200 East Main Street
Lexington, KY 40507
Jim Newberry, Mayor

BANNER GUIDELINES

FOR MAIN & VINE STREETS

Special Events have become a part of Lexington and are enjoyed by people from local, regional, state, national and international backgrounds. Events range from local talent shows and art exhibits to NCAA Basketball Championships and the 2010 FEI World Equestrian Games.

At the present time there are brackets for banners on 63 downtown light poles. They are located on Vine Street between Midland and Broadway and Main Street between Midland and Jefferson.

Banner dates are scheduled through the Mayor's Office with approval by the Special Events Commission.

There are two banner categories:

A. Convention — conventions coming to Lexington.
B. Event — those events open to the public with either free or paid admission.

Event/Convention sponsor will design, order and absorb all costs for banners. In addition, a $15 fee per banner per event will be billed to sponsor for installing banners on brackets.

A street banner application should be submitted at least 60 days prior to requested date of banner installation. Artwork or graphics for first-time banners MUST be submitted for approval to the Special Events Commission at least 30 days prior to requested installation date. Banners must be delivered to the Mayor's Office 1 week prior to approved installation date. Banners should be picked up at Streets, Roads & Forestry's facility at 1591 Old Frankfort Pike, Building #2 within 5 days of the end of the banner display. Banners not picked up will be discarded.

Banners may be **23" wide x 39.5" long** and must have **4" banner arm pockets** to facilitate placement on the banner arms. **Hems must be sewn**. Do not deliver banners with glued or Velcro hems. Please call (859) 258-3123 before ordering new banners to ensure a match of banner size. A grommet hole needs to be put in the upper and lower left corner, below and above the hem. See example below.

Corporate/sponsor logos can be no larger than 20 percent of the total banner.

Banners subject to availability on a first come, first served basis with Lexington-Fayette Urban County Government sponsored events taking precedence over all others. We can not guarantee specific placement of banners.

During periods of heavy booking, exposure time may be limited to allow as many organizations as possible to participate in the program.

The Lexington-Fayette Urban County Government and Special Events Commission are not responsible if banners are lost, stolen or damaged.

Application should be submitted to

Mayor's Office,
Attn: Reneé Montgomery
200 East Main Street
Lexington, KY 40507.

It can also be faxed to (859) 258-3194.

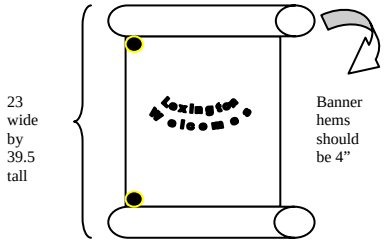
Application will be reviewed by Special Events Commission and sponsor will be notified of the number of banners that have been approved for installation.

Helpful Hints:

1. Banners should be colorful. Think of the time of year banners are to be seen e.g. when the trees are full of leaves, green does not show up well, nor does grey or white in the winter months.

2. Wording should be large to be easily readable from the street. Keep number of words to a minimum.

3. Banners must be double- sided. Single-sided banners will not be hung.

4. If the event occurs annually, design a generic banner for long term use.

For further information, please call
(859) 258-3123.