

## 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.
- 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 1/9/23, until 1/27/23.
  - ***New participants can submit applications beginning on 1/30/23, until 2/17/23. If there are more new applicants than there are available poles, these new applicants will be entered into a lottery. The drawing will be held on February 21, 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



**CITY OFFICES**  
100 West Fourth Street  
Waterloo, Illinois 62298  
618.939.8600  
Thomas G. Smith, Mayor

\_\_\_\_\_  
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  
*if necessary*

Preferred Poles: (see map online for available locations - <https://www.waterloo.il.us/banner-program-2>)

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ 5. \_\_\_\_\_ 6. \_\_\_\_\_

### BANNER EXAMPLES\*



\*Design is from previous program, as this year's design is not finalized.

#### 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 must be included at time of application. Poles will not be reserved until payment is received. Please return with payment to *City Hall, Attn: Sarah Deutch, 100 West Fourth Street, Waterloo IL 62298.*