



## DOWNTOWN SOUTH BEND LIGHT POLE BANNER DISPLAY PROGRAM

### Program Overview

The Downtown South Bend, Inc. (DTSB) Light Pole Banner Program allows area organizations to display banners on the light poles installed along Michigan Street (Colfax Ave. to Wayne St.), West Jefferson (Michigan St. to St. Joseph), Main Street, MLK Jr. Boulevard and East Jefferson Blvd. (East Bank Village). The DTSB Banner Program is intended to provide pride in the community, beautify downtown, and promote community activities and programs important to the city's image, economic interest and organizations serving the community.

### The Program Encompasses

- A total of 322 banners are available on a total of 274 poles
- There are six pole locations
  - o Wayne St. – contains 48 poles, which hold 96 triangular banners total
  - o Michigan St. – contains 37 poles, which hold 37 rectangular banners total
  - o Jefferson Blvd. West – contains 11 poles, which hold 11 rectangular banners total
  - o Jefferson Blvd. (East Bank Village) - contains 16 poles, which hold 16 rectangular banners
  - o Main St. – contains 88 poles, which hold 88 rectangular banners
  - o MLK Jr. Blvd. – contains 74 poles, which hold 74 rectangular banners
- In order to create a unified and dynamic visual presence, all banners must be displayed in the total quantities listed above at each location.
- A fee of \$5 per pole covers both the installation and removal of all banners at each location.
- All banners at each location are administered by DTSB.

### How It Works

- Banners are managed, scheduled and implemented by DTSB.
- Individuals or organizations apply for use of the Banner Program by completing The Banner Use Application (Exhibit "B")
- Banner Applications are to be completed and submitted with final artwork and production specifications, along with a 50% deposit, to DTSB for review and approval by DTSB. If the application is not approved, the deposit will be returned. If the Banner Application is approved, the program will be scheduled based upon space availability. DTSB will notify banner applicant of approval or decline within 30 days of receipt of Banner Application.
- If the Banner Application is approved, a Banner Agreement (Exhibit "C") will be issued along with a final invoice for the remaining 50% payment, due no later than the date of installation of the banners.



- Approved banner application deposits are non-refundable in the event the applicant cancels the banner request.
- Banner approval is based upon adherence to guidelines established for each banner program in accordance with requirements established by the City of South Bend Board of Public Works.
- Banner design is produced by a professional banner vendor directly with the banner applicant to meet the applicant goal and criteria.
- Banner programs which use banners from a prior or current program must meet DTSB banner production requirements. Banners must be delivered to DTSB at least 10 business days in advance of the installation date.
- Banners are installed and removed by DTSB.
- DTSB and its agents cannot be responsible for delays in installation or damage due to weather conditions.
- DTSB will notify banner applicant to pick up banners within 14 days after banner removal. Banners not picked up in this timeframe cannot be stored.
- DTSB and its agents are not responsible for damaged, lost, vandalized or stolen banners. Banner program users are encouraged to count their banners prior to delivery and after pick up if they are going to reuse banners for any purpose. If there is any concern about banner quantity at pick up, please contact DTSB immediately.
- For public safety, damaged banners will be removed as soon as possible from the program by DTSB without notification.

## Who's Eligible

The Banner Program is open to area non-profit organizations that wish to promote specific events or activities taking place within the boundaries of Downtown South Bend. Eligible banners are those that match the above stated goals of the Banner Program. Banners may not advertise or promote commercial products or services, or religious, political or social viewpoints. *Applicant's name or logo may occupy no more than the lower 15% of the banner. This is a standard set by the City of South Bend as per the use of public infrastructure.*

## Application Process

- A completed banner application (Exhibit "B") must be submitted to DTSB at least 45 days before the display period. The application must include a full color design of the banner artwork – front and back
- Once the application is received, DTSB staff will review the design and schedule of the banners to be displayed.
- Applicants are responsible for submitting a new application each year.
- DTSB staff will contact the applicant within two weeks of receiving the application and inform them of their decision. Banner approval is based upon adherence to program guidelines in accordance with requirements established by City of South Bend, Indiana and the Board of Public Works (BPW).
- Upon approval, a Banner Use agreement (Exhibit "C") will be issued to the applicant.
- Applicant may then begin fabricating the banners.
  - a. **Note: Applicant is responsible for all costs associated with production of the banners (Banner costs range from \$50-\$70 each).**
  - b. DTSB can assist with banner production.
  - c. Any questions about the DTSB Outdoor Banner Program should be directed to Amy Paul at DTSB, 574.282.1110, apaul@downtownsouthbend.com

**Exhibit "A"**  
**Banner Technical Specifications**  
**DTSB Light Pole Banner Program**

**Specifications:**

**Rectangle Banners**

Size: Length x Width ratio- 51" x 24" with a 2.75" banner sleeve on both ends.

