



## OVERHEAD MAIN STREET BANNER APPLICATION

P.O. Box 790, 433 South First Street, Montrose, CO 81402 / Phone 970-240-1421 / Fax 970-240-1493 / [www.cityofmontrose.org](http://www.cityofmontrose.org)

### BANNER INFORMATION:

One Banner       Two Banners

Requested Date of Installation: \_\_\_\_\_ Date of Removal: \_\_\_\_\_

Total Number of Days Banner(s) will be up: \_\_\_\_\_

Attach a professional rendering or proof of banner.

### APPLICANT INFORMATION

Organization: \_\_\_\_\_ Authorized Representative: \_\_\_\_\_

Event: \_\_\_\_\_ Date(s) of Event: \_\_\_\_\_

Email: \_\_\_\_\_ Phone #: \_\_\_\_\_

Address: \_\_\_\_\_

The overhead Main Street Banner program is organized by the City of Montrose for advertising community events of Montrose, Colorado. Submit application to City of Montrose, P.O. Box 790, Montrose, CO 81402, or drop off at Proximity Space, 210 E. Main Street.

### ACKNOWLEDGEMENTS

1. I acknowledge that all materials submitted in conjunction with this form shall be considered a part of this application.
- 2) I acknowledge that this application will not be considered filed and processing may not be initiated until the City of Montrose determines that the submittal is complete with all necessary information and is "acceptable as complete." City of Montrose will notify the applicant of all application deficiencies no later than five days following application submittal.
- 3) I declare under penalty of perjury that the information contained in this application is true and correct to the best of my knowledge.
- 4) It is the organization's responsibility to inform the City of Montrose in writing of any changes.
- 5) As the owner, lessee or person in lawful possession of this banner, I understand, agree and acknowledge that the City of Montrose is not responsible for damage or loss of banners.
- 6) Each participating organization must sign a street banner applicant agreement to hold harmless and indemnify the City of Montrose for claims arising out of or resulting from the permission granted.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## MAIN STREET BANNER INDEMNITY AGREEMENT

IN CONSIDERATION OF PERMISSION TO ERECT AND MAINTAIN A STREET BANNER SIGN FROM THE CITY OF MONTROSE, A COLORADO HOME RULE MUNICIPAL CORPORATION WHOSE PRINCIPAL ADDRESS IS 433 SOUTH FIRST STREET, MONTROSE, COLORADO 81402-0790 (HEREINAFTER "CITY"), THE APPLICANT FOR SAID PERMISSION (IDENTIFIED BELOW) HEREBY AGREES AS FOLLOWS:

### 1. Indemnification

To the fullest extent permitted by law, the Applicant agrees to indemnify and hold harmless the City of Montrose, their officers and employees, from and against all liability, claims and demands, on account of injury, loss, or damage, which arise out of or are in any manner connected with the banner signage related hereto, if such injury, loss, or damage, or any portion thereof, is caused by, or claimed to be caused by, the act, omission, or other fault of the Applicant or any subcontractor of the Applicant, or any officer, employee, representative, or agent of the Applicant or of any subcontractor, or any other person for which Applicant is responsible. The Applicant shall investigate, handle, respond to, and provide defense for, and defend against any such liability, claims and demands, and bear all other costs and expenses related thereto, including court costs and attorney fees. The obligation of this Paragraph shall not be construed to extend to any injury, loss, or damage which is caused by the act, omission, or other fault of the City of Montrose, their officers, or employees.

APPLICANT

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title  
\_\_\_\_\_

## **OVERHEAD MAIN STREET BANNER PROGRAM GUIDELINES**

The overhead Main Street Banner program is organized by the City of Montrose, for advertising community events.

### **APPLICATIONS AND APPROVAL**

All organizations wishing to display an event banner shall complete and submit the banner application. Applications must be submitted 30 days prior to the first day on which the event wishes to display the banner(s). Except as provided in the Multiple Year Commitments section, applications for banner displaying will not be accepted more than one year prior to the first day of intended display. All applications must be approved by the City of Montrose. Approval of the design and display period should be obtained by the applying organization before banners are ordered. In the event of concurrent requests, priority will be determined according to the order in which a completed application was submitted, or at the discretion of the City of Montrose City Manager prioritizing the event venues that occur within the community, or unless otherwise specified in these guidelines.

### **PERIOD OF DISPLAY**

The typical period of display is seven days. Should the event require a longer period of time, a formal request is required to be submitted with application. The seven-day period is intended to minimize scheduling conflicts but will also remain flexible when there are no conflicts.

### **MULTIPLE YEAR COMMITMENTS**

Applicant may request, at the time of applying, a multiple year commitment for displaying banners during the same or similar period in successive years. Such commitments, if granted, shall be for no more than three years at a time.

### **DESIGN AND COLOR**

Design and color of banners shall be tasteful and pleasing to the eye, and an enhancement (not a distraction) to the aesthetics of the area. Font size must be large and clear to read from distance.

### **SIZE, MATERIAL, QUALITY AND MOUNTING SPECIFICATIONS**

1. Exact size: 5' tall x 20' wide
2. Mesh Banners: Use mesh with 65% to 80% printable area allowing at least 20% open for air flow. (Mesh banners must be designed with high contrast colors for best readability)
3. Standard 13 oz. or 18 oz. banners: Size and number of wind relief slits to be recommended by the banner company producing the street banner. The size and quantity of wind relief slits is a variable depending on the size of banner and weight of banner material chosen.
4. Corner reinforcements: All banners should have Reinforced corners.
5. Grommets: Grommets should be installed every 6" top and bottom
6. Hem: Banners should be hemmed on all four sides
7. Double Sided Banners: Double sided banners must be produced using block-out banner stock. Double sided banners cannot be produced on mesh.

## **INSTALLATION AND REMOVAL**

The City of Montrose will coordinate installation and removal. The applying organization must supply the banner to the City of Montrose Business Innovation desk at the Proximity Space, 210 E. Main Street, Montrose, Colorado, five-seven business days before the date of installation. When the banner is removed, the organization must pick up the banner within two days. The City of Montrose is not liable for any damage to the banners during installation or removal.

## **FEES**

There are no program administration or application fees. Applicant is subject to the installation/ removal charge of \$250 for one banner or \$350 for two banners (payable to City of Montrose). The charge is to be paid on or before two weeks before banner installation.

## **STORAGE**

It is the responsibility of the applicant to store and maintain their banner(s). The City of Montrose will not be responsible for the storage or maintenance of any banners other than those owned directly by the City.

## **CONTACT**

Contact for additional questions:

Kate Adams, DART Program Assistant, City of Montrose

Phone: 970.252.4750

Email: [kadams@ci.montrose.co.us](mailto:kadams@ci.montrose.co.us)