

# Traverse City Light Pole Banner Program



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*The Traverse City Light Pole Program is a great way to show off the spirit and events of Traverse City utilizing light poles in the greater downtown Traverse City area. Britten, Inc. is the official vendor for this program and will provide your group with a complete turnkey service including the banners, installation, maintenance and removal.*

## Eligibility

Any non-profit organization or governmental unit and/or event sponsored by a non-profit organization located in Grand Traverse, Leelanau or Antrim Counties may display banners on a first come, first serve basis. City sponsored banners and organizations within the City have preference should there be a conflict. Banners may not include commercial advertising, political advertising, public issue advertising, obscenity or fighting words.

## What is the cost for the program?

\$140.00 per banner

### Cost includes:

- Printing for 30"W x 72"H, double-sided banners on 15 oz. blockout vinyl and Fabrication
- Installation Services
- Patented BannerSaver brackets
- Replacement of individual banners
- Removal of banners
- Boxing of banners for pick-up at Britten, Inc.
- Maximum 30 days of event promotion. Britten has final determination regarding the date of banner removal.

### Can I print banners this year and re-install them next year?

Yes, assuming you complete the appropriate paperwork. There will be a \$30.00 per banner installation fee.

## How Do I Start?

- 1** Fill out the attached application and submit it with artwork to your **Britten sales representative**. The application includes your preference for banner locations and dates. There are approximately 290 eligible light poles in the program. See the attached map for general locations.
- 2** Your artwork will be submitted for approval by the City of Traverse City Banner Committee. The Banner Committee has full and final say over acceptability of banner content. Final artwork needs to be provided in vector format or with high enough resolution for photographic images to meet the printing specifications of Britten, Inc.. Your Britten rep can provide you with our Art Requirements.
- 3** The application and art must be submitted a minimum of 30 days prior to preferred installation date. A new application must be submitted each year and will be accepted up to 365 days prior to preferred installation date.
- 4** Repeat events must submit application on an annual basis.

Ready to go? Want to learn more?

Call toll-free at 1-800-426-9496 or visit [www.BrittenBanners.com](http://www.BrittenBanners.com)

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## Additional Services

**Design Services.** Do you need help designing your banners? Talk to your Britten Sales Rep regarding the art design services of the Britten Design Studio! Did you know the National Cherry Festival light pole banners were designed entirely in-house by Britten's Design Studio? We've built light pole banner programs for dozens of cities and municipalities around the country.

**Event Solutions.** Britten specializes in event printing, products, and structural assembly; including sponsor banners, truss systems and tents. We also have our own installation crew—Britten Services—who handle events all over the country from start to finish. Ask for a complete Britten catalog and talk to your Britten advisor for ideas.



Artwork created entirely by Britten's Design Studio

## Go Green = Raising Funds

**priorLIFE™, a new subsidiary of Britten, Inc.** Recycle your banners to help the environment while potentially creating a new revenue stream for your organization or event. Britten is excited to announce priorLIFE™, a new green program that gives “new life” to your used vinyl banners and turns them into fantastically functional tote bags.

priorLIFE™ bags make great branded keepsakes. Sell them to raise funds and recoup your banner costs, or give bags to volunteers as “Thank You” gifts! For more information, contact priorLife director Pam Klumpp at (231) 995-8592 or email her at [pklumpp@priorlife.com](mailto:pklumpp@priorlife.com).

We look forward to helping you and the environment!



priorLIFE™ Bags - finding new life through re-use!

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Key	
00 (numbers)	Number of Light Poles Per Section
D	Two Banners Per Pole
S	Single Banner Per Pole

**State Street:** Union to Cass: 5-D  
 Cass to Park: 12-D  
 Park to Boardman: 9-D

**Front Street:** Pine to Union: 4-S  
 Union to Cass: 4-D  
 Cass to Park: 8-D  
 Park to Boardman: 5-D  
 Boardman to Parkway: 3-D

**Grandview Pkwy:** M-72 to Division: 16-D  
 Division to Hall: 9-D  
 Hall to Union: 9-D  
 Union to Cass: 5-D  
 Cass to Park: 2-D  
 Park to Front: 10-D

**Munson Ave:** Front to Barlow: 12-D  
 Garfield to NMC: 4-D



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# Traverse City Light Pole Banner Program Application

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

Prior Event Dates: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Street: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Organization Tax I.D. #: \_\_\_\_\_ Are you requesting a re-installation of banners?  Yes  No

How many banners will you be printing? \_\_\_\_\_

Description of where you would like your banners installed: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*Reminder: Artwork must be provided in vector format, sized for a 30" w x 72" h banner. If providing raster art, please set files up at 100% size with a resolution of a minimum of 50 dpi.*

Art files attached?  Yes  No

*The applicant agrees to hold the City of Traverse City free and harmless from all liability that may be adjusted against it and to reimburse the City of Traverse City for all expenses of litigation in connection with the defense of claims as such liability and claims may arise because of negligence in the performance of the operation, service, or act for which the permit was issued.*

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## **Payment Information** (Space reservation requires a \$500 deposit credited toward your first order)

Credit Card  Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Authorized Charge Amount: \_\_\_\_\_

Name on Card (Printed): \_\_\_\_\_ Signature: \_\_\_\_\_

Check  (Please make check payable to Britten, Inc. and include with application)

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