THE FINAL GRAPHIC DESIGN.** Banners must be well maintained. Maintenance will be at the discretion of the Advisory Committee.

The banner shall be constructed of rip stop nylon or a minimum 15 oz double-faced smooth weave vinyl. The Banner must be 17" X 45" in size with a 1-½ inch loop hem sewn in the top and bottom of the banner (for threading on the upper and lower banner arms), the banners shall be double faced.

The banner display schedule will be presented to Advisory Committee with the application. A minimum of 10 banners must be provided at the sponsoring organizations expense. Banners will be placed and removed by Peru Utilities, any cost of or associated with the hanging of banners will be the sole responsibility of the respective applicant/organization.

Any organization desiring to promote its special event through use of a new banner must file an application with the Advisory Committee not less than three months (90 days) before the requested display date. Organizations desiring to promote special events through use of banners previously displayed must file an application with the Advisory Committee not less than one month (30 days) before the requested display date. Banners may be hung for two to four weeks



prior to the event. Banners will be removed as soon as practical after the event or at the scheduling of Peru Utilities. The maximum display time may be limited to allow as many organizations as possible to participate in the program. In the event of scheduling conflicts, the length of time for banner display, the quantity of banners displayed, and locations will be at the discretion of the Committee. Organizations may display banners at the same time, but the designs and numbers must be approved for simultaneous display. In order for an organization to participate in the banner program, it must be willing to provide 10 banners. The number of banners to be displayed must be approved by the committee to ensure an acceptable pattern of placement.

Banners are the property of the sponsoring organization, and must be stored by sponsoring organization. ReDiscover Downtown Peru, Inc. is not responsible for the banners while they are being displayed, hung, removed or stored.

The sponsoring organization is responsible for all costs associated with the production, printing, delivery, storage, and installation of the banners. The Banner Advisory Committee will coordinate with and serve as liaison to Peru Utilities regarding hanging and removal of banners. The sponsoring organization is not to contact Peru Utilities directly, we have a schedule worked out with them and we must be the main point of contact.

The downtown areas in the banner program include:

1. West Main Street east to Wabash Ave.
2. North Broadway south to the River

Applicants may be granted approval by the Advisory Committee to produce banners for installation in some or all designated banner zones on downtown streets. An application will be available on the website of ReDiscover Downtown Peru, Inc. This application must be submitted with preliminary banners designs for approval with 90 days of a scheduled event.



BANNER PROGRAM APPLICATION

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Date Received _____

Event or Activity: _____

Date: _____ Time: _____

Location: _____

Sponsoring Organizations: _____

Contact Person: _____

Address: _____ Telephone: _____

e-mail: _____

	Requested	Scheduled
Number of Banners:	_____	_____

Date to Hang:	_____	_____
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Date to Remove:	_____	_____
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Location: _____

Proposed artwork: attached _____; previously approved _____

Number of Banners _____

Check for Installation enclosed (XXXXXXXXX dollars) payable to Peru Utilities _____

Signature of Applicant

Date Submitted

Banner Advisory Committee Approval Signature