

# Covington High Street Banner Program

## Policies and Guidelines

Approved through Ordinance 06-23

### Section A: Purpose

1. To promote community events and the Village in general through the installation of properly designed and installed banners on street poles.
2. To complement the aesthetic appearance of the Village by introducing color, a sense of excitement, and community feel through colorful and properly design banners.
3. To allow individuals and organizations to participate in the financing of this program through sponsorship.
4. To create an effective administrative process to manage the High Street Banner Program.
5. Pursuant to Ordinance 06-23, the Village Administrator is hereby authorized to establish an administrative process, policies, guidelines and fees to implement a carry out the High Street Banner Program consistent with the purpose of such program.

### Section B: Definitions

1. **Armed Forces** means one of the six branches of the military – Army, Navy, Air Force, Coast Guard, Marines, Space Force.
2. **Community Event Banners** are related to special community promotional events that are authorized by the Village Administrator's Office.
3. **Hometown Heroes Banners** are banners that are related to honoring individuals who have honorably served their country in the Armed Forces.
4. **High Street Banner Program** – All aspects of establishing and maintaining the ongoing use of banner system components by the Village.
5. **Immediate Family Members** shall include biological or formally adopted siblings, parents, grandparents, and great-grandparents. This shall also include half or step siblings, parents, or grandparents.
6. **Sponsoring Agency** – Includes individuals, for-profit and non-profit groups and organizations.
7. **Public Works Director** – Village of Covington official responsible for the proper installation of the banner program.
8. **Street Pole Banner** – Banners placed on Village-owned poles reserved expressly for use by the Village of Covington.
9. **Village Administrator's Office** – Village officials and staff responsible for coordinating the Banner Program.
10. **Welcome / Seasonal Banners** are banners that are unrelated to any particular event but add vitality and interest to the streetscape. As such, they are rotated at various times throughout the year.

## **Section C: Banner Design and Type and Number**

The graphic design of all banners used in the Village of Covington High Street Banner Program shall be developed by the Village Administrator's Office and approved by the mayor and may include community events, welcome messages and seasonal banners, and hometown hero banners.

The Village owns 28 light poles along High Street that will be made available at different times of the year for the programs listed in this set of policies and guidelines.

## **Section D: Banner Specifications**

1. All banners shall be printed on both sides of the banner fabric.
2. High Street Banners shall be made of marine acrylic canvas or heavy reinforced vinyl resistant to ultraviolet rays, mold, and mildew.
3. Each banner shall have two (2) double stitched reinforced hems and two (2) brass grommets.
4. Banners shall be 24" x 36" in size.
5. Banner arms have been placed on Village-owned poles and will be maintained by the Village of Covington.

## **Section E: Guidelines for Banner Content**

The following guidelines shall apply to the High Street Banner Program that will be administered by the Village of Covington through the Village Administrator's Office:

