GEORGETOWN DIVIDE RECREATION DISTRICT
4300 HWY 49, PILOT HILL CA 95664

~~Community Park Banner Policy and APPLICATION~~

Purpose: To permit and regulate the posting of temporary event banners with the GDRD Community parks.
Policy: Posting banners with the GDRD community parks shall be permitted under the following regulations.

1. All banners must be made of a banner fabric (such as vinyl,) and include grommets for posting
2. Banners may only be posted to promote events taking place in the Divide community and sponsored by a non-profit or community group.
3. **All Non-Profit, Non-Community Partners will be charged a $50 per banner fee to cover staff costs. This fee will be collected when receiving the Banner Application.**
4. Banners used shall not be larger than 4' H x 6' W (a minimum of 4' x 4' is recommended).
5. The location of a banner shall be restricted to the designated area of each park.
6. Banners may be displayed for two weeks prior to the advertised event and will be removed the day following the event. Additional time will be considered if space available.
7. There shall be only one banner posted per event, per site.
8. The posting of banners as described shall be under the direction of the GDRD. GDRD will put up and take down the banners, and rotate them at the site as necessary.

Community Park Banner Condition of Use

General Conditions

- Organizations are to complete an **"Application for Community Banner"** form and submit it to GDRD for consideration.
- Application must be submitted at least 4 weeks before commencement of banner display.
- Approval and scheduling is at GDRD discretion. GDRD reserves the right to accept, refuse, or cancel. Banner must be delivered to GDRD at least one week prior to approved scheduling.
- Priorities for posting are: First come, first served/ up to 6 months in advance.
- The person completing the application form, and whose signature appears on the form, is subject to these conditions of use.
- Organizations are to provide their own banner sign written with appropriate wording relating to the event.
- Banners cannot exceed maximum size (4'H x 6'W)
- Should the banner no longer be required, the organization is to notify GDRD of the cancellation at the earliest possible opportunity.
- Any banner not complying with the above conditions may be removed by GDRD with all associated costs being the responsibility of the organization.

Guidelines for Banner Designs

Visibility: Viewing distance is a primary factor. Your sign's lettering must be distinguishable from its surroundings. You only have **about 3 seconds** to catch the eye of the drive-by motorist, and about 11 seconds for walk-by

traffic to notice your sign. You need to make the most of your signage. Your sign needs to get the message out quickly and attractively.

Readability/Legibility: The viewer's ability to correctly read the message is improved by individual letter distinction. The characteristic of the letters which make them distinguishable from other letters—depend upon choosing the right typestyles and spacing. This will help make the information easy to remember.

Optical Illusion: When you don't have room for lettering as large as you'd like, try using light–colored letters on a dark background. The contrast will make the lettering appear larger and viewers will find it easier to read.

PLEASE Note:

Community Partners: for new banners please include the phrase "This is a GDRD Community Partner Event"

--For Non-Profit organizations not in the Community Partners program, the phrase "This is not a Community Partner Event" should be included on your banner.

Check List

- **Use of your sign:** Are you directing, informing, or selling?
- **Image you want to project:** Professional? Sophisticated? Youthful? Fun? How should it coordinate with your other graphics and advertising? Your sign is your handshake with the buying public. First impressions are lasting impressions. Your sign must project the image you want the public to have of you.
- **Your target customers:** Whose attention do you want to attract?
- **Viewing distance and time:** How far will readers be from the sign? How long will they have to read it? Remember, people of all ages are looking through a windshield, in traffic, day and night. They must be able to see and read your sign easily.
- **Sign copy and layout:** What message do you want to communicate in your copy? Do you have special logo or layout requirements? Save the details for the event. Don't attempt to sell them with information on the sign.
- The **design and color** of the banner should not be similar to any road related signs, traffic signs and traffic lights to avoid confusion to motorists.
- **Consider colors carefully**. Too many colors take away from the quick readability. Make sure colors are contrasting.
- Banner should not contain **too much text**, this will result in the banner being cluttered and **ineffective** in communicating key information. **Keep it simple.** A good design of your sign is critical to its effectiveness. Fewer words are better—three to five words are optimal for quick readability. The proper amount of "white space" (the surface area on the sign face left uncovered) is just as important for readability as graphics, text and colors. Approximately 30% to 40% of the sign's face area should be left as white space for optimal readability. Pictures are usually ineffective. Logos can be effective if recognizable.
- Banner should contain the following information: **Event Name, Date and Location**
- **Grab attention**. There should be something about the sign that will reach out and command attention.
- Banners shall be of lightweight banner material (such as vinyl) on a **single side**.

Application for Community Banner

Community Group Name: _____ Date: _____

Contact Person: _____

Mailing Address: _____

City, State, ZIP: _____

Home Phone: _____ Work Phone: _____ FAX: _____

E-Mail: _____

Event Information
Name/Type of Event: _____

Location/address of event _____

Date(s) of Event: _____

All Non-Profit, Non-Community Partners will be charged a $50 per banner fee to cover staff costs. This fee will be collected when receiving the Banner Application.

Banner Display Date(s) Requested _____

Banner Display Location(s) Requested: **Provide multiple banners for multiple locations.**
☐ **Cool** ☐ **Garden Valley** ☐ **Bayley House** ☐ **Georgetown Park** ☐ **Beam Field**

Banner Details
Banner Size: _____ **Wind holes are highly recommended.**
Note: Banners cannot be larger than 4'H x 6'W and must have grommets for posting purposes. A **minimum** size of 4' x 4' is recommended for greater visibility.
Actual wording of banner must be approved by GDRD.
Community Partners: for new banners please include the phrase "This is a GDRD Community Partner Event"
--For Non-Profit organizations not in the Community Partners program, the phrase "This is not a Community Partner Event" should be included on your banner.

The GDRD is not responsible nor will be held liable for any damage, theft and/or vandalism to any sign posted.

_____ _____
Signature Date

GDRD Approved by: _____ ☐ Without Change

☐ With Changes: Cash_____ Check_____ CC_____

Send check to: GDRD 4300 HWY 49, Pilot Hill CA 95664
Questions? 530 333-4000 530 823-9090

Georgetown Divide Recreation District