



Lamp Post Banner Program
Attn: Licensing Coordinator
City of Concord
37 Green Street
Concord, NH 03301
603-225-8580
banners@concordnh.gov
www.concordnh.gov

2017-2018 Lamp Post Banner Program

Purpose:

The City permits the posting of banners on selected Main Street lamp posts for the purpose of promoting and notifying citizens of community-based, cultural, educational, and civic events, including City sponsored and co-sponsored events or providing information concerning available services or programs sponsored by the City. Banners shall not interfere with safe travel on Main Street and/or otherwise disrupt Main Street's aesthetic appearance.

Eligibility:

- Banners which meet the purpose of this Main Street Lamp Post Banner Program.
- Banners shall not have a primary purpose of endorsing or promoting commercial interests, including commercial offers, solicitations, products and other materials, the primary purpose of which is to promote economic interests.
- Business logos will not be permitted except for businesses that are sponsoring local cultural, educational, and civic events, including City sponsored and co-sponsored events. Sponsorship and corporate logo recognition within a banner design shall not exceed 20% of the overall banner area.
- Banners shall not include campaign messages that endorse or oppose a candidate for election to public office.

Applicants interested in hanging banners per this program may submit this application (along with all required supporting documentation and deposit) via hand-delivery or mail to: Lamp Post Banner Program, Licensing Coordinator, 37 Green Street, Concord, NH 03301. **Applications for July 2017-June 2018 season must be received by Friday, May 26, 2017.**

As part of this application, applicants will need to select the "section" in which they prefer to hang banners (see Appendix D) and request a number of banner locations within each section. If awarded, the applicant will need to provide all requisite banners in compliance with the specifications and design requirements noted in Appendices A, B, & C.

The City will make a reasonable effort to provide awarded applicants with the requested number of poles in the requested sections. Likewise, it will make a reasonable effort to provide an awarded applicant with the requested installation dates. However, the City reserves the right to assign alternate banner locations and offer dates that may differ from the applicant's request. Should the applicant in this situation find that the alternate locations and/or dates are not acceptable, the City will return their application and refund their deposit.

All decisions on timely submitted applications are final and will be announced on Friday, June 9, 2017. Applicants will be notified by email and those approved will receive an information packet via U.S. Mail.

Upon award of an application, an awarded applicant's deposit becomes non-refundable and will be applied to the City's fee to hang and remove the banners. The fee to hang and remove banners is \$25 per pole, per event. 50% of this fee is due upon initial application. Payment of the remaining balance is due at least fourteen (14) days prior to the City's installation date. Applicants who aren't awarded pole locations shall have their deposit refunded.

The City will install and remove all banners.

The City reserves the right to enter into exclusive agreements for the use of Main Street City Lamp Posts, not subject to the terms of this Lamp Post Banner Program.

Within a reasonable time following the end-date for the banner installation as set forth in the application, the City will remove the banners from the poles and temporarily store them. The applicant will be notified by email and have ten (10) business days to retrieve the banners. If the banners are not retrieved by the applicant within those ten (10) business days, they will be repurposed, recycled or disposed of.

This program is solely for bracket-mounted banners. Flag locations on the lamp posts and street-wide large banners are excluded.

Eligible applications received after May 26, 2017 for the July 2017-June 2018 season will be considered for pole locations and/or dates that may become or remain available during the season.

APPLICATION FOR LAMP POST BANNERS

APPLICANT INFORMATION

Primary Contact Name	Primary Contact Phone No.
Name of Organization/Municipal Department	Is applicant a registered non-profit org? Yes No
Mailing Address	
City, State, and Zip Code	
Email Address	

EVENT INFORMATION

Name of Event/Topic	Dates of Event
Indicate the Number of Banners to be Hung in Each Section: MAIN STREET: Section A: _____ Section B: _____ Section C: _____ Section D: _____	
Preferred Installation Date (cannot be more than 3 weeks before event): Alternate Installation Date (if preferred date is unavailable):	

PAYMENT INFORMATION

Total number of poles requested	
Fee per pole	_____ X \$25.00
Total Fee Due	\$
50% Deposit due at time of application (applied to total fees due)* *if application is not awarded, the deposit will be refunded. However, once banner locations are awarded, the fee is non-refundable even if the applicant later chooses to withdraw from banner program.	\$
Balance Due (less deposit)	\$

By signing this application, I certify that I have read and understand the City of Concord's Lamp Post Banner Program policies and I agree to be bound by them. I understand that this program is subject to availability on a first-come, first-served basis.