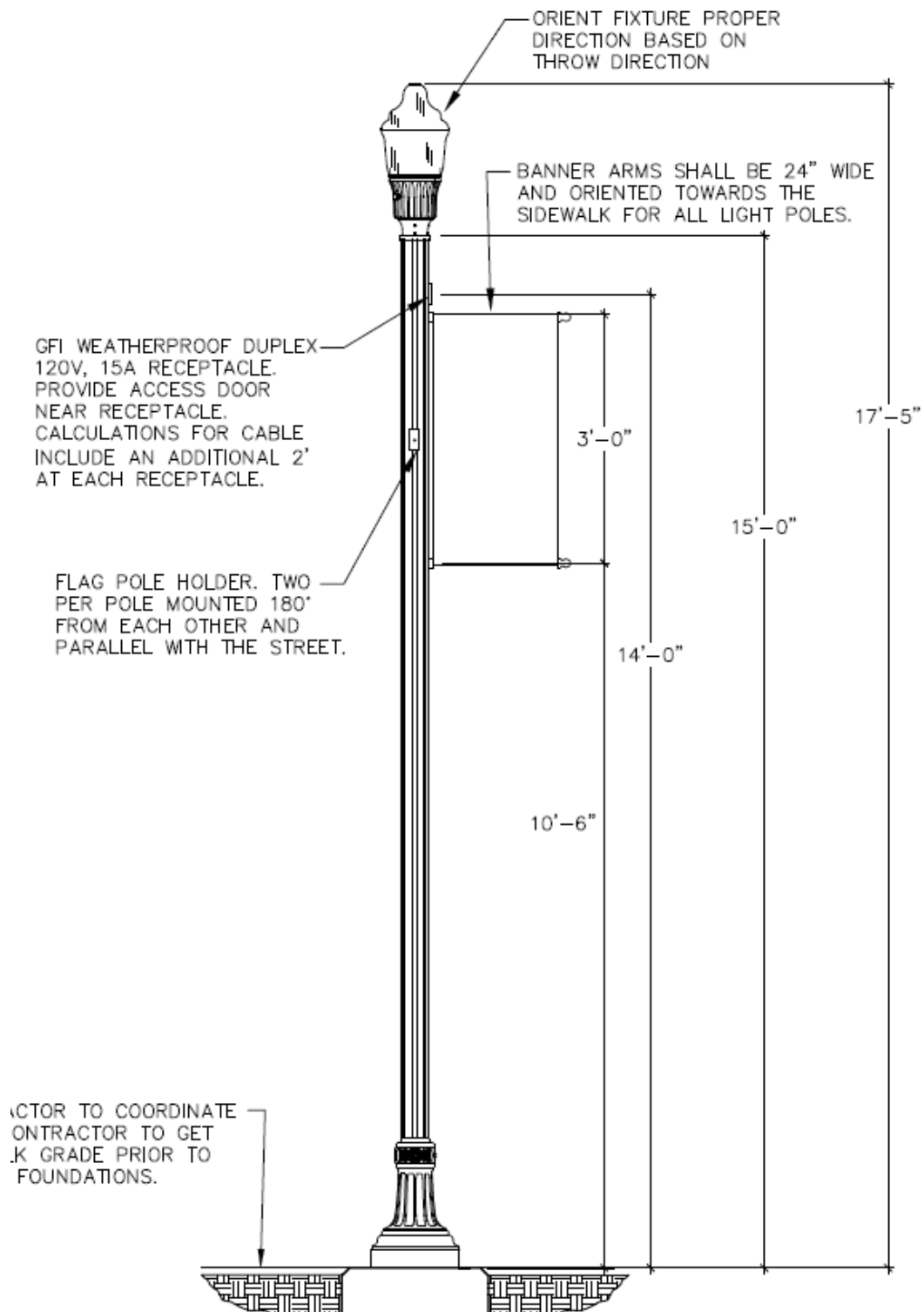
1. Banners shall not be used for the advertising or promotion of commercial products, corporate entities, or services by the sponsoring agency, organization or person.
2. Banners shall not be used to convey political messages or campaign or religious messages.
3. Banners shall not contain any offensive, hateful and/or negative messages or graphics. The Village at its sole discretion may refuse to accept and/or fulfill an order for any banner containing language or graphics with a questionable message as deemed by the Village.

## **Section F: Application Process**

1. Interested sponsors shall fill out and submit the application form which is available on the website at [www.villageofcovington.com](http://www.villageofcovington.com) or in the Government Center to the following:

***Village Administrator's Office  
Covington Government Center  
1 South High Street  
Covington, OH 45318***

2. The application shall be accompanied by the required fee, which is defined within the Village fee schedule.



**Light Pole Design Specifications**

## **Section G: Community Event Banners**

1. The Village of Covington wishes to support local events through its banner program and will allow sponsoring agencies to apply for Community Event Banners.
2. Sponsoring agencies are required to either provide:
  - a. A complete banner design that is 24" x 36" and in .PNG or .JPG format for review and approval by the Village Administrator
  - b. Images and wording that they would like designed on a banner for the Village Administrator's Office to layout for their confirmation.
3. Applications for Community Event Banners shall be completed and approved at least 90 days prior to the first day banners are to be installed.
4. Sponsored banners shall be installed for a minimum of sixty (60) days in a calendar year corresponding to the life expectancy of the banner. The proper and safe installation of the banners shall be under the supervision of the Village of Covington.
5. The fee per banner shall be noted in Section L.
6. Location of banners along High Street is not guaranteed.

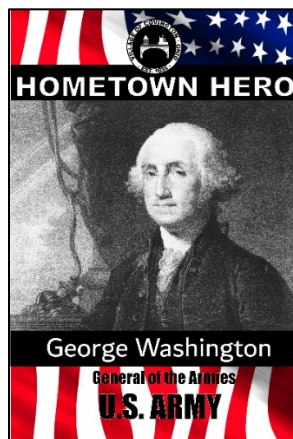
**Section H: Welcome / Seasonal Banners**

1. The Village of Covington shall have Welcome and Seasonal Banners that go up throughout the year which do not relate to any specific event or timeframe.
2. Examples of welcome or seasonal banners would be “Welcome to Covington”, “Live, Work, Play”, “Fall”, or other similar wording supported by imagery.
3. These banners may also include a sponsoring agencies name, as defined within Section J below, with fees per Section L.



