

# Downtown Banner Program

The Downtown Banner Program is intended to

- Identify the Downtown area
- Add color and vitality to the Downtown Streetscapes
- Publicize Paradise events, activities and attractions
- Promote Ridge businesses

The intent of the banner program is to place banners on available street light poles year round.

## Participant responsibilities

Under the banner program, the Banner Committee is responsible for providing banner themes and designs, coordinating the rotation of banners and ensuring quality control standards throughout downtown. Neither the Banner committee, nor the Town of Paradise shall be responsible for any theft, vandalism, or weather damage that occurs on the Downtown street banners.

Banner applicants are responsible for requesting banner space and paying all required costs and fees.

## Eligibility

Applicants may be any organization (non-profit or for profit) or any individual. Applicants must choose from themes and designs pre-selected by the Banner Committee.

## Banner Themes

Themes and designs have been selected to highlight local Paradise events and seasonal activities. Timing of the display will be determined by the event or activity. Please see the chart below for available themes and time frames.

Event	Months of Display	Schedule	Contact
Holiday/Ice Rink	2	November - Mid January	TBD
Destination Downtown	Varied	Year Round	TBD
Gold Nugget Days	1.5	Late March - April	Gold Nugget Museum
Chocolate Fest	1.5	April - Early May	Chocolate Fest
Party in the Park	3	June - August	Chamber of Commerce
Johnny Appleseed Days	1.5	September - Early October	Chamber of Commerce
Arlan Hudson Make a Difference Day	1	October	TBD

### **Reservations and Program Costs**

Generally, banners cost \$50 per banner per month of display. This is a general guideline, and specific price will be determined by the event sponsor. The fee covers production, installation, removal and storage of new and existing banners.

Placement of banners will be under the sole discretion of the Banner Committee.

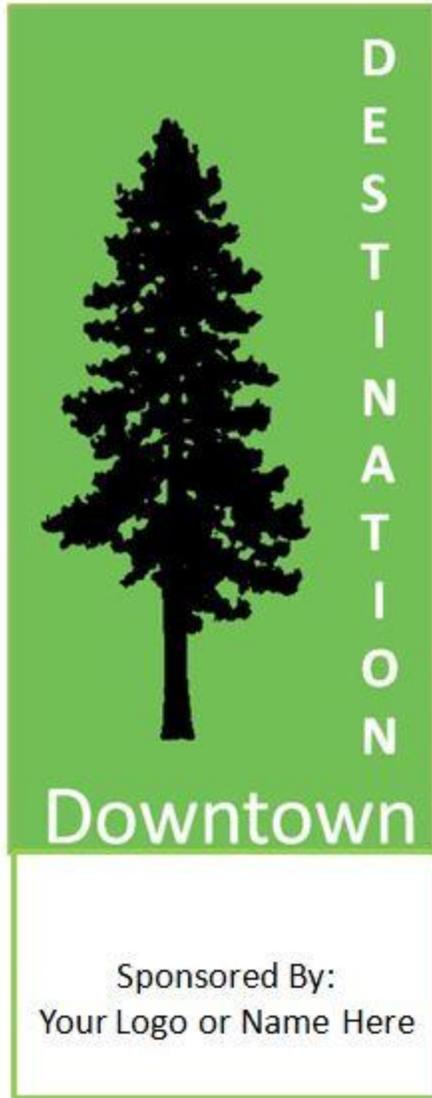
### **Banner Design Guidelines**

Banners will be designed by the Banner Committee following the prescribed themes and events above. Applicants may choose which theme and design to sponsor, subject to availability. The words “sponsored by” or its equivalent may be added to the bottom 20% of the banner, below the design. Banners may include the name of the business, organization or individual that is sponsoring the banner along with their logo, subject to review and approval of the Banner Committee.

### **Approval Process**

Applicants must submit the design of their “sponsored by” section and logo (if any) to the event sponsor. Please contact the event sponsor for details.

# Example Banner



Artwork: 2' x 4'

Sponsor Info:  
2' x 1'