



DOWNTOWN WALLA WALLA FOUNDATION

Event Banner Administrative Policy, Procedures & Installation Application
Updated 06/19/2012
Revised 10/31/2012

Purpose: In a partnership to encourage and support cultural and community events the Downtown Walla Walla Foundation (DWWF) will administer the Event Banner Program in partnership with the City of Walla Walla (CWW). As the administrative authority the DWWF is responsible for reviewing Event Banner applications, confirming Event Banner reservations, and scheduling and executing the installation and removal of Event Banners on selected City-owned decorative street light poles.

Program Use: Use of this program will be limited to announcements of activities and civic events held within the City of Walla Walla or Walla Walla County, with priority given to activities within the City of Walla Walla when conflicts occur. Both non-profit and for-profit organizations may use this program. All use is limited to events or activities that are of community nature, i.e.; cultural, historical, sporting events. Banners may not be used for political or commercial purposes (i.e., to advertise products or services) and lewd or obscene material as defined in RCW 7.48A.010 (2) is prohibited. All revenues generated from event banners will be used to maintain the downtown LID street improvements, i.e.; decorative light poles, refuse containers, bike racks, tree lights, tree pruning, holiday decorations, street banner poles, benches, flower basket hardware, etc.

Policy:

1. Banner Locations:

- A. There are 60 banner pole locations in the downtown core available.
- B. Event banners may be installed on a fraction of the poles or the full 60.
- C. Locations must be in a contiguous pattern with an origination point at a logical terminus.
- D. Requested banner locations are determined based on availability at the time the completed application is approved and payment is received.

2. Banners:

- A. All banners are to be 24" X 48";
- B. Openings: 4" pockets across the top and bottom with double stitched turn down;
- C. Grommets must be installed on the upper and lower inside corners;
- D. Approved Materials:
 - a. Acrylic;
 - b. Nylon;
 - c. Cotton Canvas;
 - d. Vinyl;
 - e. Other fabrics with equivalent strength or approved by the DWWF.

3. Banner Design:

The intent of the Banner Program is to provide an engaging and artistic outlet to promote your community or cultural event. The following points are guidelines to use as you design your banners. The DWWF evaluates each submission on a case-by-case basis based on these guidelines. It is strongly recommended that you obtain approval of your design before you order the banners to be printed; the DWWF will not assume responsibility for any costs associated with non-approved banners.

- A. All event banners must feature an event date.



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- B. Organizations may have a 1 venue : 1 event banner ratio. More event banners are permitted, but the total number of venue banners must be limited to no more than half of the total reservation quantity.
 - C. Banners must add color and interest to the downtown corridor.
 - D. Event/host organization logos may be approved as banner artwork.
 - E. Any sponsoring organization logos are limited to 20% or less of each banner.
 - F. Viewers must be able to read the banner within 2-3 seconds while driving by.
 - G. Letter size should be no smaller than 3" in height.
 - H. The fewer words, the better. Let your graphics and a handful of words convey your message.
 - I. Banners must be printed on both sides of the material.
- 4. Time Limits:**
- A. Event Banner Applications must be submitted no less than four full weeks prior to the requested installation date.
 - B. Banners may be installed for a maximum of two (2) weeks prior to the event start date.
 - C. Banners may be installed for a maximum of four (4) weeks following the event start date.
 - D. Banners may be installed for up to six (6) weeks per approved installation.
 - E. DWWF will remove banners immediately after the final event date.
- 5. Fees:**
- A. Fees for the placement of banners, per six week period:
 - a. \$30 per banner: non-profit organizations designated as a 501(c).
 - b. \$40 per banner: for-profit organizations.
 - B. A fee of \$15/per hour will be charged for any changes or early removal of Event Banners different than the final event date as indicated on an approved application. Contact the DWWF for a **Change Order Form**.
- 6. Applications:**
- A. Banner applications shall be received and considered on a first-come, first-served basis and can be sent up to one year in advance.
 - B. DWWF has the right to limit any one organization to a maximum of three event banner pole reservations per year; January 1 – December 31.
 - C. Incomplete application will not be considered until all materials are submitted.
 - D. Downtown Walla Walla Foundation may withdraw approval of an application if, upon receipt of the banners, they are found not to comply with content, design and/or construction requirements as defined in this policy.
- 7. Waiver of Liability:**
- A. All applicants must sign and submit a liability waiver form acknowledging that the City of Walla Walla and the Downtown Walla Walla Foundation are not responsible for lost, stolen or damaged banners after they are hung.
- 8. Certificate of Insurance:**
- A. All applicants must provide the Downtown Walla Walla Foundation a Certificate of Liability Insurance naming the City of Walla Walla as an additional insured in the amounts of \$1,000,000 per occurrence and \$2,000,000 aggregate.



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Procedure:

1. A request to install banners on City-owned utility poles must be made on “Event Banner Program Application” forms available at the Downtown Walla Walla Foundation and must be submitted no less than four full weeks prior to the requested installation date. Applicants are encouraged to submit applications as soon as possible as availability is limited and reservations are made on a first come, first served basis.
2. Upon receipt of an Event Banner Program Application, DWWF staff shall verify that the proposed banner complies with all requirements of this policy.
3. Incomplete applications will not be reviewed. The DWWF will send a letter to the applicant detailing missing components. Complete applications will be considered first while the DWWF waits for these components.
 - a. The Event Banner Program Application must include a drawing, graphic, or photo of the proposed banner that includes all proposed wording and details the banner design and construction, as required by this policy.
4. If the Event Banner Program Application is not approved, DWWF staff contact the applicant to explain why.
5. Once approval has been given, DWWF staff will mail an invoice to the applicant for the required fees. The reservation of the approved banner spaces shall not be considered confirmed until full payment is received.
6. The physical banners must be delivered to the DWWF office no sooner than 5 days and no later than 2 days before scheduled installation date.
7. Any deviation from the specified procedure, any of the stipulations agreed upon by the authorized signature on the completed Event Banner Application or unauthorized changes to the approved banner design specifications herein is cause for the DWWF to either refuse to install or to remove any banner at any time.