## Section I: Hometown Hero Banner Program

1. The Village of Covington Hometown Hero Banner Program allows residents to pay tribute and honor family members that are active military service personnel, veterans, or sacrificed their life while serving in the armed forces.
2. Sponsoring individuals are required to provide:
  - a. Full name, rank, and name of branch of service
  - b. An image of the honoree
    - i. Printed Photographs must be at least 8" x 10" and be in color, black & white, or sepia toned (brownish).
    - ii. Digital Photographs must be at least 24" x 24" and 300 dpi in JPEG, TIF, or PNG formats. Web images or cellphone photos of original images are not acceptable as the quality will degrade when put onto the banner.
  - c. A completed application, which is due by April 1<sup>st</sup> for the first block of the year, and August 1<sup>st</sup> for the second block of the year, which includes all required information and documentation to meet the requirements of the program.
3. The fee per banner shall meet Section L.
4. To qualify for a banner, honorees must meet the following requirements:
  - a. Active-duty or honorably discharged military personnel of the United States Armed Forces; AND
  - b. Current Village of Covington resident, Covington is individual's hometown, OR
  - c. An immediate family member of a Covington resident.
5. Honorees will be prioritized on a first-come, first-served basis with a list being created for all honorees to assure everyone who wants to be honored has a chance to be honored.
  - a. 28 honorees will be honored each block.
  - b. Priority will be given to first-time honorees.
  - c. Banners will be up for roughly two (2) months. The Village anticipates 56 honorees per year (two blocks of Hometown Heroes banners, per the timeline in Section K).
6. Banners shall be considered the property of the Village of Covington and are not required to be returned to sponsoring agency, organization or individual for use anywhere else.



***Final Design to be determined***

## **Section J: Sponsorship Requirements and Expectations**

Sponsors for Community Event Banners and Welcome / Seasonal Banners shall follow the following guidelines:

1. To ensure that individuals, groups and organizations have equal access to the High Street Banner Program, a list will be created on a first come, first served nature, to assure all agencies, organizations, and individuals have an ability to sponsor a banner if they wish.
2. The Village Administrator's Office reserves the right to limit the number of banners a particular agency, organization or individual can sponsor to no more than fourteen (14) of the available banners. This requirement may be waived by the Village Administrator's Office in the event there is not enough demand for banner sponsorship.
3. Sponsor name can be reflected at the bottom of the banner in an area no larger than 5" by 16". No corporate logo or trademark is permissible. The sponsor's name shall be in Arial Black Font and utilize one or two lines. Additional characters may reduce the size of font.
4. The Village Administrator's Office shall determine placement location of the banners within the Village and will have the right to implement the program in phases to insure its manageability.
5. The Village of Covington is not liable for any damage to the sponsored banner due to vandalism and natural calamities. Any banners that are determined to be damaged and defective by the Village Administrator or his designee will be removed.
6. In the event of imminent high wind, the Village of Covington has the right to remove the banners from poles and reinstate such banners when appropriate.
7. Banners shall be considered the property of the Village of Covington and are not required to be returned to sponsoring agency, organization or individual for use anywhere else.

### Section K: Anticipated Timeline for Banners

1. Based on the current expectations, but subject to change, the following shall be the timeline blocks for when each banner type will be up within the Village.
2. Timeline blocks (blocks) are considered the time when a banner goes up and is taken down.
3. As shown in the timeline below, the Village will have 5 blocks per year – two Community Event blocks, two Hometown Heroes blocks, and one welcome / seasonal block.

	January	February	March	April	May	June
<b>Community Event</b>						
<b>Hometown Hero</b>						
<b>Welcome / Seasonal</b>						

	July	August	September	October	November	December
<b>Community Event</b>						
<b>Hometown Hero</b>						
<b>Welcome / Seasonal</b>						

<b>Community Event (1st)</b>	February 1 -May 15
<b>Hometown Heroes (1st)</b>	May 16 - July 15
<b>Community Event (2nd)</b>	July 16 - Sept 15
<b>Hometown Heroes (2nd)</b>	Sept 16 - Veteran's Day
<b>Welcome / Seasonal</b>	Veteran's Day - January 31

### Section L: Fee Schedule

Type	Fee Per Banner (Individual)	Cost for Banner Group (14 min.)	Cost for All 28 Banners
<b>Community Event (Unique Images)</b>	\$150	\$1,200	\$2,100
<b>Hometown Hero (Unique Images)</b>	\$100	N/A	N/A
<b>Welcome / Seasonal (Same Images)</b>	\$75	\$900	\$1,700

1. The fee for banner sponsorship reflects the cost of acquisition, installation, including hardware/replacement hardware, removal and storage. The Village Administrator reserves the right to update this fee depending on the current costs of these items.
2. Banner fees pay for one banner (or more depending on the cost shown) that will be put up for one (1) block during the year, as described in Section K.
3. Opportunities for utilization of banners for multiple blocks at a reduced rate is available upon request.