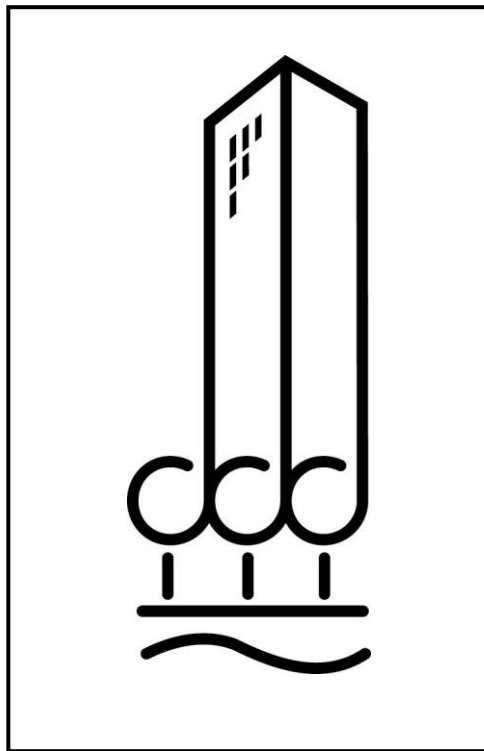


DOWNTOWN DEVELOPMENT DISTRICT
BANNER PROGRAM
GUIDELINES



Downtown Development District

201 St. Charles Avenue, Ste. 3912

New Orleans, LA 70170 - 3912

TABLE OF CONTENTS

Purpose of DDD Banner Program

How to Become a Banner Sponsor

Banner Format/Construction

 Fabric

 Colors

 Graphic Design/Illustration

 Construction

Sponsor Responsibilities

Banner Construction and Installation Contractors Responsibilities

Insurance

Conflicts

Duration/Removal

Application Form

Banner Zone Map

If you have any questions, please contact John Roussell @ (504) 561-8927 or jroussell@neworleansdowntown.com

PURPOSE OF THE DDD BANNER PROGRAM

Street banners have been found to benefit the downtown area by adding color, excitement, creating character and a sense of importance while in the process, conveying information on important upcoming events in New Orleans. Surveys indicate that some 100,000 plus people each weekday come downtown. Major conventions, trade shows and other special events literally add millions to this number. This is a large audience for the DDD to have the opportunity to favorably impress with an attractive well-managed banner program thus increasing the total experience of visitors to downtown and New Orleans.

The Banner Program's emphasis shall be to benefit the downtown area by providing color and texture, while giving information on upcoming events to the worker and visitor alike. The Downtown Development District banner program has been effective for those organizations that have participated. Literal advertising (sponsor names, logos, etc.) shall be secondary to the banner's graphics and color. The emphasis of the banner shall be that of benefit to downtown and to New Orleans not the individual sponsor. The banner program's purpose is not to advertise individual businesses or to sell merchandise, products or services.

In order to gain the maximum effectiveness from the banner program, the promotional and aesthetic benefits must be equally stressed with safety. A primary focus of the banner system is safety and preservation of the light standards to which the banners are attached.

The DDD has invested in and owns hardware, which has been installed on light poles along selected downtown streets. Under an agreement with the City of New Orleans the DDD manages this program.

LOCATIONS

The downtown areas in the banner program include:

Canal St. from Claiborne Ave. to the River
Poydras St. from Claiborne Ave. to the River
Sugar Bowl Drive
Loyola Ave. from Howard Ave. to Tulane Ave.
Convention Center Blvd. (limited)
Arts/Warehouse District: Julia St. and other various locations

HOW TO BECOME A BANNER SPONSOR:

APPLICANTS may be granted approval by the DDD to produce and install banners in some or all designated banner zones on downtown streets. The following steps need to be taken by applicants interested in becoming a banner sponsor.

1. APPLICANT MUST:

- A. Complete DDD Banner application and return to DDD at least 90 days prior to the start date being requested for installation.
- B. Include \$250 Non-refundable application Fee.
- C. Upon receiving Preliminary Approval, furnish additional insurance as required by the DDD.

2. DDD WILL:

- A. Review the application promptly.
- B. Give Preliminary Approval based on applicant's compliance with the provisions of the guidelines.
- C. Give Final Approval after applicant has furnished DDD with: (a) final acceptable art work of proposed banner; (b) certificate of insurance as specified naming DDD as an additional insured on all contracts (\$1,000,000/1,000,000)

3. DDD AND APPLICANT SIGN LETTER OF AGREEMENT

BANNER FORMAT AND CONSTRUCTION

The following outlines the format for the fabric, color, graphic design and construction required.

The FABRIC recommended (1) for duration of 30+ days -- 100% Acrylic Canvass-type awning fabric equivalent to "Sunbrella" awning fabric manufactured by Glen Raven Mills, Inc. (2) for duration of 1-30 days -- heavy-duty nylon and 16 ounce vinyl may be authorized for banners having a duration of less than 30 days and for a one-time use only

The COLORS used on the banners shall be in the primary range (red, yellow, blue) and secondary range (combinations of primary colors) only. Pastel coloring or mylar fabric is discouraged. Reflective materials are permissible with the prior approval of the DDD.

GRAPHIC DESIGN should exhibit professional quality, be creative and visually exciting while also being simple and appropriate for large-scale outdoor use. Banner composition needs to meet the following requirements: (1) at least 75% of the banner square footage for graphic image and no greater than 25% for sponsor credit or acknowledgement. It is the primary intent that the banner publicizes events through artwork, with sponsor names, logos or text being secondary. The DDD logo is mandatory as part of the banner design and shall be a minimum of 5" to 6" tall for 24"x60" size banners (note: banners in the Arts District are 24"x48"). If the banner is designed with a tail, it should be sewn/designed as a banner (not an attached one) and will be no longer than 12".

