



BANNER PROGRAM – Application Form

Please complete the application form and return it to:
Parks and Recreation Department
4th Floor, City Hall
228 Main Street North
Moose Jaw, SK S6H 3J8
Email: recreation@moosejaw.ca



Applicant/Organization: _____

Description of Organization: _____

Event Being Promoted: _____

Contact Person: _____

Mailing Address: _____

Phone Number: _____ Email: _____

- Cross Main Street Banner** (at Fairford St.)
- Street Light Banners** Indicate the street light pole number(s). See page 4 for reference
- _____

Installation Date: _____ Removal Date: _____ Total Days: _____

Please attach a detailed artwork/design plan for the banner(s) to your application:

If this application is approved, our organization agrees to pay 100% of the banner installation and removal cost. We understand that the City of Moose Jaw has the right to reject this application or remove a banner at any time and for any reason.

Name: _____ Title: _____

Signature: _____ Date: _____

Office Use Only:

Application Received: Date: _____ Approved by: _____

Total Cost: Main Street \$231.00 + \$11.55 GST + \$13.86 PST = **\$256.41**
Or Street Light \$37.77 + \$1.89 GST + \$2.27 PST = **\$41.93** each x _____ = \$ _____

Program Guidelines

- Application Forms must be completed and submitted to the Parks and Recreation Department for approval four (4) weeks prior to an event
- banners may be installed up to two (2) weeks prior to an event, the duration of the event, and up to five (5) days after the event (Weather and City staff scheduling permitting)
- Access to the banner locations is prioritized as follows:
 - 1st Priority – City Events
 - 2nd Priority – Annual events requesting the same dates and locations
 - 3rd Priority – Size of the event
- The use of banners is prohibited when the promotional campaign refers to:
 - The promotion of commercial, religious, or political organizations and related products and services
 - The promotion of alcohol, tobacco, cannabis products or gambling
 - The promotion of views or ideas which are likely to promote hatred or support violence or discrimination for any person

Eligibility:

To be eligible for the Banner Program, the applicant must meet at least one (1) of the following criteria:

- Be affiliated with a non-profit organization.
- Represent a “special event” wherein the intention is to attract visitors to the City; or
- Represent an event that is considered to be sponsored by the City.

Process:

- Step 1:** A Banner Application Form is completed in full and submitted by an eligible applicant to the Parks & Recreation Department.
- Step 2:** If required, the applicant will meet the Director to discuss the application, ensuring it has been completed correctly, and to go over responsibilities of each party.
- Step 3:** Once the Director reviews the application, notice will be sent to the applicant of their approval or denial.
- Step 4:** If approved, the applicant shall have banners manufactured to meet the minimum specifications.
- Step 5:** Upon receipt of banners, the applicant shall notify the Parks & Recreation Department that the banners are ready to be delivered and make arrangements accordingly.
- Step 6:** City staff will install/remove banners.

Design Criteria:

- CROSS MAIN STREET BANNERS – shall be a maximum length of 45' and be 28" -32" wide. (please refer to diagram on Page 5)
- STREETLIGHT BANNERS - shall be 15oz. double sided vinyl mesh, combined with 3" dowel pocket at the top and bottom with reinforced grommets on the inboard corners. Size of banner must be 30" wide by 64" high
- Banners must have the design printed on both sides and be rectangular in shape
- Banners must meet the hanging requirements of the existing banner brackets.
- Banners will only be approved on the following basis:
 - The design broadly reflects the City's overall brand identity and includes an easily legible official logo
 - Banners are in good condition
 - The applicant adheres to the timelines
 - For City sponsored events, the City's logo must be included in the bottom right hand corner of each banner, in a size as approved by the City
- The copyright of banner artwork and production is the responsibility of the applicant. The City of Moose Jaw takes no responsibility for any copyright issues.

Installation Fees:

- STREETLIGHT BANNERS – cost is **\$37.77** plus GST & PST (\$41.93 total) per streetlight banner
- CROSS MAIN STREET BANNER – cost is **\$231.00** plus GST & PST (\$256.41 total)
- The fees charged for installation and removal of the banners is based on cost recovery. All costs associated with the installation and removal of banners by City staff and use of City equipment are to be fully covered through a banner installation fee.

If you have any questions, please contact the Parks and Recreation Department at 306-694-4540.

Banner Locations



