



## **Banner Display**

## **Application Packet**



### **Department of Library & Community Services**

Sunnyvale Community Center  
P.O. Box 3707  
550 E. Remington Dr.  
Sunnyvale, CA 94088  
(408) 730-7338  
Fax: (408) 730-7754

**The City of Sunnyvale displays banners for public events and City programs at two locations: The Community Center (along E. Remington Drive, between Michelangelo and Manet drives) and Butcher's Corner (Wolfe Road and El Camino Real). Banners are normally displayed for two weeks prior to events and taken down the week following the event. If banner display space is available, banners may be hung earlier.**

**Eligibility:**

To display a Community event banner on City property, the event must meet the following criteria:

- Special Event Permit Application has been submitted and approved. Download an application at [EventApplication.inSunnyvale.com](http://EventApplication.inSunnyvale.com).
- Be capable of attracting at least 500 participants.
- Have free admission.
- Take place in Sunnyvale.
- Encourage the celebration of our community's character, heritage, diversity and uniqueness.

The priority for hanging banners is:

1. City of Sunnyvale Library & Community Services programs.
2. Other City department programs and co-sponsored events.
3. Non-City events that are supported by the City.
4. Non-City events that are of general interest to the community and whose purpose the City supports.

**Application Procedure:**

1. Turn in completed banner application by email or mail to:

City of Sunnyvale  
Attn: Michele-Bridget Ragsdale  
Marketing Coordinator  
550 E. Remington Dr.  
P.O. Box 3707  
Sunnyvale, CA 94088-3707  
Email [mragsdale@sunnyvale.ca.gov](mailto:mragsdale@sunnyvale.ca.gov)

2. Requests to display banners can be made up to one year in advance of requested date. The Marketing Coordinator will notify when your application has been approved and will confirm the hang date for your banner. In the event of conflicting requests for space, the Marketing Manager will determine priority using criteria above.
3. After you have been notified that your banner request is approved, purchase your banner according to specifications listed on page 3. ***Please note, we strongly recommend that you do not purchase your banner until approval is granted.***
4. Make arrangements with the Marketing Coordinator to drop off the banner at the Sunnyvale Community Center, 550 East Remington Drive, at least one week prior to the approved display date.

- You will be notified when the banner has been taken down and is ready for pick up at the Community Center. Please arrange pick up within one week. If you do not wish to reclaim your banner, please let us know, and we will recycle it for you.

**Payment:**

- Cost for Non-City groups is \$400, and is subject to change. Make checks payable to The City of Sunnyvale.
- Payment must be received with the application.
- City departments are normally not charged for banner display. However, if you require your banner displayed or removed according to a strict schedule and work cannot be accomplished during Parks' normal business hours, you may be asked to provide a charge code for overtime.

**Banner Specifications:**

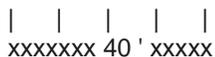
1. The group (i.e. department, community organization) that is making the request is responsible for the design and creation of the banner.
2. The banner must meet certain specifications (size, wind holes, etc.):
  - Length can be 20 feet, 30 feet or 40 feet long.
  - Height minimum is 3 feet tall and no more than 4 feet tall.
  - Holes with grommets for hanging the banner should be spaced every 3 feet.
  - The banner must have adequate wind slits.
3. Four 5-foot lengths of 3/8" diameter cotton rope for hanging the banner must be provided with the banner.
4. The banner must include the following information:

- Organization name
- Name of event
- Location
- Date
- Time
- Contact phone number
- Website (if applicable)

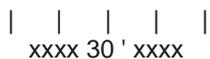
**Banner Considerations:**

The ideal length for the banner display area is 40 feet. This allows the viewer to read the information clearly. The following diagrams demonstrate how each sized banner will appear on the five poles that support the banners.

**40' Banner:**



**30' Banner - centered on all five poles**



**20' Banner - left or right of center**

