



## **Town of Indian Lake Banner Policy Adopted January 2, 2025**

**LENGTH OF EXPOSURE:** Banners can be left for up to 90-120 days (3-4 months). The application will specifically ask for how long you would like. Extensions can be requested but must be approved by the Town. First come, first served, except priority is given to the Town and/or Holidays.

### **BANNER SIZING:**

- Vertically hanging
- 30 inches x 60 inches
- The bracket system must be equivalent to hardware the Town currently utilizes. The brackets are the property of the Town.
- Must be double-sided
- Must be in good condition (no fading and fraying from previous usage)

**STORAGE:** All banners will be the responsibility of the sponsoring organization. The Town will not be responsible for storing banners.

### **APPLICATION PROCESS:**

- Applications must be submitted at least 60 days before the requested time frame.
- Please leave a reliable phone number and email. We may have to contact you if your requested time frame has already been reserved.
- Applications will be approved or denied within 2 weeks (14 days) of receiving the application.
- Banners must be dropped off at the Indian Lake Town Highway Department at least 3 days prior to the date that has been approved to hang them. Please plan accordingly when ordering your approved banner design to ensure it arrives on time.

### **ALLOWED USAGE:**

- Events hosted by the Town
- Events sponsored by the Town, businesses or other organizations
- Welcome Messages
- Promote educational opportunities
- Promote non-profit organizations

### **PROHIBITED USAGE:**

- Messages with political or religious advertising
- Messages with profane language or personal attacks
- Messages promoting illegal activity
- Messages that infringe on copyrights or trademarks
- Anything that would violate a local, state or federal law or regulation
- Banners that cause a hazard to traffic or safety



## Town of Indian Lake Banner Application

Applicant / Organization: \_\_\_\_\_

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

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

Optimal Going-up Date: (We will work with you, however, must honor applications that have been approved prior to yours: \_\_\_\_\_)

Length to Stay Up: \_\_\_\_\_ days

Purpose of Banner: \_\_\_\_\_

\_\_\_\_\_

Number of banners: \_\_\_\_\_

Preferred Locations (if there are not enough banners for every available pole):

\_\_\_\_\_

### REQUIRED ATTACHMENTS:

- Banner design: colors, wording, design, images and dimensions

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### FOR OFFICE USE ONLY:

Application Approved: \_\_\_\_\_ Application Denied: \_\_\_\_\_

If Denied, Reason: \_\_\_\_\_

Approved Display Dates: \_\_\_\_\_

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_