BANNER CONSTRUCTION is to be three-layer, double-sided with liner, air vents, top and bottom sleeves and corner grommets. All edges must be folded and all seams and edge folds must be double-stitched with heavy-duty cord. Images must be the same on both sides and must match front to back.

The top and bottom sleeves of the banners are to be three inches wide. Two solid brass grommets are to be located one inch above the bottom sleeve, and one inch below upper sleeve, and two inches from each vertical outer edge of the banner. There are to be four (4) grommets per banner. Nylon tie cords shall be used to secure to the light pole banner brackets.

SPONSOR RESPONSIBILITIES

Participants in the banner program will be responsible for the following: (1) design and construction of their banners; (2) all costs involved in the installation and removal of their banners; (3) the reinstallation of the DDD banners; (4) using the DDD’s banner vendor for the installation and removal of the banners and, (5) providing required insurance coverage.

Participants will also be responsible for any associated liability involved with their banners’ installation, removal or presence. The DDD is not responsible for the disappearance or damage to banners from any cause including, but not limited to, wind, weather, theft, vandalism, fire or acts of God. The DDD recommends that participants order 5% more banners than will be installed for use as replacements in the event of damage or disappearance.

USAGE FEES:

Once the banners have been approved, The DDD has set in place the following user fee schedule, payable by the sponsor:

Organization Type:	200 + Pole	100 – 199 Pole	50 – 99 Pole	1 – 50 Pole
Profit	\$9.00/pole	\$10.00/pole	\$11.00/pole	\$12.00/pole
Non – Profit	\$8.00/pole	\$9.00/pole	\$10.00/pole	\$11.00/pole

BANNER CONSTRUCTION AND INSTALLATION CONTRACTORS:

The DDD requires that all banners be installed and removed by the DDD’s approved contractor.

Completed banners must be delivered to the DDD’s Approved Installation Contractor 72 hours prior to installation date. If banners are not delivered in this time frame, the DDD cannot guarantee installation in a timely manner.

INSURANCE

The DDD must be named as an additional insured on all contractor/subcontractor insurance with minimum liability limits of \$1,000,000/\$1,000,000.

CONFLICTS

In the event of scheduling conflicts among two or more interested parties, the DDD shall be the sole decision-maker, whose decision will be final. The DDD's decision in such cases may be based on a number of factors, including, but not limited to the following:

- Benefit to downtown,
- Benefit to New Orleans,
- Magnitude of area (number of streets requested),
- Earliest filing date of application
- Quality and originality of artwork, and
- timing of event(s).

DURATION

The maximum period of time for the banner use shall be 40 days including installation and removal.

Should the banner sponsor fail to timely remove the banners, the DDD shall remove the banners and all charges associated with the removal of the banners shall be the liability of the banner sponsor. All legal fees associated with the collection of these charges shall be borne by the banner sponsor.

STORAGE

Once banners are removed by the DDD, the banner sponsor shall have 90 days to retrieve the banners. After 90 days, the banners will become the sole property of the DDD. Certified correspondence will be mailed to the sponsors within 10 days of their forfeiture. A response must be received by close of business on day 90 in order for the sponsor to retrieve their banners.

If sponsors would like for banners to be stored, a \$100 monthly fee will be assessed, payable to the installation contractor.

****All fees are non - refundable**

BANNER PROGRAM APPLICATION
DOWNTOWN DEVELOPMENT DISTRICT

NO: _____
(Assigned by DDD)

Name of Event: _____

Date of Event From: _____ To: _____

Describe the nature or purpose of the event being promoted:

Sponsoring Organization: _____

Address: _____

Contact: _____ Phone: _____ Fax: _____

Banner Copy/Format/Design: PLEASE ATTACH DRAWINGS

Banner Installation Requested From _____ To: _____

*** There two (2) banners per pole at these locations:**

Locations Requested: (depending upon availability)

Canal Street (60" x 24")	_____	(Number of Banners)	82 Poles
Poydras Street/Sugar Bowl Dr. (60" x 24")	_____	(Number of Banners)	116 Poles
Loyola Avenue (60" x 24")	_____	(Number of Banners)	68 Poles
Convention Center (60" x 24")	_____	(Number of Banners)	8 Poles

**** There is one banner per pole at these locations:**

Julia St. (48" x 24")	_____	(Number of banners)	51 Poles
Baronne St. (48" x 24")	_____	(Number of banners)	26 Poles

Banner locations (cont.)

Carondelet St. (48" x 24")	_____	(Number of banners)	7 Poles
Camp St. (48" x 24")	_____	(Number of banners)	21 Poles
Magazine St. (48" x 24")	_____	(Number of banners)	21 Poles
St. Joseph St. (48" x 24")	_____	(Number of banners)	3 Poles

Name, Address, Telephone and Fax Number of Company Printing/Manufacturing Banners:
(Note: the DDD does not endorse any particular vendor, but we can provide a list banner production vendors upon request).

Applications must include the following to be considered **complete**:

1. Scale drawing, photographs, renderings or other descriptive material about the proposed banners, and the fabric to be used.
2. Letter of intent to insurance carrier to obtain \$1,000,000.00 liability insurance policy naming the Downtown Development District as an additional named insured.

Signed: _____ Date: _____
(Applicant)

Approved by: _____ Date: _____
(Downtown Development District)

Note: Banner installation/removal will be done by DDD designated contractor.