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APPLICATION CHECKLIST

A COMPLETE APPLICATION CONTAINS THE FOLLOWING:

- A SIGNED HOLD HARMLESS AGREEMENT;

- A COMPLETED APPLICATION FORM WITH A SIGNATURE AT BOTTOM;

- A CERTIFICATE OF INSURANCE;

- A DETAILED DESIGN FOR BOTH SIDES OF EVENT BANNERS IN .JPEG FORMAT, INCLUDING A DRAWING, GRAPHIC, OR PHOTO OF THE PROPOSED BANNER AND ALL PROPOSED WORDING AND DETAILS THE BANNER DESIGN AND CONSTRUCTION, AS REQUIRED BY THIS POLICY;

- A MAP DETAILING REQUESTED INSTALLATION AREAS.



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RELEASE, HOLD HARMLESS AND AGREEMENT NOT TO SUE

(CONTACT NAME & ORGANIZATION NAME)

UNDERSTANDS THERE ARE SPECIAL DANGERS AND RISKS INHERENT IN THIS ACTIVITY, INCLUDING, BUT NOT LIMITED TO, THE RISK OF PHYSICAL INJURY, PROPERTY DAMAGE OR LOSS OR OTHER HARMFUL CONSEQUENCES WHICH MAY ARISE DIRECTLY OR INDIRECTLY FROM THIS ORGANIZATION/GROUP'S PARTICIPATION IN THIS ACTIVITY.

BEING FULLY INFORMED AS TO THESE RISKS AND IN CONSIDERATION OF THE CITY AND THE DOWNTOWN WALLA WALLA FOUNDATION ALLOWING THIS ORGANIZATION/GROUP TO PARTICIPATE IN THIS SPONSORED ACTIVITY AND/OR USE OF CITY FACILITIES I, ON BEHALF OF MYSELF AND ON BEHALF OF THE ABOVE-NAMED ORGANIZATION/GROUP, ASSUME ALL RISK OF INJURY, PROPERTY DAMAGE OR LOSS WHICH MAY ARISE FROM THE ORGANIZATION/GROUP'S PARTICIPATION IN THE ACTIVITIES OR USE OF CITY FACILITIES.

I FURTHER AGREE, INDIVIDUALLY AND ON BEHALF OF THE ABOVE-NAMED ORGANIZATION/GROUP, TO RELEASE AND HOLD HARMLESS THE CITY OF WALLA WALLA, ITS OFFICIALS, EMPLOYEES AND AGENTS AS WELL AS THE DOWNTOWN WALLA WALLA FOUNDATION ITS OFFICIALS, EMPLOYEES, BOARD OF DIRECTORS AND VOLUNTEERS AND AGREE TO WAIVE ANY RIGHT OF RECOVERY THAT I MAY HAVE TO BRING A CLAIM OR LAWSUIT FOR DAMAGES AGAINST THEM FOR ANY PERSONAL INJURY, PROPERTY DAMAGE OR LOSS OR ANY OTHER HARMFUL CONSEQUENCES OCCURRING TO ME OR THE ABOVE-NAMED ORGANIZATION/GROUP ARISING OUT OF THIS ORGANIZATION'S VOLUNTARY PARTICIPATION IN THE EVENT BANNER PROGRAM.

I FURTHER AGREE THAT PICTURES MAY BE TAKEN AND USED BY THE CITY AND THE DOWNTOWN WALLA WALLA FOUNDATION FOR PROMOTIONAL PURPOSES.

SIGNATURE

DATE



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PRINT CLEARLY PLEASE

ORGANIZATION:

NON-PROFIT (INCLUDE EIN#)

FOR-PROFIT

CONTACT PERSON:

MAILING ADDRESS:

PHONE NUMBER (OFFICE AND CELL):

EVENT:

EVENT DATE(S):

REQUESTED EVENT BANNER RESERVATION DATES:

NUMBER OF EVENT BANNERS REQUESTED:

PLEASE INDICATE ON INCLUDED MAP REQUESTED LOCATIONS.

WITH MY SIGNATURE AT THE BOTTOM OF THIS FORM I ACKNOWLEDGE THAT I AM AN AUTHORIZED AGENT FOR THE ABOVE NAMED ORGANIZATION; I UNDERSTAND ALL THE ABOVE STATED EVENT BANNER POLICIES AND APPLICATION PROCEDURES AND AGREE TO OPERATE WITHIN THE BOUNDS OF ALL STATED EVENT BANNER POLICIES AND APPLICATION PROCEDURES. FURTHER, THE ABOVE NAMED ORGANIZATION UNDERSTANDS THAT FAILURE TO COMPLY WITH ALL ABOVE STATED EVENT BANNER POLICIES AND APPLICATION PROCEDURES WILL RESULT IN IMMEDIATE TERMINATION OF THE ABOVE NAMED ORGANIZATION'S EVENT BANNER RESERVATIONS.

SIGNATURE

DATE



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ORGANIZATION & EVENT:

