



Guidelines for Banner Reservations

Locations:

A. Vertical Banners (Pole Banners)

1. We have two banners on 70 light poles from Lincoln to Second Street (see attached map). This makes for a total of up to 140 banners. You may choose which poles you wish to use and you may hang one or two banners on each light pole. Installation must be for at least one block, with a minimum charge of \$125.00.

B. Horizontal Banners (Across the Street Banners)

1. Fourth Street and Tamalpais Avenue (east end)
2. Fourth Street and Second Street (west end)

Guidelines:

1. The banner poles in Downtown San Rafael are for use by the City of San Rafael and any San Rafael based non-profit organization advertising an event within the City limits. The City of San Rafael may pre-empt use of the poles for a City banner at any time.
2. An application shall not be accepted more than one year in advance. Reservations begin at the start of the calendar year on a first-come-first-served basis.
3. The required fee must be paid prior to the hanging of the banner(s).
4. An Insurance Certificate for \$1,000,000 liability coverage must be submitted with City of San Rafael named as Additional Insured on an Additional Insured Endorsement attached to the Certificate of Insurance.
5. Before installation, the City shall review and approve banner text, materials and colors.
6. All banners must be two-sided. Refer to the City's specifications sheet for information on the manufacturing of the banner(s).
7. The City will store the banner(s) unless other arrangements are made.
8. Based on space availability, banner(s) may be hung for a maximum of three weeks at a time, unless the City approves a longer period of time.
9. The City of San Rafael will not be responsible for any damaged sustained to the banner(s) due to acts of nature.

Fees:

Each Horizontal Banner	\$275.00
Each Vertical Banner	\$ 20.00/\$125.00 minimum

Make checks payable to the City of San Rafael, send to Attn: Economic Development.

Revised 6/6/2012