



## **Special Event Banners** – revised September 2017

The process to obtain special event banners begins with a request for a temporary use permit (when applicable – check with the Building Department for clarification). Once the permit is approved, the requesting organization may purchase special event banners for use at City entrance locations.

- **The signs must be designed to code, and requested at least two weeks prior to date of desired installation** (if signs are to be installed two weeks prior to event, the request to produce signs must be made at least four weeks prior to event, in order to allow for production time.) It is best to reserve sign locations as early as possible, although it is possible that the locations or number of locations might change at a later date if there are multiple events that need banners.
- **Under no circumstances are individuals or organizations allowed to post their own banners on the City's poles.** All installations must be performed by the City and be approved prior to installation.
- To initiate a banner request, and to submit files to be used for the banners, please email **events@coralsprings.org** including the event name, event description, day(s), time(s), location, number of banners and locations (if known), and your contact information.
- This **two-week production timeframe** begins with delivery of information/files to the City's Communications and Marketing Department, and includes design, approval, printing, and assembling (grommeting and cutting) of banners. If less than 2 weeks notice is given, banners will only be hung as soon as the City can coordinate staff time to produce and/or hang the banners.
- Files must be provided in high resolution (vector art preferred, PDF/JPG/TIFF/EPS accepted) via e-mail. Colors should be recommended if the sign is to be designed by the City.
- If there are any event changes or cancellations, the event coordinator must notify the City immediately. You may call 954-344-1841 (1<sup>st</sup>) or 954-344-1197 (2<sup>nd</sup>).
- **Banners may be installed no more than 14 calendar days before the event's first day.** Every attempt will be made to give each event a full two weeks of display time prior to date of the event. **However, in the case of overlapping events or in conditions of severe weather or rain/wind, this may not be possible. If a strong storm threatens, all signs may be taken down at the City's discretion for safety reasons.** *Signs will be posted on a first-come, first-served basis as determined by date of temporary use permit or banner request. Events lasting more than 2-3 days may only be hung for 14 calendar days before the last day of the event.*
- **Costs:**

<b>Production cost per banner</b>	<b>\$ 30.00</b>
<b>One-time design fee, if applicable</b>	<b>\$ 25.00</b>
<b>Patches to a previously approved banner</b>	<b>\$ 5.00 - \$10 dependent on area</b>
<b>Installation cost per banner</b>	<b>\$ 20.00</b>

**Plus rush charge of 25% of total order, if applicable**

Payment is due prior to installation of banners. The City will invoice the event contact.  
*Prices are subject to change if necessary to accommodate revisions in material or production requirements.*

## **Special Event Banners continued**

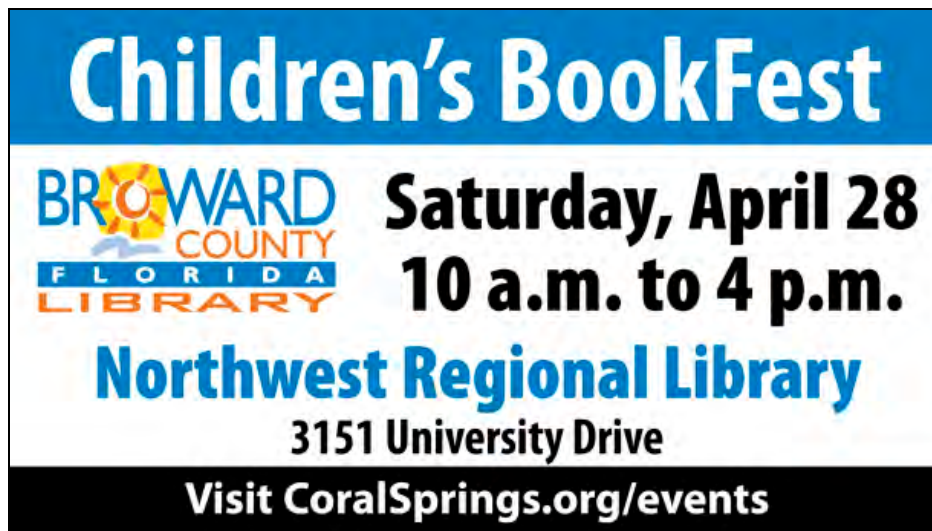
- If any changes need to be made to the banners after they are approved and printed, additional charges will be incurred.
- Organizations may re-use their own clean, undamaged, unstretched used banners for the next event, but will have to pay a fee for the printing of each “patch” of adhesive vinyl (approx. \$5-10 each) to cover an old date, location, etc., as well as the \$20 installation fee per banner. Banners usually cannot be used for more than two installations, which will be determined based on the condition of the banners by Communications & Marketing. **Banners will be stored by the City for possible re-use, unless you wish to store them yourself. We recommend having the City store them to make it easier for re-use & expedite the process. Banners will only be stored if in good condition and may not be stored for more than 2 years.**

## **Specifications for Organizations that Wish to Provide Their Own Banners**

Organizations that want to have their banners printed by anyone other than the City must still meet the specifications outlined below. These specifications must be followed exactly. If banners are printed on a substitute material that does not meet the stated standards below, the banners will not be hung. Below are specifications, and the next page shows an example of an approved banner.

- **The City’s Communications and Marketing Dept. must approve the final design BEFORE the banners are printed to assure that it meets the standards below, as spelled out in the City’s sign code.**
- **By City code, the only information allowed on each banner is: Event Logo, Official Event Name (may be omitted if the name is featured predominantly in the logo), Date, Time, and Location (with address).** While phone numbers are not allowed, each banner should incorporate a 6” tall x 60” wide black strip at the bottom, with white lettering that reads: **Visit [coralsprings.org/events](http://coralsprings.org/events)**
- **An organization or event website may be approved for use instead if it is short and easy to remember.** All events utilizing the special event banner poles must be listed on the City’s website event calendar. The event organizer should initiate the posting, visit [www.coralsprings.org/events/addform.cfm](http://www.coralsprings.org/events/addform.cfm) to post. Links to event websites and phone number listings may be included in the website listing.
- Banner designs may only use three colors total (including background colors, white and black, if used), with the exception of one full-color logo. Lettering should be as succinct as possible, produced in large, legible type (sans-serif preferred) to be visible from the street. The sign should be compatible with its surroundings and should promote traffic safety by preventing visual distraction. The preferred format for date and time is:  
**Saturday, March 5, 10 a.m. to 1 p.m. - or - Friday, March 4, 6 to 9 p.m.**
- The final trimmed size of each banner must be 38" high x 60" wide. Banners MUST be printed on water-resistant, matte finish scrim-reinforced (to resist tearing) vinyl banner of approximately 15.5 mil thickness (for strength and to resist stretching), with UV or latex inks (to resist fading and streaking). Grommets (3/8" are the preferred size) must be placed in each of the four corners approximately 1" from the edges. The corners should be reinforced with stitching or plastic protectors – so the corners will not tear in the wind. The City uses Banner-Ups Powertabs ([www.bannerups.com](http://www.bannerups.com)) to reinforce the corners, which has been known to work well in windy conditions. Wind slits are not acceptable, as they take away from the desired neat look and future patchability of the banners.
- **Cost of installation is \$20 per sign, per location.** This installation fee must be paid regardless of who prints the banners.

### Approved Banner Example



### Sign Locations

It is up to each organization to decide how many signs they want to post. Each organization/event may post one banner at each of the 9 locations specified below.

Every attempt will be made to give each organization their first choice of locations. However, in the case of overlapping events, this may not be possible. Signs will be posted on a first-come, first-served basis. Also, City events or notices and City-sponsored events will take precedence for top placement on the banner poles, and when determining banner availability.

If there are multiple requests for sign locations, the City may choose to amend a previous reservation so all events may be accommodated.

A list of sign locations follows.

- Sample Road/441
- Wiles Road/Fern Glen Park
- University Drive/Sawgrass Expressway
- Coral Ridge Drive/Sawgrass Expressway
- Sample Road/Sportsplex
- University Drive/SW 1<sup>st</sup> Court
- Royal Palm Blvd./west of Riverside Drive
- Coral Ridge Drive/Riverside Park
- Atlantic Blvd./Sawgrass Expressway