

80 Watt District-PBID Street Banner Application



80 Watt District-PBID
Building a stronger sense of place

The **80 Watt District-PBID** Street Banner Program allows banners on ornamental poles and cobra poles and is limited to banners related to branding, promotions, events, festivals, parades and walk/run events within the boundaries of the 80 Watt District. Street banners enhance the streetscapes of communities, by adding a vibrant element that enlivens key corridors and the mobility experience for pedestrians, cyclists, transit users, and drivers. *Our street banner program is an effective tool which provides service to the community and will strengthen the sense of place and the district identity.*

Applicant Information:

Company Name: _____ Date of Application : _____

Contact Name: _____ Contact Phone Number: _____

Contact E-mail: _____ Contact Fax Number: _____

Contact Mailing Address: _____

Banner Reservation Information:

Theme of Banners: _____ **“WATT’s Happening”** _____

Installation Project Date: **October 1, 2018 – June 1, 2018**

- Cost for (POLE ADOPTION): \$700 (1) pole/2 banners
 \$1400 for (2) poles/ 4 banners
 \$_____ for
 _____ poles
 _____ banners



Banner Placement

There are 30 foot tall cobra head street light poles along Roseville, Madison, Longview and Watt Avenues, within the 80 Watt District boundaries available for sponsorship. (30 “width x 94” length) See map below.

- Longview Dr. (7) lights
- Watt Ave (25) lights
- Roseville Rd. (26) lights
- Roseville that turns into Madison Ave. (14) lights

I understand and agree to comply with specified banner guidelines. I am authorized and agree to pay all fees

Signature

Date

Please submit completed application checklist items to Rebekah Evans via e-mail at Info@80WattDistrict.com or submit in person or by mail to 80 Watt District-PBID, P.O. Box 1340, North Highlands, CA 95660

FOR OFFICE USE ONLY

<input type="checkbox"/> Application Approved	<input type="checkbox"/> Application Denied	By: _____	Date: _____
Cost: _____	Number approved: _____	Install Date: _____	Removal Date: _____
*Est. Costs do not include the cost of fabrication, installation, and removal			

80 Watt District-PBID Street Banner Guidelines

Application and Permit Process

The Street Banner Application should be submitted to 80 Watt District-PBID at least 60 days prior to the desired installation date. After receipt of the application, an 80 Watt District-PBID representative will be in touch to discuss your banner design and submission. Once approved, you will be invoiced for the cost of the street banner pole rental fee. The applicant will arrange all fabrication and installation of banners through the 80 Watt District-PBID and your company will sign off on design.

Approval of your banner application is based on conformity with the regulations, a clear and compelling design, and space availability. The 80 Watt District-PBID reserves the right to deny any application.

Availability

Locations are allocated on a first come, first served basis. The applicant will have a right to stay in the same location, however, applicant must reapply for a new area, if others would like a certain location.

Campaign Duration and Installation and Removal Dates

Banners are hung for 9 months (October-June). The 80 Watt District-PBID is not responsible for loss or damage of banners due to any other cause such as wind, weather, theft, vandalism, fire, earthquakes or acts of God.

**This first campaign (#WattsHappening) is available on 76 of the light poles-ready to showcase your business in the 80 Watt District. Other promotions may be happening within this same time frame, such as:

- Holiday Decorations
- 'Shop Local' events
- Watt's Happening Meet & Greet networking events
- Social Media Marketing Promotion

Banner Placement

There are 30 foot tall cobra head street light poles along Roseville, Madison, Longview and Watt Avenues, within the 80 Watt District boundaries available for sponsorship. (30 "width x 94" length) See map below.

- Longview Dr. (7) lights (North side)
- Watt Ave (25) lights (West side/ East side)
- Roseville Rd. (26) lights (Northwest side/ Northeast side)
- Roseville that turns into Madison Ave. (14) lights (East side)

The final cost of production, installation, and removal will be determined by and arranged through the pre-approved manufacturer and installation companies. The applicant is responsible for the cost of replacement of any damaged or stolen banners, as the 80 Watt District cannot be liable.

Banner Material

All banners will be manufactured for exterior use, able to withstand a wind load of 80 mph, and have an ultra violet inhibitor to retard fading and tearing. Banners shall not be retro reflective. Fasteners on banners must be fastened to mounting hardware with heavy spur grommets

Banner Design

All banners will have a **double sided design**. The 80 Watt District branding/identification will be added to the banners. Applicant will need to provide high-quality logo and photography (details will be sent out).

Design recommendations:

Feature simple and bold graphics, Use of text is limited to event or location names and dates, Use of bright bold colors with contrast to one another, Use font that is readable at a distance

The applicant must use the designer for 80 Watt District. The final banner design will be approved by the 80 Watt District-PBID. Banner design approval is based on conformity with the regulations and a clear and compelling design.

The Street Banner Program provides a service to our community, business, arts and cultural groups, and other organizations that need an effective tool to promote events and public information of interest and benefit to 80 Watt District business, residents and visitors.

Street banners enhance the streetscapes of the 80 Watt District, by adding a vibrant element that enlivens key corridors and the mobility experience for pedestrians, cyclists, transit users, and drivers. Our street banner program strengthens the sense of place

Contact:

Rebekah Evans, Executive Director
80 Watt District
P.O. Box 1340
North Highlands, CA 95660

Email: Info@80WattDistrict.com
Phone: 916-495-5599
Website: www.80WattDistrict.com

You will have the chance to choose 3 (1, 2, 3) pole locations that your organization wishes to reserve in order of importance. The 80 Watt District Administration will contact you in the event of any conflict or “double booking” of selected. We reserve the right to place your banner in the best spot available

