

TOWN OF OCEAN CITY
OCEAN CITY, MARYLAND

POLICY AND PROCEDURE MANUAL

PPM 600-11

SECTION: Operations
SUBJECT: Banner Policy

This policy identifies organizations that may display banners advertising events within the Town, how long banners may be displayed, and sets standards for banner production and content.

BANNER LOCATIONS:

| Location | Site Can Accommodate |
|---|----------------------|
| Rt. 90 at Ocean City Tennis Center | 2 |
| Across Baltimore Avenue at the following locations: | |
| 4th Street | 1 |
| Between 5th and 6th Streets | 1 |
| 10th Street | 1 |
| Between 11th and 12th Streets | 1 |

Banners may be displayed for no more than fourteen (14) days/two (2) weeks before the event, and will be removed upon its conclusion.

BANNER POLICY:

Banners are only to be used for the following purposes and in the following priorities:

1. Town of Ocean City Special Events (e.g. Springfest, Sunfest, etc.)
2. Town sponsored events (e.g. Car Cruise, etc.)
3. Other banners as approved through the Special Event process by the Mayor and City Council

BANNER APPLICATION GUIDELINES

Town of Ocean City, Maryland

RETURN THIS APPLICATION TO:

PLEASE RETURN ONLY PAGES 4-6

Special Events Coordinator, Private Events
Town of Ocean City
Recreation & Parks/Special Events
200-125th Street
Ocean City, Maryland 21842

FAX: 410-250-5409

BANNER SCHEDULE:

The Special Events Division of the Recreation and Parks Department manages the scheduling of banner placements in compliance with the policy herein.

BANNER SPECIFICATIONS:

Each banner must be constructed using superior quality materials. Each banner must be a maximum of 3' in width and 20' in length with grommets at each corner for hanging purposes [and every 18 inches on the top and bottom to attach to the Town's cables]. A professional sign company **MUST** construct all banners. Banners **MUST** be constructed of 14 or 16 oz. vinyl with double-stitched seams. Banners will be stronger if rope is sewn into the top and bottom seams. Banners **MUST** have air vents cut into the vinyl to reduce drag.

FEES:

Commercial applicants will pay \$50.00 per banner per event. Non-Profit organizations will be \$25.00 per banner per event.

APPLICATION GUIDELINES:

Banner content is subject to approval by the Town of Ocean City. Once approved, banners **MUST** be delivered to Public Works, 65th Street and the Bay, two (2) weeks prior to posting.

It is the applicant's responsibility to provide the Town of Ocean City final copy, design, material and labor to construct the banner. Once copy of advertisement is received, review by Ocean City will follow. Ocean City has the right to review all advertising content prior to approval.

Ocean City will not allow advertising that is:

- Violence in any form
- False, misleading or deceiving statements

- Sexually explicit or obscene materials
- Tobacco or tobacco products
- Tattoos
- Casino gambling including games of chance and skill
- Alcohol
- Other potentially objectionable marketing or advertising which may be established from time to time by the Town

An applicant MUST complete an application form, attach a diagram of the proposed banner, and submit them to the Private Events Coordinator. The diagram will have the exact wording, which will be printed on the banner. Any logos to be used must accompany this diagram. The Town will not display any banner that does not meet the above stated requirements. The Town has selected an exclusive beverage franchisee; therefore the Town will not display other competing beverage companies on Town property.

The Banner Applicant is responsible for all licenses and permits to use logos, photos and/or graphics.

In the event the advertising banner is damaged, including acts of God, such damage shall be repaired immediately by the Advertiser and at the Advertiser's expense. This includes any damage caused by the Town of Ocean City during installation.

Ocean City does not store banners. Banners MUST be picked up at Public Works within five (5) working days from the last day of display. The Town is not responsible for banners left after the pick-up date.

The Town of Ocean City reserves the right to make location changes without prior notification. The Town may void the agreement for any reason, at any time.

