



## **2016 Bridge Banner Program** **Information Sheet**

The City of Edmonton Bridge Banner Program is intended to aid non-profit/charitable organizations in their objectives by providing advertisement space on city overpasses to increase awareness of the organization or an event that will benefit the community at large.

### **Application:**

- not based on first come first serve basis
- will be accepted no sooner than 12 months prior to Campaign and must be submitted a minimum three weeks prior to proposed installation date
- must contain detail on the exact wording, artwork and material
- will be approved three to six weeks prior to requested date

### **Group/Organization:**

- must be non-profit/non-commercial promoting an event or campaign that benefits the community at large (i.e. an individual community league does not qualify as where the Edmonton Federation of Community Leagues does qualify)
- agrees to pay all costs associated with handling of the banners

### **Event/Campaign:**

- must be an occurrence of broad community interest that has a start and end date that is not an advertisement to gain customers or recruitment

### **Funds:**

- No funds raised by this event can be retained by individuals participating in the event; all funds gained from the event are to be used solely to support programs/activities of benefit to the community at large

### **Limitations:**

- Banner locations are subject to availability. A maximum of four banner locations per application is allowed. Multiple applications within a calendar year are based on availability and at the discretion of the City of Edmonton. Each application must not be closer than 3 months apart. A maximum of eight locations in a calendar year are allowed.

### **Banners must:**

- Be limited to no more than 10% for commercial sponsor acknowledgement on the banner space; in plain lettering at the bottom of the banner. **NO SPONSOR LOGOS OR WORDMARKS ARE ALLOWED**
- All banners must be constructed of suitable materials such as canvas or other weather resistant material; Banner edge must be hemmed; metal grommets and wind slits or perforations are required
- Maximum 2.5 feet/30 inches/0.75 meter height by a minimum length of 12 feet /144 inches/ 3.7 meter and a maximum length of 20 feet/240 inches/6.1meter. Banners must be attached by 1/8" plastic coated steel cable, rope or (minimum 5/16") tie wraps recognized under the Building Code for cold weather; be securely fastened at the top and bottom every 24" for plastic coated steel and every 12" for tie wraps
- Not create a visual obstruction or touch electrical wires; must be hung over direction of travel not over opposite traffic

NOTE: Vandalism and unauthorized removal occurs with bridge banners. **All banners are hung at the owner's own risk.** The City of Edmonton will not be held responsible for any costs or losses involving banners on City overpasses.

### **\$110.00 - Bylaw 5590:**

A banner will be removed if it does not comply with the guidelines stated above or if the banner exceeds its approved time frame. If the City of Edmonton is required to remove a banner there will be a fine of \$110.00 per banner.



**2016 BANNER HANGING**  
**APPLICATION**

Please complete and email to [rowsign@edmonton.ca](mailto:rowsign@edmonton.ca). Subject: Bridge Banner

Requested by (Agency): \_\_\_\_\_ Date: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

E-mail Address: \_\_\_\_\_

**Tell us About your Organization:**

What type of organization are you registered under (i.e. non-profit, charitable)?

\_\_\_\_\_

Please provide your registration number? \_\_\_\_\_ Year: \_\_\_\_\_

What is your organizations mission statement:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How are your objectives managed?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What are the organizations values?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**2016 BANNER HANGING**  
**APPLICATION**

**Tell us About your Event**

Describe how event and/or funding will benefit the community

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Please indicate the actual banner message below and attach a proof or photo. Banners must have a message that is within the confines of good taste and does not take a partisan position.

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Please indicate if the program is supported by The City of Edmonton or other agencies

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**Physical Requirements for Banners**

- (a) Maximum 2.5 feet/30 inches/0.75 meter height by a minimum length of 12 feet /144 inches/ 3.7meter and a maximum length of 20 feet/240 inches/6.1meter. Limit of four banner locations each up to four weeks per year

**Number of Banners:** \_\_\_\_\_ **Banner Length and Width:** \_\_\_\_\_

- (b) All banners must be constructed of suitable materials such as canvas or other weather resistant material; Banner edge must be hemmed; metal grommets and Wind slits or perforations are required

**BANNER MATERIAL :** \_\_\_\_\_

- (c) Banners must be attached by 1/8" plastic coated steel cable, rope or (minimum 5/16") tie wraps recognized under the Building Code for cold weather; be securely fastened at the top and bottom every 24" for plastic coated steel and every 12" for tie wraps

**ATTACHMENT MATERIAL:** \_\_\_\_\_

**DATES DESIRED:** by week, banners put up on Sunday, removed on Saturday.

- During the Summer Season (April through September) applications will be accepted for a two-week time frame with up to four banners for those two weeks.
- During the Winter Season (October through March) applications will be accepted for a four-week time frame with up to four banners for those four weeks.