Size (*East Bank Village*): Length x Width ratio - 38" x 19" with a 2.75" banner sleeve on both ends.

**Triangle Banners**

Size: Length x Width ratio- 51" x 24" with a resulting diagonal of 56" with a 2.75" sleeve at top. They also require a grommet at the bottom point, which will allow it to clip to the pole.

*Material of Banners:* Banners should be made of at least 15oz. rip-stop type vinyl that is weather resistant. Two double stitched 2.75" banner arm pockets must be included at top and bottom of banner.

*Number of Sides:* Banners must be two sided.

**Delivery**

Banners must be delivered 10 business days prior to targeted installation date. Banners must be picked-up within 14 business days at conclusion of banner display period. DTSB will not store banners.

**Display Time**

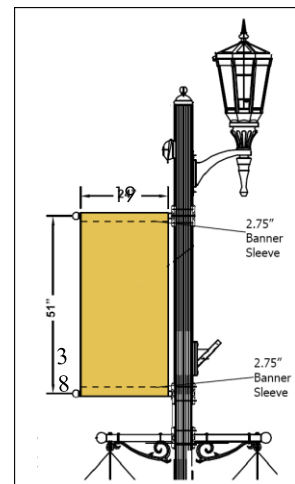
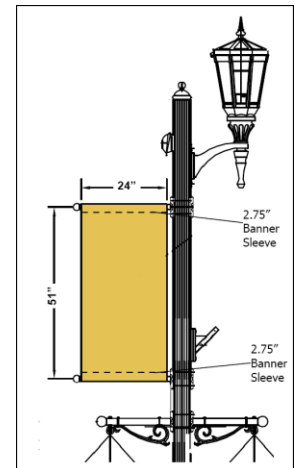
Banners will be displayed for a minimum of 30 days and a maximum of 60 days. Extensions to the display period can be given if the applicant submits a written request to DTSB stating the reasons for the extension. Scheduling of the banners will be done on a first come basis.

**Installation Fees**

Banners are installed and removed by DTSB Ambassadors. There will be a \$5 installation fee per pole at each location.

**Disclaimer**

Downtown South Bend, Inc. reserves the right to revise or amend the guidelines of the Light Pole Banner Display program at any time. Additional fees or charges may be added if deemed necessary.



**DOWNTOWN SOUTH BEND**  
**LIGHT POLE BANNER PROGRAM**  
APPLICATION

Exhibit B

Applicant's Name: \_\_\_\_\_

Organization/Business: \_\_\_\_\_

Contact Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Applicant's Phone (daytime): \_\_\_\_\_ Fax: \_\_\_\_\_

Applicant's Email: \_\_\_\_\_

Event Name and Description:

\_\_\_\_\_

Banner Display Dates  
(Minimum of 30 days)

From: \_\_\_\_\_ To: \_\_\_\_\_

Banner Display Preference

\_\_\_ Wayne St. – 48 poles (96 triangular banners)

\_\_\_ Michigan St. – 37 poles (37 rectangular banners)

\_\_\_ Jefferson Blvd. (West) – 11 poles (11 rectangular banners)

\_\_\_ Jefferson Blvd (East Bank Village) - 16 poles

\_\_\_ Main St. – 88 poles

\_\_\_ MLK Jr. Blvd. – 74 poles

**Note: Attach a full color version of the banner design (front & back) with this application. You can attach a hard copy of the design or email a pdf or jpeg to [apaul@downtownsouthbend.com](mailto:apaul@downtownsouthbend.com)**

I have reviewed this application and understand the Banner Display Program requirements and agree to the terms and conditions of the program as stated.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Mail or fax completed applications to:

DTSB  
c/o Light Pole Banner Program  
217 S. Michigan St.  
South Bend, IN 46624

**For Office Use**

Date Received: \_\_\_\_\_ Approved by: \_\_\_\_\_

