

City of Hamilton Banner Advertising Terms and Conditions

BANNER INFORMATION

Concrete Light Pole Banners



Locations: see Banner Advertising Agreement and Application

Dimensions: 24 in x 60 in (bottom loops 2 ½ in diameter)
– vertical placement

Quantity Available: 46 poles (92 banner spaces – 2 per pole)

Concrete Light Pole Banners are to be designed in pairs; either matching or complementing which constitute two halves of a whole. To ensure banners are erected correctly, please advise how the halves should be joined to form the complete picture. Banners must be printed on both sides allowing the view to appear identical from all angles. **The length of time and placement of banners will be contingent on other bookings.**

| Light Pole Banner Quantity | Price |
|----------------------------|------------|
| 1-12 | \$525.00 |
| 13-24 | \$945.00 |
| 25-36 | \$1260.00 |
| 37 - 44 | \$1,575.00 |

*Pricing has been calculated based on labour and equipment requirements **per hour.***

City Hall Banners



Location: City Hall (front)

Dimensions: 7ft x 9ft (5in top & bottom rollover) – vertical placement

Quantity Available: 3

| Banner Quantity | Price |
|-----------------|----------|
| 1 | \$525.00 |
| 2 | \$685.00 |
| 3 | \$795.00 |

Street Fence Banners



Locations:

1. City Hall Car Park – Church Street
2. Queen Elizabeth Park – Queen Street
3. Victoria Park – Dundonald Street
4. Victoria Park – Victoria Street
5. Intersection of Dundonald and Court Street

Dimensions: 3ft x 6ft – horizontal placement

Quantity Available: 5

| Banner Quantity | Price per Week |
|-----------------|----------------|
| 1 | \$105.00 |

VENDOR RECOMMENDATIONS

The City requests that any applicants allow for sufficient time for manufacturing AFTER the City's approval has been given. The arrangements and cost of designing and manufacturing the banners will be covered entirely by the organizers.

| | | | |
|---|---|---|--|
| <i>Bermuda Blueprinting Ltd.</i> 20 Bakery Lane Pembroke HM 07 T: 441-292-2072 | <i>Graphix Signs</i> 3 Marsh Land Middle Road Devonshire DV07 T: 441-236-3111 | <i>Bermuda Sign Painters</i> 1 Addendum Lane Pembroke, HM 07 T: 441-238-4261 | <i>Bermuda Press Digital</i> 34 Burnaby Street City of Hamilton T: 441-296-5857 |
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Banners from other vendors not listed above will be accepted as long as all requirements are met.

TERMS AND CONDITIONS

- i. Banners must be hung for a minimum of 1 week and a maximum of 6 weeks.
- ii. Applications with full payment must be submitted a **minimum of four weeks** before the event or program, to ensure that the approval process is completed in time to have the approved banners manufactured before the start date. In the case of events or programs that occur on an annual basis, **a new application must be submitted each year.**
- iii. Each application must be accompanied by a design of the proposed banner. The City reserves the right to reject unsuitable designs.
- iv. All applications will be considered by the City for approval, and each application will be considered on its own merits, and not as a matter of precedence.
- v. The City reserves the right to approve banners for two or more separate events or programs occurring at the same or overlapping times. While the City will attempt, within reason, to accommodate specific location requests, it will be necessary on many occasions either to hang different banners on alternate poles or to hang banners elsewhere. The City reserves the right to make that decision based on the number of different banners to be hung at any one time.
- vi. Banners hanging over streets are **not** permitted.
- vii. The City will approve banners that promote events and programs within the City or are in a partnership with the City of Hamilton before considering banner

- applications for events and programs outside of the City unless they are considered of national or international significance.
- viii. Banners to be hung at the front of City Hall are strictly reserved for events and programs that are to be held in the City or have international significance.
 - ix. Banners must be completely non-commercial and must focus on identifying the event or program. The title of events or programs that include a sponsor's name, e.g., KPMG Invitational Race Weekend, Colourcraft Gold Cup Races, may be considered for approval, but no other commercial text will be approved, e.g., no text that says "sponsored by" or includes the company logo.
 - x. Banners may not be displayed anywhere within the City limits without written approval from the City.
 - xi. Banners to be installed and removed by sanctioned City crews only, typically on Sunday mornings when traffic disruption will be minimized.
 - xii. **The banners must be delivered by the organizer or printing company to the Works Depot on Laffan Street no later than 4 pm on the Wednesday before they are to be erected. The City does not store banners. Banners must be collected within one week after being taken down or they will be disposed of.**
 - xiii. Banners should be made of weather-resistant material.
 - xiv. The City is not responsible for the condition of banners before they are put in place, while they are hanging, and after they have been removed. It should be noted that banners that are hanging might be stolen, damaged by storms, or damaged or defaced by vandals, none of which are factors over which the City has any control. It is the responsibility of the organizer to keep track of their banners and to retrieve them from the Works Depot after dismantling.