

City of Mobile Downtown Banner Program

Guidelines

MISSION

The mission of the banner program is to beautify downtown Mobile with the display of rotating banners which promote downtown events and attractions, provide holiday animation, and welcome visitors and citizens to downtown Mobile.

ELIGIBILITY

Downtown events, attractions, and non-profit agencies that are generating activity downtown may submit a banner placement request. Banners may not advertise a product or business. Neighborhood and Community Services must approve banner designs.

SCHEDULING A BANNER SHOWING

Neighborhood and Community Services maintain a yearly schedule of banner showings. To request a showing, please contact Cassee Young @ 251-208-1558.

All requests must be submitted no earlier than one year prior to the display dates requested for approval and no later than four months prior to the requested date of installation. The number of banners approved may be limited depending upon available space.

BANNER REQUIREMENTS

Banners should be professionally designed and contain bold lettering. The design must be submitted to Neighborhood and Community Services for approval before the production begins.

All banners must be two feet wide by six feet long with a six-inch top and bottom hem. Banners may not have tails or other streamers flying from the bottom of the banner-below the bottom hemline.

Each banner must have three wind holes cut down the center of the banner-one at the top center position, one at the middle center position, and one at the bottom center position. This allows the wind to pass through the banner without tearing the canvas and destroying the banner. This will extend the life of the banner.

Grommets are to be installed in each of the four corners of the banner. This will allow the Electrical Department to secure the banners to each other so they will not blow off the brackets when hung.

Each banner should be printed on both side-front and back.

Banners are hung two to a pole, unless there is only one set of brackets on a pole. The banners can have a left and right design, or they can be the same design hung side by side.

No corporate logos or sponsor names shall be printed on banners. This information may change and cause your banners to be obsolete.

BANNER LOCATION

Neighborhood and Community Services determines the location of banner placement. Because we usually have several banners hanging at one time, the placement of banners will be random, with the best possible exposure given to each event, attraction, or holiday banner.

LENGTH OF SHOW

The banner program rotates on a monthly basis unless indicated by Neighborhood and Community services.

BANNER STORAGE

It is the responsibility of each organization to deliver and pick-up their banners from the City's Electrical Department in a timely manner. Banner storage is the responsibility of each organization and not the City of Mobile.

BANNER MAINTENANCE

It is the responsibility of each organization to maintain and repair their banners. Neighborhood and Community Services and the City of Mobile Electrical Department take no responsibility for the security or maintenance of the banners. The requesting organization is responsible for replacement/repair in the case of theft, vandalism, acts of God, accidents or general wear and tear. It is suggested that an organization purchase approximately two more banners than are necessary for the original installation. This will provide replacement banners when necessary.

Neighborhood and Community Services and the City's Electrical Department reserve the right to refuse hanging banners that are unsightly and/or in disrepair.

Program cost

At this time, the banner program is offered as a free service provided by Neighborhood and Community Services and the City of Mobile. There is no charge to install banners at this time, but could be subject to change. The cost to

produce the banners is the responsibility of each organization requesting this service.