

Banner Program Guidelines

Program Overview:

The Banner Program is a service provided by the City of Steamboat Springs and coordinated by Main Street Steamboat. Main Street serves as the booking agent, while the City handles banner installations. Fees collected by Main Street are partially allocated to the City for installation services.

Key Information:

- **2025 Start Date:** Banners will be installed starting March 10, 2025 - WEATHER PERMITTING.
- **Booking Period:** Two week periods, assuming no delays. The banner schedule is managed by Main Street and space is reserved on a first-come, first-served basis. Complete and submit the banner request form on pg 3.
- **Possible Delays:** Unforeseen circumstances, such as Highway 40 issues or inclement weather, may delay installation. No discounts will be provided for delays when installations are completed.
- **Costs:** Banner Hanging Fee: \$150 per scheduled period. Additional Hitchhiker: \$75 per scheduled period.
- **Requirements:** All requests must include a photo or proof of your banner for compliance auditing with CDOT guidelines. Requests are confirmed upon banner compliance approval and payment will be requested the week following your banner installation.
- **Drop off and pick up:**
 1. Approved banners must be delivered to the Streets Department on Critter Court between the Monday and Wednesday before the scheduled installation date.
 2. Banners can be collected starting the Tuesday after the scheduled take-down date. Banners must be picked up within one week to avoid a \$25/week storage fee starting on the 15th day.

Compliance:

- **Prohibited Content:** No corporate logos, phone numbers, websites, or advertising messages are allowed as mandated by the Colorado Department of Transportation (CDOT).
- **Permitted Content:** Banners must display only the event name and date. An event-specific logo is allowed if it does not advertise a business.

Examples: Acceptable: Hot Air Balloon Rodeo, July 16-17, Bald Eagle Park. Not Acceptable: Steamboat Pilot Presents Hot Air Balloon Rodeo, July 16-17, steamboatpilot.com

Size and Material Requirements:

- **Dimensions:** 3 feet high by 20 feet wide.
- **Material:** 18oz minimum weight polyester-reinforced vinyl fabric for double-sided use.
- **Vents:** Four 8"x4" semi-circular vents every 2 feet of banner length to prevent tearing.
- **Reinforcement:** Corners must be reinforced, and ½ inch ID grommets are required in all corners and spaced 18-30 inches along the outer edge.
- **Hitchhikers:** Grommets for hitchhikers must line up with the main banner grommets,

Important Notes:

- Banners that do not comply with CDOT regulations will not be hung. If mistakenly installed, they will be removed until corrected.
- The City of Steamboat Springs and Main Street Steamboat are not liable for any damage or loss of banners.

Banner Schedule Request Form 2025

Submission:

Email the completed form to Lindy Schwanke at admin@Mainstreetsteamboat.com

Agreement:

I have read and understand the Banner Guidelines.

Signature: _____

Date: _____

Contact Information:

Name: _____

Phone Number: _____

Email Address: _____

Billing Email: _____

Event Details:

Event Name: _____

Event Dates: _____

Banner Request:

Requested Installation Date (Monday): _____

Back-Up Date: _____