



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

BANNER INFORMATION: We have four overhead horizontal banner locations available. Please select you preferred banner location. Limit 2 banners per event.

Banner A Banner B Banner C Banner D

(Please see attached map for banner locations.)

Requested Date of Installation: _____ Date of Removal: _____

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

Please 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 Montrose Visitor Center, 107 S Cascade Ave., Montrose, CO 81401.

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.
- 7) I understand that reservations for banners are on a first come, first serve basis. Applications will be processed in the order they are received.

Signature

Date

REV: 09/15/21

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 compete 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. Minimum 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 bring the banner to the Montrose Visitor Center, 107 S Cascade Ave., Montrose, CO 81401, at least three 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 \$200 for one banner or \$380 for two banners. Once we approve your application, we will invoice your organization. The charge is to be paid 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.

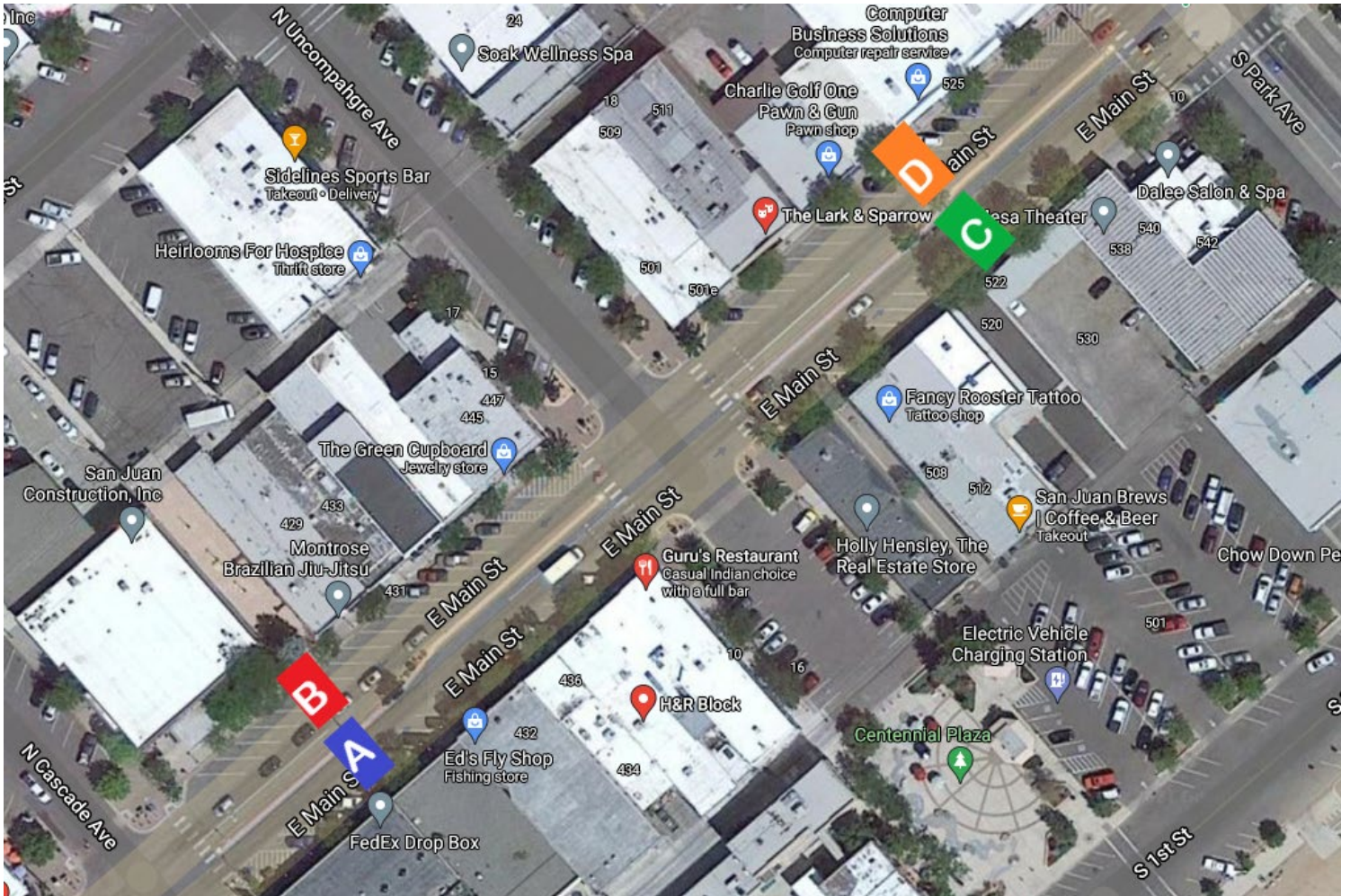
CONTACT

Contact for additional questions:

Briceida Ortega, Community Program Specialist
City of Montrose
Phone: 970.240.1402
Email: bortega@cityofmontrose.org

Overhead Main Street Banner Map

(4 overhead horizontal banner locations available)



Banner A- Located by Ed's Fly Shop

Banner B- Located by San Juan Construction

Banner C- Located by San Juan Brews

Banner D- Located by Computer Business Solutions