1<sup>st</sup> Choice      FROM: \_\_\_\_\_ TO: \_\_\_\_\_

2<sup>nd</sup> Choice      FROM: \_\_\_\_\_ TO: \_\_\_\_\_



**2016 BANNER HANGING  
APPLICATION**

**Only ONE location** is available from each of the lists below, indicate your choice in order of preference, as some locations may not be available.

**WEST EDMONTON**

<b><u>Priority</u></b>	<b><u>Side</u></b>	<b><u>Structure</u></b>
_____	East	Yellowhead Trail & 170 Street
_____	East	Whitemud Drive & 156 Street
_____	West	Whitemud Drive & 156 Street
_____	East	Whitemud Drive & 159 Street
_____	West	Whitemud Drive & 159 Street
_____	North	Whitemud Drive & 53 Avenue
_____	South	Whitemud Drive & 53 Avenue

**SOUTH EDMONTON**

<b><u>Priority</u></b>	<b><u>Side</u></b>	<b><u>Structure</u></b>
_____	West	Whitemud Drive & 75/66 Street
_____	East	Whitemud Drive & 91 Street
_____	East	Whitemud Drive & 106 Street
_____	West	Whitemud Drive & 106 Street
_____	East	Whitemud Drive & 111 Street
_____	West	Whitemud Drive & 111 Street
_____	West	Whitemud Drive & 119/22 St.

**NORTH CENTRAL EDMONTON**

<b><u>Priority</u></b>	<b><u>Side</u></b>	<b><u>Structure</u></b>
_____	North	Groat Rd. & 107 Avenue
_____	South	Groat Rd. & 107 Avenue
_____	North	Groat Rd. & Emily Murphy Park
_____	South	Groat Rd. & Emily Murphy Park
_____	N only	James McDonald & Connors Rd.
_____	East	Yellowhead Tr. & St. Albert Tr.
_____	West	Yellowhead Tr. & St. Albert Tr.

**EAST EDMONTON**

<b><u>Priority</u></b>	<b><u>Side</u></b>	<b><u>Structure</u></b>
_____	East	Sherwood Park Fr. & 50 Street
_____	West	Sherwood Park Fr. & 50 Street
_____	South	Wayne Gretzky Dr. & 106 Ave
_____	North	Wayne Gretzky Dr & 112 Ave
_____	South	Wayne Gretzky Dr & 112 Ave
_____	North	Wayne Gretzky Dr & Ada Blvd.
_____	East	Yellowhead Trail & 50 Street

**I/We, on behalf of our organization accept all conditions as stated above.**

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

**Contact Michaela Pfluemer at 780-508-9352 email [rowsign@edmonton.ca](mailto:rowsign@edmonton.ca) if problems arise.**

**GROUPS RAISING FUNDS**  
**WITH INDIVIDUAL/PRIVATE SECTOR PROFIT OPPORTUNITIES**

In order to maintain the policy of assisting not-for-profit groups carrying out activities benefiting the community, while limiting the use of free civic space to promote individual profit, we require answers to the following questions in order to make a decision which can be fairly applied to all.

**CRITERIA**

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1. Organization is a registered not-for-profit society.

Y ☐ N ☐

2. Is the event in support of the group's mandate?

Y ☐ N ☐

3. Event promoted must be of interest to a broad range of Edmontonians, thus giving profile to the requesting group.

past attendance figures \_\_\_\_\_ for year: \_\_\_\_\_

4. Is there a fee charged at this event or as a result of this event?

Y ☐ N ☐

Please indicate how funds raised will be distributed (%):

Funding the event: \_\_\_\_\_

Requesting group: \_\_\_\_\_

Charity or other agencies: \_\_\_\_\_

Agency Name: \_\_\_\_\_