BANNER APPLICATION

Town of Ocean City, Maryland

Date(s) Requesting Banner Posting: _____

Number of Banners Requested: ___ 1 Banner
 ___ 2 Banners (Only if Route 90 is Available)

Event Name: _____

Location of Event: _____

Date(s) of Event: _____

Event is: ___ For Profit
 ___ Nonprofit

If organization is nonprofit, please list nonprofit classification and identification number:

Organization Name: _____

Contact Name: _____

Contact Address: _____

Work Phone: _____ Home Phone: _____

Fax: _____ E-Mail: _____

Special Notes by Applicant: _____

Applicant Signature: _____

Applicant Title: _____ **Date:** _____

Special Events Office Information:

_____ **Banner Approved**

_____ **Banner Not Approved**

Rte. 90 Date(s): _____ **Top/Bottom** **Reason Not Approved:** _____

4th St. Date(s): _____

5th St. Date(s): _____

10th St. Date(s): _____

11th St. Date(s): _____

Date Banner Is to Be Delivered to Public Works (65th St. & Bay): _____

Date of Banner Removal: _____

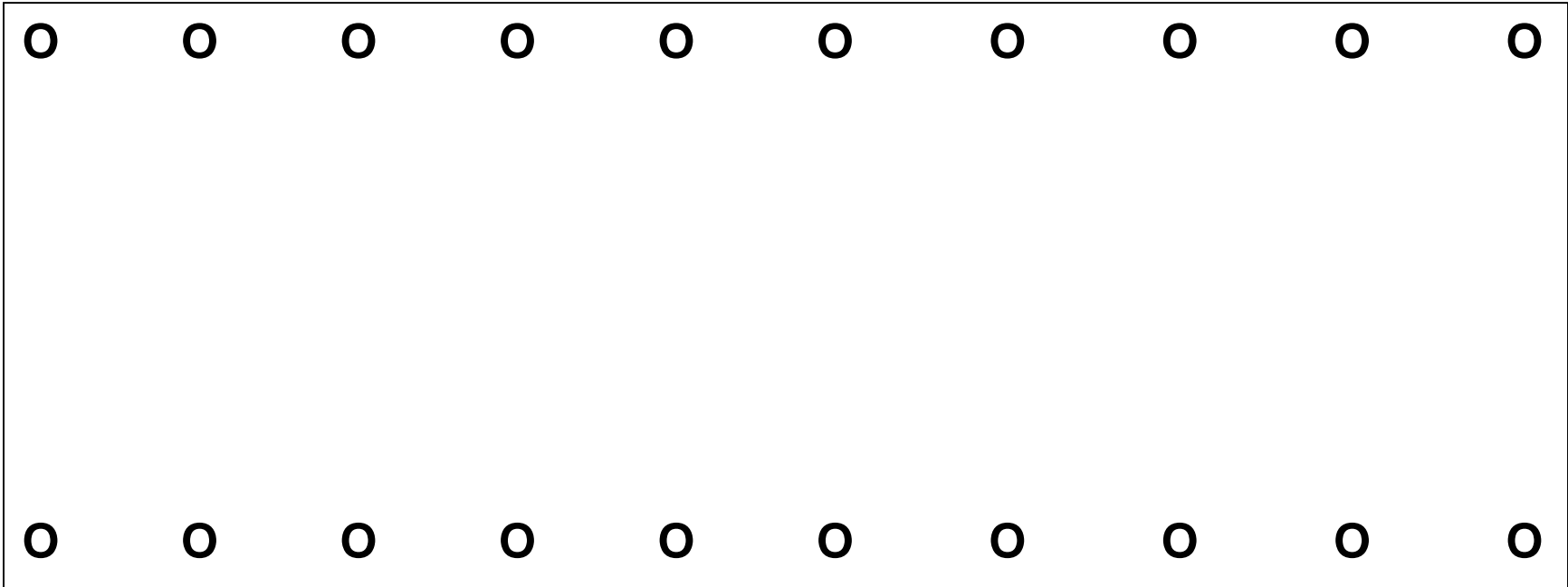
Date of Banner Pick-up: _____

Date Applicant Notified: _____

Special Events Authorization: _____ **Date:** _____

BANNER MOCK-UP

Please show the exact information to be displayed on the banner below.



A large rectangular box representing a banner. Along the top and bottom edges, there are 10 evenly spaced circular markers, resembling punch holes or registration marks. The interior of the box is empty, intended for the user to input the information to be displayed on the banner.

Date: 6/10/97
Revised: 1/13/98
Revised: 8/10/99
Revised: 2/25/03
Revised: 4/06/05
Revised: 4/15/09