



Street Banner Guidelines

For banners scheduled to hang October 1, 2017 or after: **there will be a \$100 per two-week time frame put in place.** Payment information will be taken at the time of the banner time-slot request and the payment will be processed after the banners go up. Additionally, there will be a storage fee of \$50 per week after your banner comes down. Banners will be stored free for the first week. Please make sure to pick up your banner ASAP, to avoid storage fees.

- _____ All street banners are put up and taken down on Monday mornings with the exception of Holidays and weather permitting.
- _____ You must drop off your banner at the City Streets Dept. office at 850 Critter Ct. and is located off 13th Street by 3 p.m. the Thursday before your banner is scheduled to go up.
- _____ After taken-down, your banner will be at the Streets Dept. (City Shop) for you to pick up. The Streets Dept. is not responsible for banners and is unable to store banners; you **MUST** pick them up in a timely manner.
- _____ Banners left at the Streets Department longer than one week of being taken down will be charged a storage fee of \$50 per week
- _____ If your banner is damaged and has to be taken down, you will have the opportunity to repair it. It may not be put up again unless it is on a two-week schedule or is re-scheduled for another time.
- _____ Street banner placement is on a first come, first serve basis and fills quickly, so please plan ahead.
- _____ The City Streets Dept. reserves the right to refuse hanging the banner if it does not meet the "Banner Specifications" stated below.
- _____ Street banners may be placed for a maximum of two weeks unless authorized by the Chamber.
- _____ Street banners must adhere to all messaging guidelines set forth by the Colorado Department of Transportation (see guidelines on page 2)
- _____ There will be no refunds for banners that are removed early due to damage

Banner Specifications:

- ✓ 3' height and 20' width
- ✓ Recommended 18 oz. minimum weight polyester reinforced vinyl fabric intended for double-sided use
- ✓ Four, 8" x 4" high semi-circular vents per every 2' of banner length (to avoid tearing)
- ✓ Reinforced corners to prevent damage
- ✓ Be sure that the company making your banner knows your deadline. Please contact the Chamber for a listing of Chamber members that produce street banners.
- ✓ The City of Steamboat Springs and the Steamboat Springs Chamber Resort Association are not responsible for any damage to banners or any misplaced banners.
- ✓ Following these banner specifications is very important. A poor-quality banner can't advertise your event properly if it needs to be taken down for repair. A higher quality banner will last a number of years whereas a lower quality one won't last two weeks hung across Lincoln Ave.

Please complete the attached form and email to lauren@steamboatchamber.com
Questions? Call Lauren 970-875-7000



Street Banner Content Guidelines

We are unable to hang any banners that do not comply with all regulations set forth by CDOT. The Steamboat Springs Chamber Resort Association has been designated to enforce content including corporate advertising or logo placement as mandated by the Colorado Department of Transportation. Please direct any content related questions to the Special Events Department of the Chamber. The only acceptable logos are ones that are created for the specific event you are promoting on the banner.

The appropriate message should include the name of the event, the date and the location of the event and a phone number. If you have any questions about the content or message of your banner, please contact the Chamber. We request that **all** banners are proofed by the Chamber for acceptable content. Please send a picture or proof of the banner with the banner request. If a banner has unacceptable content it will be taken down and not re-hung until it complies with these guidelines.

CDOT requests that the City of Steamboat Springs fully complies with all the rules and regulations of the Colorado Department of Transportation (CDOT) as it applies to street banners.

CDOT uses the following criteria in permitting a banner within the State right-of-way:

“Appropriate Message “ – The banner message shall be limited to the name and date(s) of the event, and/or related information.”

The following content is acceptable for a street banner:

1. The name of the event: i.e. Pro Bull Riding
2. The date of the event: i.e. Sunday, September 7, 2018
3. An event specific logo such as the “Balloon logo” used to designate the Hot Air Balloon Rodeo or generic clip art.
4. Phone Number

Here are some examples of acceptable street banner content:

Steamboat Marathon, Half Marathon, 10K
Sunday, June 1, 2020
Steamboat Marathon Logo
Please call 970-875-7000 for more information

Hot Air Balloon Rodeo
July 12-13, 2020
Balloons, Art in the Park, Rodeo (written along the bottom)
Generic hot air balloon clip art on one side
Please call 970-875-7000 for more information

NOT ACCEPTABLE

John’s Jeep Dealership Downhill Race
www.johns.com
John’s Dealership logo

Acceptable:

Downhill Race or Emerald Mountain Downhill Race (event name)

Banners with any **Business/Sponsor/Organization logos, business or organization names, or websites (exceptions are steamboatchamber.com or steamboatsummer.com)** will not be hung.

Corporate, sponsor and non-profit logos or written text are not allowed to be displayed on any street banners. The only exception has been made by CDOT and includes any logo that designates the City of Steamboat Springs including the City ‘spur’ logo, the Steamboat in the Summertime and the Steamboat ‘flag’ logo (without the Ski & Resort Corporation along the bottom), all of which the City accepts to represent the City of Steamboat Springs.

All banners need to be proofed by the Special Events Department at the Steamboat Springs Chamber Resort Association. Any questions regarding content should be directed to the Chamber. If a banner has been hung and the

content has been deemed unacceptable, the banner will be taken down and not re-hung until the banner complies with these guidelines. If a banner has been taken down for content, there will be no special arrangements made to have it re-hung that week.

Based on these guidelines, it is clear that these banners are designed to inform the public of an event. If a banner cannot meet the specific 'appropriate message' it is not appropriate for this use. **In other words, banners are meant to promote a specific event and not a special program or meant to get the word out about an organization or its cause.** In certain instances, banners that represent a series of events such as the Running Series or Strings in the Mountains had their content approved by CDOT directly and do include this information. This is a special circumstance and need to be approved directly by CDOT if the Chamber directs you there. Street banners are designed to inform the public of an event and should easily comply with these content guidelines.

These guidelines have been approved by Mike Smith, Operations & Outdoor Advertising at Colorado Department of Transportation on November 20, 2008.



Banner Schedule Request

Please return this completed form to Lauren Dellinger:
Steamboat Springs Chamber Resort Association
P.O. Box 774408, Steamboat Springs, CO 80477
Or email to lauren@steamboatchamber.com
Contact Lauren with questions, 970-875-7000.

Please send a picture or proof of ALL banners to be hung
(Banners will not be scheduled unless application is complete)

I have read and understand the Banner Guidelines above:

(Signature and date)

Business Name: _____
(Signature and date)

Contact: _____

Phone Number: _____

E-mail: _____

Event Name: _____

Event Dates: _____

Date for Banner to Go Up (MONDAY): _____

Date for Banner to Come Down (MONDAY): _____

Preferred Location (please indicate first and second choice):

(We are no longer scheduling banners for the Mt. Werner overpass.)

Downtown - 4th Street, across Lincoln Ave. _____

Downtown - 10th Street, across Lincoln Ave. _____

Please email or drop off the **completed** forms back to the Chamber. We will get you on the schedule and confirm your dates and location via email. The street banner schedule fills quickly. We reserve this space on a first come, first serve basis. We will not reserve scheduling spaces without a completed form. Please do not call the Chamber ahead of time to check the schedule availability. Our turnaround is pretty quick; once we receive a form we will confirm availability and placement within 2 - 3 business days. Please call, 970-875-7000, or email, lauren@steamboatchamber.com, with any questions. **Please keep your confirmation email!**

***Please note that any banner containing any logos including sponsorship and non-profit logos are not considered acceptable content. Please see the guidelines above for specific information. ***

Credit card authorization for banner hanging charge, \$100 per two-week time frame. And storage charge if the banner is not picked up within a week of it coming down \$50 per week after the first week of storage.

(continued next page)

Name exactly as it appears on card _____

CC billing address _____

City _____ State _____ Zip _____

Credit card type: Visa Mastercard American Express Discover

Credit card number: _____

Expiration date: _____ CID: _____

Authorization Signature: _____