



## **Downtown Mercer Street Banner Policies Draft**

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

- 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.
- Events must be large scale, with 2,000 or more attendees anticipated.
- 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.
- Organization requesting banners must turn in request application (found on the City's website) at least 5 months in advance, to have time for approval, design, and placement.
- 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.
- 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 should fill out the form included on the City of Dripping Springs website.