



## REQUEST FOR DOWNTOWN MERCER STREET BANNERS

*MUST BE RECEIVED AT LEAST FIVE MONTHS PRIOR TO EVENT.*

Knowing that there are many events and organizations that may request Mercer Street Pedestrian Light Pole Banners, the following policy will help guide those who may inquire or who are interested. These factors must be met before banners can be created and displayed:

- Banners will only be used for downtown Mercer Street events or general marketing that is connected to the City, such as branding.
- If banners are requested for an event, only events co-sponsored by the City will be considered.
- Only ***Downtown*** Mercer Street events will be considered, not events held in other parts of the City such as parks, event centers, etc.
- Events must be large scale, with 2,000 or more attendees anticipated and must be a 2-day or longer event.
- Banners must be able to be displayed for up to a month. The installation of the banners is work intensive, so banner requests and installation must be planned out accordingly.
- Dates for banner request must not conflict with banners already slated to be displayed. IE: An event in Mid-November may conflict with dates that Christmas on Mercer banners will be displayed and will not be approved. City will maintain a Mercer Street Banner Calendar that shows when and what banners are on display throughout the year.
- Banner request must be approved first by the City of Dripping Springs and then approved by the Historic Preservation Commission. Related sponsorship agreements must be approved according to city policy.
- City of Dripping Springs will design the banner, with input from requesting organization. Organization must supply needed graphics/logos in high-resolution format. Specs will be supplied to the organization once banner request is approved. Once design is created, organization will have two opportunities for proofing and corrections. If the City and organization cannot come to agreement on design, banners will not be created or placed.
- Final banner design will be approved by City of Dripping Springs, Historic Preservation Commission, and event organizer.
- Event organizer is responsible for the cost of printing the banners, including tax and shipping.
- There are 13 banner locations. Organizer must pay for 13 banners; no partial requests approved.
- Once event is over and banners are taken down, organization will be given the banners. City cannot store the banners.

If an organization or event is interested in the banners, they need to print out this form and send to [lsullivan@cityofdrippingsprings.com](mailto:lsullivan@cityofdrippingsprings.com). Form **MUST BE RECEIVED AT LEAST FIVE MONTHS PRIOR TO EVENT TO GIVE TIME FOR DESIGN AND APPROVALS.**



**REQUEST FORM FOR DOWNTOWN MERCER STREET BANNERS**

ORGANIZATON NAME: Dripping Springs Visitors Bureau

APPLICANT: FIRST NAME: Pam

LAST NAME: Owens

PHONE NUMBER: 512-858-4740

EMAIL: pam@destinationdrippingsprings.com

ADDRESS: 509 W Mercer St, Unit 13

CITY: Dripping Springs ST: TX ZIP: 78620

EVENT/PURPOSE OF BANNERS:

NAME OF EVENT: Dripping Springs Songwriters Festival

EVENT IS IN DOWNTOWN MERCER: YES  NO

START DATE: Oct 14 END DATE: Oct 16

ESTIMATED ATTENDANCE: 3,000-5,000

DESCRIPTION OF THE EVENT: 8th Annual festival with 7-8 venues.  
(5 on Mercer Street and 3 on Old Fitzhugh Road)  
Songwriters from around the country perform "in-the-  
round" and rotate around the venues. Free admission.

INFORMATION FOR COORDINATION OF BANNER DESIGN

The City of Dripping Springs will be responsible for the design. We will work with organizer or organizer’s design firm. Please list the contact information below:

NAME: \_\_\_\_\_

ORGANIZATION/COMPANY: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

BILLING INFORMATION IF DIFFERENT THAN APPLICANT:

CONTACT FOR BILLING: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

SIGNATURE OF APPLICANT – By signing, applicant/organization agrees to meeting all dates and guidelines.

PRINTED NAME: **Pam Owens**

SIGNATURE: *Pam Owens* DATE: **4-6-2023**

\*\*\*\*\*BELOW INFORMATION IS TO BE COMPLETED BY CITY STAFF\*\*\*\*\*

RECEIVED BY CITY DATE: \_\_\_\_\_

DATE: \_\_\_\_\_ APPROVE DENY

NAME \_\_\_\_\_

SIGNATURE \_\_\_\_\_

Send form to the City of Dripping Springs Communications Department. Email to: [communications@cityofdrippingsprings.com](mailto:communications@cityofdrippingsprings.com).

Form MUST BE RECEIVED AT LEAST FIVE MONTHS PRIOR TO EVENT.

Questions, call: 512-858-4725