

## **BANNER POLICY**

### **Purpose:**

The purpose of these guidelines is to provide a functional, fair and cost-effective policy for “over highway” banners (banners that stretch across Highway 2 at 5<sup>th</sup> Street) approval, scheduling, installation and removal.

### **Banner Criteria:**

Only banners sponsored by non-profit groups or organizations whose purpose and objectives contribute to the best interest of the Troy community will be displayed. All banners must be manufactured by a printer to ensure only quality, well-made banners will be displayed within the City of Troy.

### **Banners must:**

1. *Be a minimum of 24” tall but not more than 36” tall.*
2. *Have metal grommets along top and bottom edges.*
3. *Be made of heavy-duty material and have wind slits if greater than 8’ wide.*
4. 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 or religious in nature.
5. Not display a symbol or legend that portrays a traffic control device, or which attempts to direct the movement of traffic.
6. Be aesthetically pleasing.
7. Not contain more than 25% of space used to highlight the sponsor of the banner.
8. Not display any inappropriate symbols or messages or in any way suggest partisan political statements or endorsements.
9. Not display any religious symbols or messages or in any way suggest religious statements or endorsements.
10. Not display 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 Mayor or the council.

### **Over Highway Banner Guidelines:**

1. Applications must be received twenty-one (21) days prior to the desired display dates for initial hangings.
2. Applications must be received fourteen (14) days prior to the desired display dates for reoccurring hangings.
3. Over highway banners will be displayed for a maximum of ten (10) days at a time.
4. Upon application approval, applicant is responsible for delivering the banner to City Hall two days before the display time and picking up the banner from City Hall *within two days of the end of display time.*
5. Applications must be received three days before a city council meeting for those organizations that seek a fee waiver. Fees of \$25 will be paid by all organizations. ~~for out-of-town events unless the council waives the fee.~~

**Order of Priority:**

Priority is defined here to ensure fair decision making when multiple groups wish to hang over highway banners. The order of priority is as follows:

1. City of Troy sponsored event
2. Troy Nonprofit Organization Events
3. Out of town events

**Liability:**

The applicant agrees that the City of Troy is not responsible for any damage to the applicant's sign that occurs from the time that the applicant drops off the sign at City Hall to the time that the applicant picks the sign up from City Hall.

# OVER HIGHWAY BANNER APPLICATION

City of Troy ▪ PO Box 823 ▪ Troy, MT 59935 | 406-295-4151 | www.cityoftroymontana.com

**The fee for hanging a banner is \$25**

Name of Applicant: \_\_\_\_\_

Business / Organization Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Second Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

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

**BANNER DESCRIPTION:**

Banner Dimensions: Height \_\_\_\_\_ Width \_\_\_\_\_

**DESIRED DISPLAY DATES:** Limited to a maximum of 10 days prior to the event.

Describe exactly what the banner will say along with description of any pictures or logos:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**LIABILITY:**

The applicant agrees that the City of Troy is not responsible for any damage to the applicant's sign that occurs from the time that the applicant drops off the sign at City Hall to the time that the applicant picks up the sign from City Hall.

\_\_\_\_\_ (initial) I understand that if I do not pick up the banner at City Hall within 30 days of the event the banner will be disposed of.

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date