Authorized Signature

Date

Mail or hand-deliver your completed application with payment to:

Lamp Post Banner Program
Attn: Licensing Coordinator
City of Concord
37 Green Street
Concord, NH 03301

To obtain additional information on the City of Concord's Lamp Post Banner Program, please contact the City's Licensing Coordinator: Phone: 603-225-8580 Email: banners@concordnh.gov Website www.concordnh.gov

APPENDIX A

SPECIFICATIONS AND DESIGN REQUIREMENTS FOR LAMP POST BANNERS CITY OF CONCORD

Specifications:

1. Banners shall be 2' x 5' in size for single-lamp posts and 2' x 4' for double-lamp posts
2. Banners shall be made of heavy duty vinyl or other material resistant to ultraviolet rays, mold, and mildew
3. Each banner shall have a double-stitched reinforced sleeve at top and bottom of banner to be threaded on a 1 1/2" diameter rod
4. All banners must be printed on both sides

Design Suggestions:

1. Banner design should include no more than 4 – 6 elements. These typically include:
 - a. Event name
 - b. Sponsor name
 - c. Date and location
 - d. Image depicting the event
2. Be sure your headline lettering is large enough to read from a distance.
3. Subheading lettering (e.g. event date and location) should be smaller than the headline.
4. If the event will reoccur, consider omitting dates so that banners can be reused.
5. Image resolution shall be no less than 300 dpi (dots per inch).

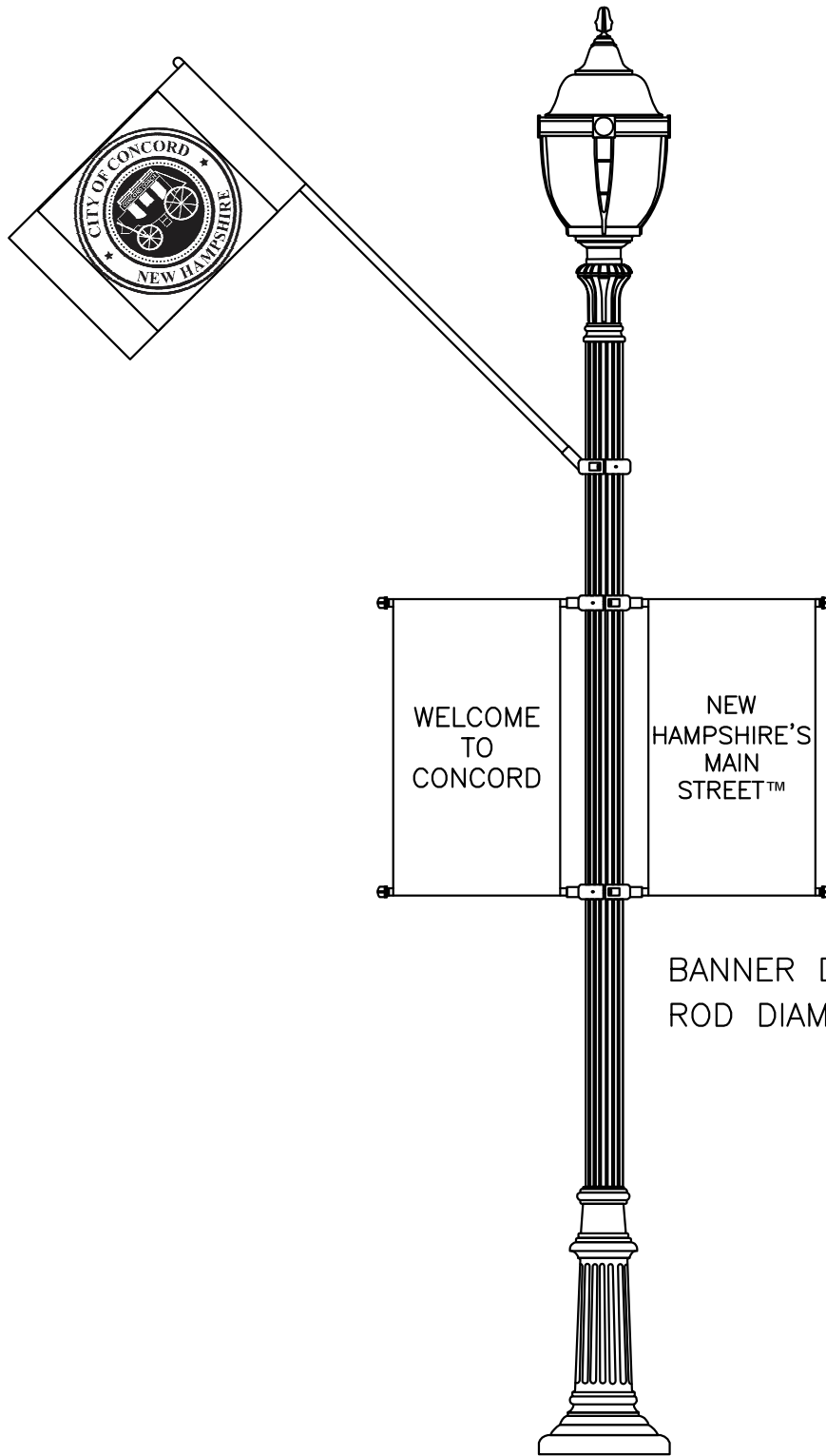
Design Tips:

1. Make each element as bold and vivid as possible.
2. Use a sans serif font as they are easier to read from a distance. Refrain from using more than two font styles on a banner, unless part of a logo.
3. It's best to use high contrast colors for best readability.

Banners not meeting the specifications will be rejected. Refunds are not granted for banners that cannot be installed because of incorrect specifications.

All banner designs must be approved by the Licensing Coordinator before a reservation is finalized and at least 30 days prior to installation.

