



## Street Banner Guidelines

There is no charge for hanging or scheduling street banners. It is a service of the City of Steamboat Springs which is managed and scheduled by the Steamboat Springs Chamber Resort Association. Please read the below and initial acknowledging your understanding of our Banner Guidelines.

\_\_\_ All street banners are put up and taken down on **Monday** mornings.

\_\_\_ You must drop off your banner at the Public Works offices (located off 13<sup>th</sup> Street on Critter Court) **by 3 p.m. the Thursday before** your banner is scheduled to go up.

\_\_\_ After being taken down, your banner will be at the Chamber (Steamboat Springs Visitor's Center) for you to pick up. **The Chamber is not responsible for banners and is unable to store banners; you MUST pick them up in a timely manner.**

\_\_\_ **ANY BANNERS AT THE CHAMBER AFTER ONE WEEK OF BEING TAKEN DOWN WILL BE CHARGED A \$50 STORAGE FEE PER WEEK.**

\_\_\_ If your banner is damaged while on display, the Public Works office will take it down for you to repair it. If it can be repaired by Thursday, the banner will be put back up. If not, your banner will be put up the following Monday if you have another week scheduled.

\_\_\_ Street banner placement is on a first come, first serve basis and fills quickly, so please plan ahead.

\_\_\_ *Street banners may be placed for a maximum of two weeks.*

### Banner Specifications/Suggestions:

\_\_\_ 3' height and 20' width

\_\_\_ Recommended 18 oz. minimum weight polyester reinforced vinyl fabric intended for double-sided use

\_\_\_ Should have four, 8" x 4" high semi-circular vents per every 2' of banner length (to avoid tearing)

\_\_\_ Should have reinforced corners to prevent damage

\_\_\_ Be sure that the company making your banner knows your deadline. Please contact the Chamber for a listing of Chamber members that produce street banners.

\_\_\_ The City of Steamboat Springs and the Steamboat Springs Chamber Resort Association are not responsible for any damage to banners or any misplaced banners.

\_\_\_ CDOT uses the following criteria in permitting a banner within the State right-of-way:

"Appropriate Message – The banner message shall be limited to: the name and date(s) of the event, and/or related information such as a phone number." Therefore, any banners with any **logos, business or organization names, or websites (exceptions are steamboat chamber.com or steamboat summer.com)** will not be hung. The appropriate message should include the name of the event, the date and the location of the event and a phone number. If you have any questions about the content or message of your banner, please contact the Chamber. We request that **all** banners are proofed by the Chamber for acceptable content. Please send a picture or proof of the banner with the banner request. If a banner has unacceptable content it will be taken down and not re-hung until it complies with these guidelines.

Following these banner specifications is very important. A poor quality banner can't advertise your event properly if it needs to be taken down for repair. A higher quality banner will last a number of years whereas a lower quality one won't last two weeks hung across Lincoln Ave.

Please note, we are **unable to hang any banners with any logos including sponsorship and non profit organization logos.** The Steamboat Springs Chamber Resort Association has been designated to enforce content including corporate advertising or logo placement as mandated by the Colorado Department of Transportation. Please direct any content related questions to the Special Events Department of the Chamber. The only acceptable logos are ones that are created for the specific event you are promoting on the banner.

Please complete the attached form and fax or drop by off form to the Chamber. You will be contacted with a confirmation of your banner placement and date.



## Street Banner Content Guidelines

In the past year, CDOT has requested that the City of Steamboat Springs fully complies with all the rules and regulations of the Colorado Department of Transportation (CDOT) as it applies to street banners.

As mentioned in the street banner guidelines, CDOT uses the following criteria in permitting a banner within the State right-of-way:  
"Appropriate Message – The banner message shall be limited to the name and date(s) of the event, and/or related information."

Having said that the following content is acceptable for a street banner:

1. The name of the event: i.e. Pro Bull Riding
2. The date of the event: i.e. Sunday, September 3<sup>rd</sup>, 2006
3. An event specific logo such as the 'shoe logo' used to designate the Steamboat Marathon or generic clip art.
4. Phone Number

Here are some examples of acceptable street banner content:

Steamboat Marathon, Half Marathon, 10K  
Sunday, June 5, 2011  
Marathon shoe logo  
Please call 970-875-7000 for more information

Hot Air Balloon Rodeo  
July 10-11, 2011  
Balloons, Art in the Park, Rodeo (written along the bottom)  
Generic hot air balloon clip art on one side  
Please call 970-875-7000 for more information

Wild West Air Fest  
September 3-4 2011  
Steamboat Springs Airport – Bob Adams Field  
Airplanes, fly-in, Pro Bull Riding, Sidewalk Sale (written along the bottom)  
Wild West Air Fest logo on one side

### NOT ACCEPTABLE

Steamboat Chamber Benefit Tennis Tournament  
Should be: Benefit Tennis Tournament

Corporate, sponsor and non-profit logos or written text are not allowed to be displayed on any street banners. The only exception has been made by CDOT and includes any logo that designates the City of Steamboat Springs including the City 'spur' logo, the Steamboat in the Summertime and the Steamboat 'flag' logo (without the Ski & Resort Corporation along the bottom), all of which the City accepts to represent the City of Steamboat Springs.

All banners need to be proofed by the Special Events Department at the Steamboat Springs Chamber Resort Association. Any questions regarding content should be directed to the Chamber. If a banner has been hung and the content has been deemed unacceptable, the banner will be taken down and not re-hung until the banner complies with these guidelines. If a banner has been taken down for content, there will be no special arrangements made to have it re-hung that week.

Based on these guidelines, it is clear that these banners are designed to inform the public of an event. If a banner can not meet the specific 'appropriate message' it is not appropriate for this use. **In other words banners are meant to promote a specific event and not a special program or meant to get the word out about an organization or its cause.** In certain instances, banners that represent a series of events such as the Running Series or Strings in the Mountains had their content approved by CDOT directly and do include this information. This is a special circumstance and need to be approved directly by CDOT if the Chamber directs you there. Street banners are designed to inform the public of an event and should easily comply with these content guidelines.

These guidelines have been approved by Mike Smith, Operations & Outdoor Advertising at Colorado Department of Transportation on November 20, 2008.



Banner Schedule Request

Please return this completed form to Lindy Barrett:  
Steamboat Springs Chamber Resort Association  
P.O. Box 774408, Steamboat Springs, CO 80477  
By fax: 970-285-3550 or email to [maren@steamboatchamber.com](mailto:maren@steamboatchamber.com).  
Contact Maren McCutchan with questions, 970-457-4529.

**\*Please send a picture or proof of ALL banners to be hung\***  
**(Banners will not be scheduled unless application is complete)**

I have read and understand the Banner Guidelines above: \_\_\_\_\_  
(Signature and date)

Business Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Event Name: \_\_\_\_\_

Event Dates: \_\_\_\_\_

Date for Banner to Go Up (MONDAY): \_\_\_\_\_

Date for Banner to Come Down (MONDAY): \_\_\_\_\_

Preferred Location (please indicate first and second choice):  
*(We are no longer scheduling banners for the Mt. Werner overpass.)*

Downtown - 4<sup>th</sup> Street, across Lincoln Ave. \_\_\_\_\_

Downtown - 10<sup>th</sup> Street, across Lincoln Ave. \_\_\_\_\_

Please fax/email or drop off the **completed** forms back to the Chamber. We will get you on the schedule and confirm your dates and location via email. The street banner schedule fills quickly. We reserve this space on a first come, first serve basis. We will not reserve scheduling spaces without a completed form. Please do not call the Chamber ahead of time to check the schedule availability. Our turnaround is pretty quick; once we receive a form we will confirm availability and placement within 2 - 3 business days. Please call, 970-457-4529, or email, [maren@steamboatchamber.com](mailto:maren@steamboatchamber.com), with any questions. **Please keep your confirmation email!**

*\*\*Please note that any banner containing any logos including sponsorship and non-profit logos are not considered acceptable content. Please see the guidelines above for specific information.\*\**