



City of Ketchum

## Event Advertising Guidelines for Street Banners

The city has two locations for over-the-road banners; Main Street and Sun Valley Road.

Event advertising

- requires approval by the City of Ketchum.
- allowed for a special civic event recognized as important to the city in general.
- shall only be allowed for local events that are produced and managed by a legally licensed, non-profit or government entity.

Civic Event – An event that brings citizens together that is somehow related to their roles as citizens.

Local Event – An event that takes place within the corporate limits of the City of Ketchum and/or the City of Sun Valley, south to East Fork Road, and north to Galena Summit.

Banner locations will be reserved once a complete application has been received and approved by the city. The city has discretion to decide in best interests of the city which banner(s) are to be given priority when multiple applications are made for the same time period.

Banners may be reserved at one location only and for a maximum of one (1) week. They are installed and removed on Mondays. If Monday is a holiday, the installation and removal will take place on Tuesday.

Events taking place within the corporate limits of the City of Ketchum have priority for the Main Street banner location, regardless of the date the application has been received or approved.

The City of Ketchum reserves the right to override existing banner reservations up to 60 days prior to the requested date of installation.

Banners must be received at Ketchum Street Department, 200 Tenth Street, in a clearly labeled container with contact name and phone number, no later than 3:00 p.m. on the Friday preceding the installation date. Late banners will not be installed until Tuesday, time permitting, and are subject to an additional \$175.00 fee.

Banners must be constructed in accordance with the specifications approved by the City of Ketchum.

Size and specifications may be modified from time to time by the city.

Banners that are not retrieved from the Ketchum Street Department within seven (7) days will be disposed of.





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## Street Banner Specifications

Banners must advertise only the event name, date(s), and name(s) of the sponsor(s) and/or organizer(s). The name of the sponsor(s) and/or organizer(s) is limited to a maximum of 25% of the space on each side of the banner.

Maximum Size: Standard net banner is 50 inches by 45 feet.

Material: The net product shall be a nylon netting with holes being no smaller than 1/8-inch square. Vinyl netting is not acceptable. The netting shall not be covered by more than 30% solid fabric (such as patches). This does not include the lettering which is sewn directly on the netting.

Steel Snaps: They must be metal and sewn into header of net fabric on 12- to 18-inch centers at top and on all corners of the banner. These will attach to the messenger cable.

Corners: All four corners should be reinforced with double stitching (see diagram below).

Rope: 3/8-inch sisal rope sewn into the banner at the top and bottom and extending 2 feet from either side of the banner, both top and bottom.

Message: Letters and logos shall be made out of 200 denier nylon, applied to banner.



## NET BANNER INSTALLATION

Net Banners should be suspended from a 1/4" wire woven cable stretched between two poles. Snap hooks sewn into the heading across the top of the banner should be attached to the cable. Care should be taken to avoid poles with electric transformers or low wires. The cable should be high enough to allow tall trucks, cranes, etc. to pass easily below without coming into contact with the banner. The sisal rope extending from the top corners of the banner should be stretched taut and tied to the poles at the level of the 1/4" wire cable. The sisal rope extending from the bottom corners should be stretched at a 45° angle to the banner and tied to the poles.

**Caution:** Never install or remove net banners in high wind, rain, or during electric storms.