



## Banner Reservation Guidelines 2021/2022

### TYPES OF BANNERS & LOCATIONS

#### Vertical Banners (Pole Banners)

The City has 63 light poles from Tamalpais to H Street that can hang two banners each (refer to 2021 Banner Location Template), for a total of up to 126 banner locations. You may choose which poles you wish to use and may hang one or two banners on each light pole; the application form must indicate street, sidewalk, or both. Installation must be for at least one block.

#### Horizontal Banners (Across-Street Banners)

The City has two locations to hang horizontal banners that span Fourth Street:

1. Fourth Street and Tamalpais Avenue (east end)
2. Fourth Street and Second Street (west end)

Please see attached specifications and examples for more information on each type of banner.

### GUIDELINES

- The banner poles in Downtown San Rafael are for use by the City of San Rafael and any San Rafael based non-profit organization advertising an event within the City limits. The City of San Rafael may pre-empt use of the poles for a City banner at any time.
- An application shall not be accepted more than one year in advance. Reservations begin at the start of the calendar year on a first-come-first-served basis. **2022 banner requests will be accepted starting on Oct. 1, 2021. Email completed forms to [falkirk@cityofsanrafael.org](mailto:falkirk@cityofsanrafael.org).**
- The required fee must be paid prior to the hanging of the banner(s).
- An Insurance Certificate for \$1,000,000 liability coverage must be submitted with an additional endorsement naming the City of San Rafael as additionally insured.
- Before installation, the City shall review and approve banner text, materials, and colors.
- All banners must be two-sided.
- Banners must be delivered to the Department of Public Works at 111 Morphew St. San Rafael, five to seven business days before the hanging period or they may not be hung. Fees paid will be forfeited if banners are not delivered on time.
- The City will not store banner(s).
- Based on space availability, banner(s) may be hung for a maximum of three weeks at a time, unless the City approves a longer period.
- The City of San Rafael is not responsible for damaged sustained to the banner(s) due to acts of nature.

## FEES FOR DISPLAYING BANNERS

Each Horizontal Banner is \$360.00

Each Vertical Banner is \$60.00

Make checks payable to the "City of San Rafael" and send to Attn: Library & Recreation Department

Email completed forms to Darcie Chellew at [falkirk@cityofsanrafael.org](mailto:falkirk@cityofsanrafael.org)

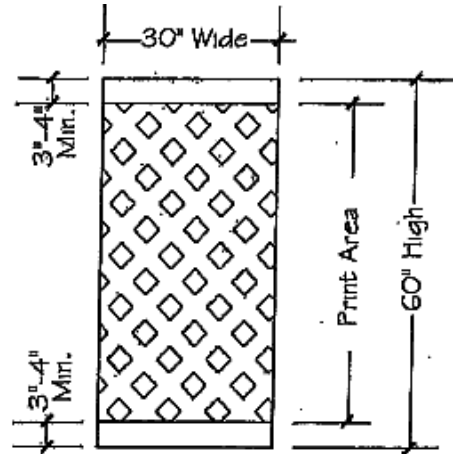
Standard Date Range is Monday to Monday for three weeks. Monday holidays = Tuesday installation.

Date Ranges for 2021		
Advert. Session #	Installation	Removal
1	12/28/20	1/18/21
2	1/18/21	2/8/21
3	2/8/21	3/1/21
4	3/1/21	3/22/21
5	3/22/21	4/12/21
6	4/12/21	5/3/21
7	5/3/21	5/24/21
8	5/24/21	6/14/21
9	6/14/21	7/5/21
10	7/5/21	7/26/21
11	7/26/21	8/16/21
12	8/16/21	9/6/21
13	9/6/21	9/27/21
14	9/27/21	10/18/21
15	10/18/21	11/8/21
16	11/8/21	11/29/21
17	11/29/21	12/27/21

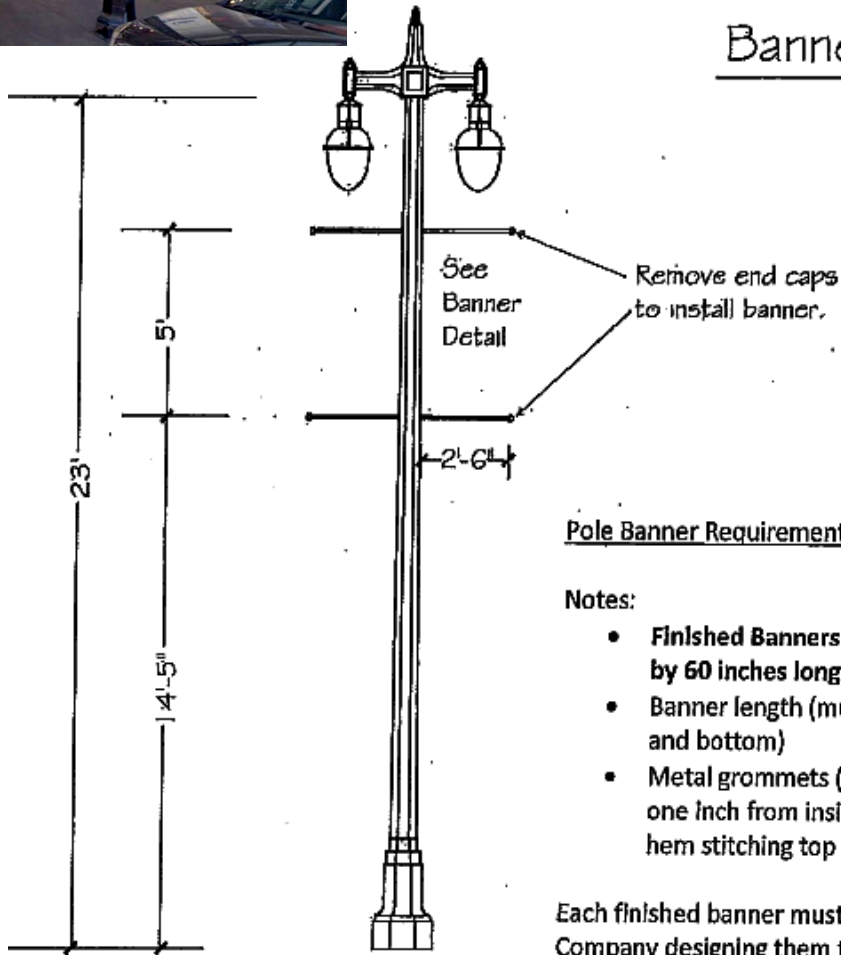
Date Ranges for 2022		
Requests for 2022 are accepted <b>October 1, 2021</b> by email on a first-come, first-served basis.		
Advert. Session #	Installation	Removal
1	12/27/21	1/17/22
2	1/17/22	2/7/22
3	2/7/22	2/28/22
4	2/28/22	3/21/22
5	3/21/22	4/11/22
6	4/11/22	5/2/22
7	5/2/22	5/23/22
8	5/23/22	6/13/22
9	6/13/22	7/5/22
10	7/5/22	7/25/22
11	7/25/22	8/15/22
12	8/15/22	9/6/22
13	9/6/22	9/26/22
14	9/26/22	10/17/22
15	10/17/22	11/7/22
16	11/7/22	11/28/22
17	11/28/22	12/27/22

# SPECIFICATIONS & EXAMPLES FOR POLE BANNERS

Please list pole numbers in your request or attach the 2021- **Banner Location Template**.



Banner Detail



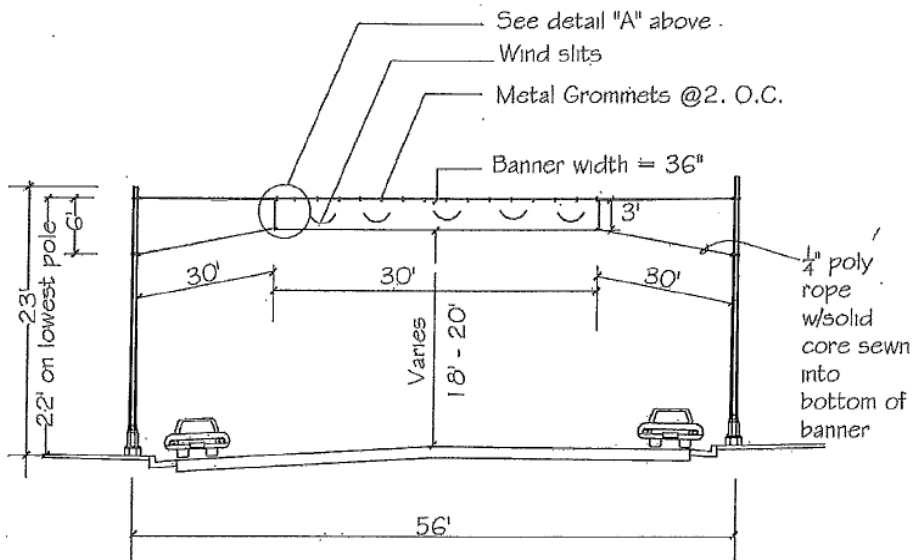
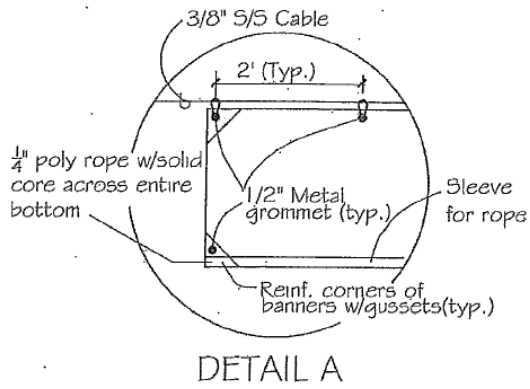
## Pole Banner Requirements

### Notes:

- **Finished Banners must measure 30 inches wide by 60 inches long**
- **Banner length (must include 4 inch hems top and bottom)**
- **Metal grommets (1/2" in size) must be placed one inch from inside edge (pole side) close to hem stitching top and bottom**

Each finished banner must be measured by the Company designing them to ensure size and design requirements are met. Banners not made to specification will not be hung.

# SPECIFICATIONS & EXAMPLES FOR ACROSS-STREET BANNERS



**“EAST END”- 4<sup>th</sup> Street at Tamalpais Ave.**

**“WEST END”- 4<sup>th</sup> Street at 2<sup>nd</sup> Street (Merge)**



Specifications for across-street banners continue on next page.

## **SPECIFICATIONS - ACROSS STREET BANNERS, cont.**

Banner shall be 30 feet in length and 36 inches wide, with reinforced corners, grommets across the top, and rope sewn into the bottom.

**Metal Grommets** Install grommets in all four corners of banner, then place a ½ inch size metal grommet every 2 feet on top of the banner. This is 18 total grommet holes across top, spaced every 2 feet.

**Wind Slits.** The banner must be made of a sturdy material with holes cut in it for the wind to flow through. The recommendation is 7-inch flaps placed at least every 4 feet. If smaller flaps are necessary to avoid writing or graphics, then more flaps should be used. Less wind resistance means less stress on the banner.

**Reinforcing** Reinforce banner with double gussets to achieve triple thickness at all four corners. This is where most banners fail, so sufficient reinforcement will help prevent tearing and make the banner last longer.

**Ropes** Ensure that a ¼ inch ply rope with a solid core is sewn into a sleeve along the bottom of the banner, with 30 feet of excess rope extending on both sides. Total length of bottom rope should be 90 feet. Secure the bottom rope to the banner to prevent sliding.

All banners must be ready to hang with all rope included. Installers will attach clips.

A banner not properly prepared will not be hung until corrected by the applicant.

Banner text, materials and colors shall be reviewed and approved by the City before installation.

**NOTE:** It is VERY important to include a **well-secured/sewn-in rope along the bottom** of the banner. The West End location can be particularly windy.