

SOUTH STORY STREET BANNER PROGRAM



Beginning in 2010 the Boone County Chamber established a program that purchased and erected banner bracket systems on the twenty-four (24) southern-most light poles along South Story Street in Boone. Each spring city crews have hung colorful banners on these poles that have added to the unique qualities of Boone's most prominent entrance, while carrying an important message about the community. Beginning in 2018 a limited number of these prime locations will become available to organizations wishing to promote a significant milestone or event.

WHO CAN APPLY?

Not-for-profit organizations may apply that wish to promote a significant milestone, anniversary, or major event that will be based in or near Boone, Iowa.

WHAT CAN BE PROMOTED ON THE BANNERS?

Banners should include a logo or identifier for the event or organization, as well as the key date or year of the celebration. Banners cannot be used by any business or for commercial use. A sponsoring company logo may be included on each banner. However, specific product logos are not allowed.

IS THERE A COST TO THIS PROGRAM?

Aside from your organization's cost to purchase banners, the Chamber administers a nominal fee of \$25 per banner, per season to manage the program and coordinate city services. Organizations must purchase a minimum of six banners locations, but may reserve as many as twelve. It is recommended, but not required, that an extra banner(s) be purchased in case damage occurs during the spring, summer and fall weather.

WHEN DO THE BANNERS GO UP AND COME DOWN?

City of Boone crews will hang the banners at their earliest convenience each spring, usually in April. Banners will hang through course of the warmer months until their removal, most often in October of each year. Due to workload considerations, and with the exception of replacing a damaged banner, these are the only times that city crews will be out to hang or remove banners.

CAN I CHOOSE WHERE MY BANNERS WILL HANG?

The Chamber reserves the right to coordinate the hanging of the banners in a format that equitably promotes all participating organizations.

BANNER SPECS:

Banners must measure 30" wide by 74" tall and feature 3" heat-welded and/or sewn pole pockets, two grommets on one side, top and bottom to secure it to the pole brackets, and be printed with graphics displayed on both sides. Banners can be purchased from any qualified print shop and must be delivered to the Boone County Chamber offices by March 15th of each year. Arrangements must be made with the Chamber for pick-up or disposal of the banners following their removal.



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	6	12
# of BANNERS REQUESTED		

NAME OF THE ORGANIZATION

ADDRESS

PHONE

EMAIL

YEAR REQUESTED

BANNER THEME / MILESTONE / ANNIVERSARY / SPECIAL EVENT TO BE PROMOTED

*Please attach a copy of your 501(c)3 IRS determination letter with this application.