



## WATERLOO BANNER PROGRAM APPLICATION

The purpose of the Banner Program is to enhance and beautify the appearance of Market Street and promote Waterloo businesses, community service organizations, school recognized organizations, churches and independent contractors with a home office in Waterloo. This program is an extremely cost-effective way to advertise.

Banners are installed on utility poles that are owned/maintained by the City of Waterloo. The banners will be positioned from the intersection of N. Market and Route 3 to the intersection of S. Market and Hartman and removed during the winter months to extend the life of the banner.

The City of Waterloo is not responsible for disappearance of or damage to banners from any cause including but not limited to wind, weather, theft, vandalism or fire.

### **Design:**

- Banners are 30" x 60", made of 16 oz. banner material with digital print on both sides.
- They are UV laminated for sun and scratch resistance. They will be mounted to utility poles using a bracket system.
- Banner design is set by the City of Waterloo in order to maintain consistency.
- No logos will be used. Names will be in type on banners.
- Example banners are attached.
- Name is limited to an area of 27" wide x 11.5" high.

### **Guidelines:**

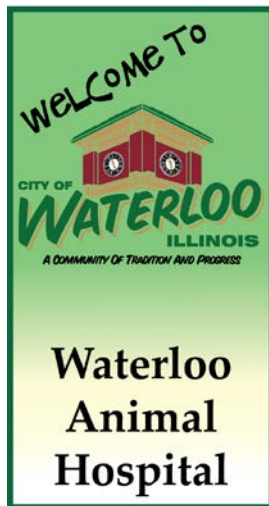
- Banners will be issued to Waterloo businesses, community service organizations, school recognized organizations, churches and independent contractors with a home office in Waterloo (city limits) in the following order:
  - Existing participants, beginning on 12/21/15, until 1/21/16.
  - New participants can submit applications beginning on 2/1/16, until 2/29/16. Due to high demand, these new applicants will be entered into a lottery. The drawing will be held on March 1, 3pm at City Hall. First drawn gets first choice of the remaining poles, second drawn gets second choice and so on.
- The City of Waterloo cannot guarantee banner placement but will make its best efforts.
- No political banners will be allowed.
- Banners may not be used to promote products.

### **Cost:**

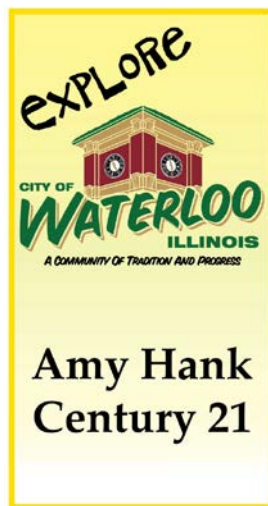
- \$200 per banner for a 2-year period
- The City of Waterloo is responsible for hanging, removing and storing banners

_____		_____	
Name of Business		Contact Person	
_____		_____	
Address		City, State	Zip
_____		_____	
Email address		Phone number	
Name as you'd like it to appear on banner			
Text Line 1 _____			
Text Line 2 _____			
Text Line 3 _____			
<i>if necessary</i>			

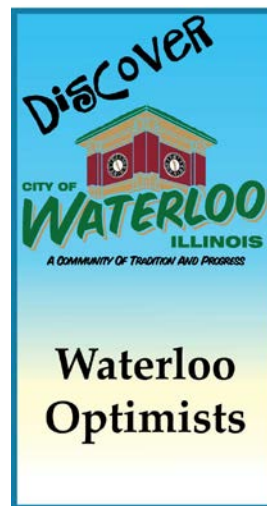
## BANNER EXAMPLES



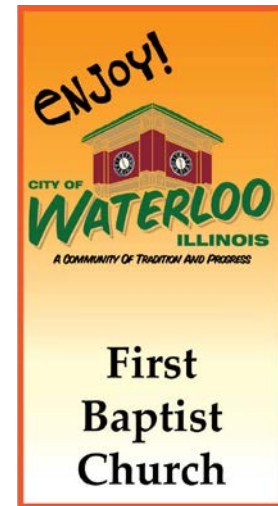
**Business**



**Independent Representative**



**Service Organization**



**Church**

### TERMS & CONDITIONS

*I have read and understand all aspects of this program including but not limited to design, guidelines and cost as outlined. I understand that the text submitted is subject to minor alterations. I understand that fees paid will cover banner production, installation and sponsorship for a term of two years. I further understand that the City of Waterloo reserves the right to limit the quantity and placement of banners. I understand this application may be approved or denied based upon the program guidelines and banner space. I understand that upon application, the fee must be paid in order to secure the banner and secure pole location. If application is not approved, the fee will be refunded.*

Representative Signature: \_\_\_\_\_

Payment will be collected after lottery draw takes place. Please return application to **City Hall, 100 West Fourth Street, Waterloo IL 62298.**