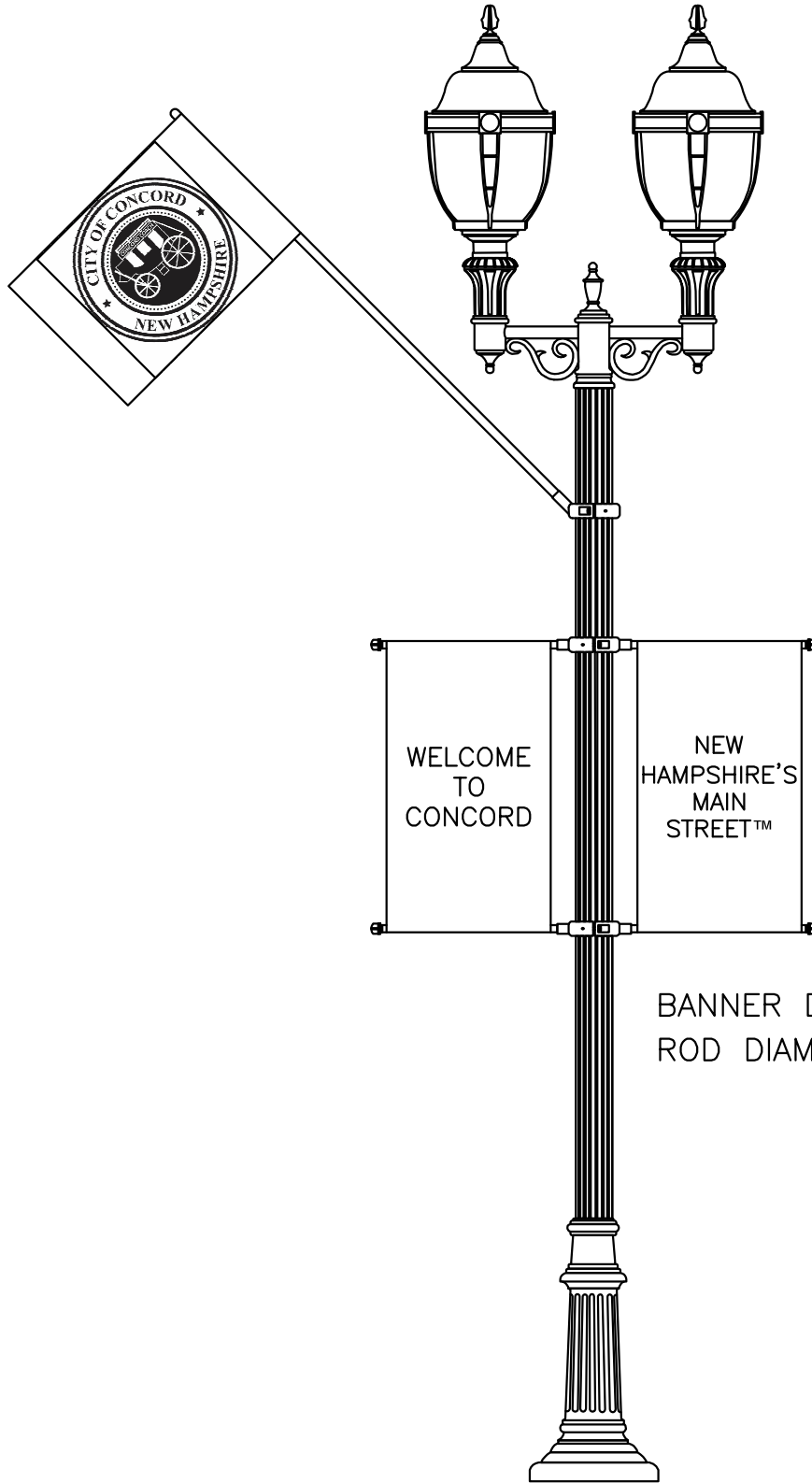
APPENDIX B



BANNER DIMENSIONS: 2' X 5'
 ROD DIAMETER: 1 1/2"

NO.	REVISION	DATE	City of Concord Engineering Services Division	SECTION: ROADWAY
-	-	-	SINGLE HEAD ORNAMENTAL STREET LIGHT	DRAWING NO. 01
-	-	-		

APPENDIX C



BANNER DIMENSIONS: 2' X 4'
 ROD DIAMETER: 1 1/2"

NO.	REVISION	DATE	City of Concord Engineering Services Division	SECTION: ROADWAY
-	-	-	DOUBLE HEAD ORNAMENTAL STREET LIGHT	DRAWING NO. 02
-	-	-		

APPENDIX D

LAMP POSTS LOCATIONS BY SECTIONS
CITY OF CONCORD

Section A = Pleasant Street north to Centre Street—east side of street

Section B = Pleasant Street north to Centre Street — west side of street

Section C = Pleasant Street south to Concord Street — east side of street

Section D = Pleasant Street south to Concord Street — west side of street

16 Single Lamp Posts (2'X 5' banners)
10 Double Lamp Posts (2'X 4' banners)

A

Pleasant
Street
Extension

11 Single Lamp Posts (2'X 5' banners)
5 Double Lamp Posts (2'X 4' banners)

C

North Main
Street

South Main
Street

16 Single Lamp Posts (2'X 5' banners)
11 Double Lamp Posts (2'X 4' banners)

B

Pleasant
Street

19 Single Lamp Posts (2'X 5' banners)
7 Double Lamp Posts (2'X 4' banners)

D