



## CITY OF BRANTFORD STREET-WIDE BANNER PROGRAM

**PURPOSE** - The City of Brantford recognizes the importance of promoting special events that enhance tourism, contribute to the local economy or supports the well being of residents within the City of Brantford and County of Brant. The City has therefore provided for the use of street-wide banners to promote special events.

### Street-wide Banner Pole Locations

Wayne Gretzky Parkway southbound at the Lynden Park Mall entrance  
Wayne Gretzky Parkway northbound at the Lynden Park Mall entrance  
King George Road between Dunsdon Street and Fairview Drive  
Colborne Street East at Pauline Johnson Collegiate  
Colborne Street West eastbound between Shellard Lane & Oak Hill Drive  
Colborne Street West westbound between Shellard Lane & Oak Hill Drive

**BANNER PRODUCTION** - Banner Production is the total responsibility of the applying organization, and must meet the following banner specifications; constructed of lightweight polyester mesh material with ¼ " open weave to minimize wind resistance, 4' deep x 40' wide, 2 " nylon edging frame with tabs and roping, 20-2" welded steel D ring hardware. Banner weight should not exceed 15 pounds.

**MESSAGE ELIGIBILITY** - The following guidelines will be used to determine whether a particular message will appear on the banner. The right to refuse a message is determined by City of Brantford staff.

- a) The message should be within the confines of good taste and promotional in nature supporting Tourism and Special Events, which include festivals; annual events that affect the entire community; one-time events; conventions; conferences; tournaments.
- b) The community should realize obvious economic benefits or social well being from the event or message being promoted.
- c) In the case of a festival or community-oriented event, tournament or convention, it should draw a significant number of people both from within and outside of the community and create a festival/entertainment type of atmosphere for the duration of the event.
- d) Up to one third of the banner can be used for corporate sponsorship.
- e) Messages of a religious or political nature will not be eligible.
- f) Banner messages must be approved by the City of Brantford prior to banner production.

**Failure to meet the above criteria could result in denied installation.**

**BANNER STORAGE** - Banners are stored at the City of Brantford Traffic Services Department unless requested otherwise. Organizations must supply a large plastic storage tote to store their banner in. If an organization removes their banner from the Traffic Services Department, they are solely responsible for returning it prior to the next installation date.

**BANNER REPAIRS & DATE CHANGES** - Groups or organizations accept full responsibility for annual date changes and banner repairs, prior to booking the next banner installation. The City of Brantford Staff will notify groups if their banner is damaged and needs repair. The City shall not be held financially responsible for any damage caused to banners during installation, removal, display period or inclement weather.

**INSTALLATION** - Banners are installed and removed on Mondays and the installation period shall not exceed 30 days. Bookings are taken on a first come, first served basis. Once the application is received with fee, City staff will make installation arrangements directly with the city specified contractor.

City of Brantford events have the first right of refusal for the use of the poles. The City of Brantford assumes no responsibility for the annual renewal of applications. All groups and organizations must submit an application annually after January 1<sup>st</sup> to secure specific installation dates and locations.

**BANNER INSTALLATION FEE** - \$240 + 13% HST per installation, per location. (Source: Fee Schedule Bylaw 64-2010)



# Street-wide Banner Installation Application Form

The undersigned organization is applying to install street-wide banners and agrees to abide by the City of Brantford terms and conditions outlined above. This application form must be completed and submitted with the installation fee 8 weeks prior to the actual installation date.

Organization applying: \_\_\_\_\_

Contact person: \_\_\_\_\_ Telephone: (B) \_\_\_\_\_ Fax: \_\_\_\_\_

Mailing address: \_\_\_\_\_ Postal code: \_\_\_\_\_

Email: \_\_\_\_\_

Event name: \_\_\_\_\_ Event location: \_\_\_\_\_ Event Date: \_\_\_\_\_

Expected number of attendees: \_\_\_\_\_ % Number attendees from outside Brant County: \_\_\_\_\_

### Banner Location(s) & Installation Date(s):

- Wayne Gretzky Parkway Southbound Installation Period: Monday \_\_\_\_\_ to Sunday \_\_\_\_\_
- Wayne Gretzky Parkway Northbound Installation Period: Monday \_\_\_\_\_ to Sunday \_\_\_\_\_
- King George Road Installation Period: Monday \_\_\_\_\_ to Sunday \_\_\_\_\_
- Colborne Street East Installation Period: Monday \_\_\_\_\_ to Sunday \_\_\_\_\_
- Colborne Street West Westbound Installation Period: Monday \_\_\_\_\_ to Sunday \_\_\_\_\_
- Colborne Street West Eastbound Installation Period: Monday \_\_\_\_\_ to Sunday \_\_\_\_\_

Message on banner: Include all text, graphics, logos & corporate sponsorship OR attach approved Art Work

Date Changes Required: YES NO *\*\*\*Please notify Traffic Services of all arrangements for date changes / repairs. The City of Brantford cannot release banners to third party organizations without prior notification.*

Applicant's signature: \_\_\_\_\_ Installation Fee Enclosed: \_\_\_\_\_ Date: \_\_\_\_\_

Street-wide Banner Installation Fee (source: Fee Schedule Bylaw 64-2010) – HST# 122686793RT0001

# Of Banners Installed	Fee
1 Banner	\$240 plus 13% HST = \$271.20
2 Banners	\$480 plus 13% HST = \$542.40
3 Banners	\$720 plus 13% HST = \$813.60

Cheques payable to: City of Brantford Street-wide Banner Program  
Mailing Address: City of Brantford Traffic Services – Street Wide Banner Program  
100 Wellington Square, P.O. Box 818,  
Brantford, Ontario Canada N3T 5R7  
519-753-1889 Phone 519-753-1871 FAX

OFFICE USE ONLY  
City of Brantford authorization: \_\_\_\_\_ Date received: \_\_\_\_\_ Date approved: \_\_\_\_\_ Payment: \_\_\_\_\_

The personal information being collected by Traffic Services, under the authority of Section 10 (1) of the Municipal Act S.O. 2004 c. 25, on this form will only be used for the purpose of the Street Wide Banner Program and will be protected under the Municipal Freedom of Information and Protection of Privacy Act. Please contact the Traffic Services Manager at 519-753-1889, if there are any questions about the collection or usage of this information.