



TOWN OF ELSMERE



Hometown Heros Banner Application: \$341.00

Hero's Full Name (exactly as requested on the banner):

Title/Branch of Service: _____

Please provide a picture for the banner.

(High quality/large file is preferred such as .PDF, .EPS or .AI files).

Requested Location: _____

There are no guarantees that the requested location will be available, however, the Town will try to accommodate requested locations.

Hometown Hero Banner Regulations:

1. The banner will be 30" x 60" in size. The banner art is as pictured above, there is no exceptions to the appearance of this banner.
2. To qualify for the banner program the Hometown Hero must be deceased.
3. Banners will be approved for a three month period and should the sponsor wish to extend the display of their banner they would submit a written request to extend the display to the Town Manager. This process may require the purchase of a new banner.
4. The banner sponsor is responsible to pay the cost of replacement hardware or banners in the event of damage.
5. May not display any legend or symbol which may be construed to advertise, promote the sale of, or publicize any merchandise or commodity, or to be political in nature.
6. Shall not have displayed thereon an image which portrays a traffic control device, or which attempts to direct the movement of traffic.
7. Must use bright, contrasting colors on both sides (front and back)
8. Must be simple in nature, incorporating large simplistic and bold elements.
9. Incorporate imagery and text that are appropriately scaled for long-range visibility.
10. May not contain more than 20% of space used to highlight the sponsor of the banner.
11. May not display any inappropriate symbols or messages or in any way suggest partisan political statements or endorsements.
12. Inappropriate material including but not limited to: offensive language, hate speak, pornographic images, and/or content considered demeaning and derisive will not be accepted. Decisions on the appropriateness of material will be governed by the Town Manager and may be appealed to the Mayor and Council only by the sponsor.
13. If for some reason the Town must remove the banner due to pole ownership the fees will be returned at the following pro-rated amounts: 1-30 days after installation – 100% refund, 30-60 days after installation – 50% refund, 60-90 days after installation – 25% refund.
14. Sponsorship Requests must be submitted 30 days prior to the change of season to be displayed during the next season. (Season Change Dates: March 1st, June 1st, September 1st & December 1st).

Applicants Signature: _____ Date: _____

Town Use Only:

Date Application Received: _____

Date Application was Denied: _____

Reason for Denial: _____

Date Application was Approved: _____

Town Manager's Signature: _____

Date Banner was ordered: _____

Ordered By: _____

Date Banner to be installed: _____

Date Banner to be removed: _____