

Downtown Sidney Banner Program

Policy Statement

The Downtown Banner Program is managed by Sidney Alive. Sidney Alive approves banners for placement on selected poles throughout Historic Downtown Sidney. The goal of the banner program is to:

- Add color & vitality to the Downtown Sidney streetscapes;
- Assist in promotion of cultural and civic events, in particular those sponsored by not-for-profit groups.

In order to be eligible, participants must represent or promote not-for-profit cultural, civic events or activities of significant general public interest. Banners promoting commercial enterprises or political candidates, parties or issues will not be permitted. Sidney Alive has sole discretion to make all decisions regarding eligibility.

Participants must submit an application each year to reserve a time period of display. If a new banner is being made, a design proposal must be submitted for review with the application. New banners must adhere to the specifications detailed later in this statement. After banners and display periods have been approved, a general contract will be signed between Sidney Alive and a representative of the participating organization. Display periods will be assigned on a first-come, first serve basis. Banners will be scheduled for no more than 30 days.

There are 8 banner poles on the court house block and 18 banner poles on the surrounding city blocks for a total of 26 banner poles. Banners may be hung on the court house block only, surrounding blocks only or on all, depending on the schedule.

Scheduling is also based on the following priorities:

- 1) Banners produced by Sidney Alive that publicizes downtown events have first priority.
- 2) Banners promoting public/community events or activities held downtown have second priority.
- 3) Banners promoting city and county wide events or activities open to the public have third priority.

Banner Construction Specifications

Banners must meet the following criteria and be produced by a local company approved by Sidney Alive.

- **Total Height:** 35.5 inches
- **Width:** 23.75 inches
- **Top Hem:** 5 inches
- **Bottom Hem:** 2 inches
- **Grommets:** Size #4, located in each corner and center of bottom hem
- **Vinyl:** 8 ounce, black back & double sided design
- **Design Print:** at least 300 DPI

Please see the next page for a graphic specifying the design.

Diagram of Banner

