



Thank you for your interest in advertising your event in Parker through the use of street light banners. Please fill out the attached application in detail and drop it off at Town Hall, 20120 E. Mainstreet, or fax it to 303.840.8241, attn: Diane Lewis.

Please be aware of the following items prior to submitting your application:

- Due to the high number of requests that we receive, we request that banner applications be submitted a minimum of 60 days in advance of the event being advertised.
- Town events will always be given preference over outside events for banner placement.
- All banners must meet the Town's event eligibility requirements, which are included on page three (3) of this packet.
- A maximum of eight (8) banners per event will be accepted. We will do our best to accommodate all eight (8) as space allows, but this may not be possible due to the variety of events being advertised at any given time.
- Banners should be submitted to the Engineering Department, 20120 E. Mainstreet, two (2) weeks prior to their scheduled hang date.
- All banners must be double stitched – due to safety concerns, no gluing will be allowed.
- All banners must be printed one-sided.
- For safety reasons, all banners must have air vents (wind slits) in them to protect the banners and the light poles in case of high winds.
- The Town has a graphic standards policy that all banner submissions must adhere to, a copy of which is attached.

Thank you for your request and we look forward to working with you. If you have any questions about the process, please call Diane Lewis at 303.840.9546 or email dlewis@parkeronline.org.



**Street Light Banner Program
Application for Use
303.840.9546; FAX 303.840.8241**

To be eligible for this program, events must meet eligibility requirements included on page 3.

Date of Request:

Organization Name:

Contact Name:

Address:

Telephone Number:

Email Address:

Please provide a description of the event you would like to advertise (including date of event):

Have you applied for a Community Event Permit for this event?

Yes No

Description of banners you are requesting to hang (please attach a full-color printout of the exact banner layout you will be using – Town must approve banner layouts **PRIOR** to them being printed).

Dates you are requesting banners to hang (in general a three-week limit applies to each event):

Number of banners you are requesting to hang (a limit of eight (8) banners per event applies):

Please indicate your order of preference for location of your banners (1: first preference; 4: fourth preference):
While we will do our best to hang the banners in the location of your choice, this may not always be possible due to program demand.

Mainstreet: _____
Parker Road: _____

Twenty Mile Road: _____
Hilltop Road: _____

Event Eligibility Requirements

Event Eligibility Requirements:

To be eligible to participate in the Town's Street Light Banner Program, events must be a "qualifying event," as described below, and meet the outlined eligibility requirements.

Qualifying Events:

The Town considers a qualifying event to be a carefully planned gathering by a not-for profit entity that is open to the general public, includes entertainment, programming and/or activities and is surrounded by a targeted theme or cause. Events may have an associated fee, but must be a not-for-profit event.

In addition, events must meet one of the following requirements:

1. Town event or activity
2. Town sponsored or funded
3. Not-for-profit community events open to the public and held in the 80134 or 80138 zip codes that meet the Town's "qualifying event" criteria set forth above
4. Not-for-profit community events open to the public and held on government property within Douglas County that meet the Town's "qualifying event" criteria set forth above

Uses not permitted for the Street Light Banner Program:

1. Commercial or for-profit events, or advertising a commercial message
2. Private events not open to all members of the public
3. Regularly occurring weekly activities
4. Activities that are the subject of regular weekly rentals of any Town facility
5. Advertising for any event that does not qualify on the list above
6. Fundraisers that are not part of an actual "event." This includes restaurant nights that donate a portion of sales back to a certain organization, sales of coupon books, cookie sales, etc.

Graphic Standards for Street Banners

The following graphic standards and guidelines apply to all banners:

- White banner material is preferred. If banners are made of colored material, bold lettering must be used and be very legible.
- To increase readability, any fonts used on street pole banners must be a minimum of 200 point type (or two-inch tall type).
- To ensure legibility, the use of minimal text on banners is encouraged and a maximum of 20 words per banner applies. The event date, time and location, as well as contact information, should be listed in a prominent location.
- Professional, easy to read fonts are recommended for banners; sans serif fonts (Arial, Scala Sans, etc.) are recommended for titles and serif fonts (Times New Roman, Baskerville, etc.) for paragraph text.
- Only the logos of the presenting organizations may be used on the event banners; no sponsor logos are allowed.
- Avoid using graphics or layouts that distract from the main message. The ideal layout uses one main graphic that complements the text.
- When possible, use quality photos rather than clipart. All graphics on banners must have a minimum resolution of 300 dpi.
- The use of loud or flashy colors is discouraged.
- There must be enough contrast between banner text and background graphics to make the banner easily readable to passing cars.
- The Town has the right to remove any banners from Town property that are deemed inappropriate.

Please contact the Communications Department if you would like to see examples of approved artwork. This Department can also refer you to graphic designers who can produce banner artwork for you at a reasonable cost.

Please read the following, then print and sign name below:

I verify that the banners being submitted have been constructed according to the detail below. I acknowledge that if the banners do not meet the specifications of this detail, the banners will not be installed. The Town of Parker assumes no responsibility for banners that are ordered or printed incorrectly or the cost incurred to print or reprint banners.

Print Name

Signature

Organization/Company

Date

BANNER DETAIL

