

Banner Specifications and Guidelines

Content Guide

We are unable to hang any banners that do not comply with all regulations set forth by CDOT. Main Street Steamboat Springs has been designated to enforce content including corporate advertising or logo placement as mandated by the Colorado Department of Transportation. Please direct any content related questions to Main Street Steamboat Springs. **The only acceptable logos are ones that are created for the specific event you are promoting on the banner.**

The appropriate message should include the name of the event, the date and the location of the event and a phone number. If you have any questions about the content or message of your banner, please contact Main Street Steamboat. We request that all banners are proofed by Main Street Steamboat for acceptable content. Please send a picture or proof of the banner with the banner request. If a banner has unacceptable content it will be taken down and not re-hung until it complies with these guidelines.

CDOT requests that the City of Steamboat Springs fully complies with all the rules and regulations of the Colorado Department of Transportation (CDOT) as it applies to street banners. **CDOT uses the following criteria in permitting a banner within the State right-of-way:**

“Appropriate Message – The banner message shall be limited to the name and date(s) of the event, and/or related information.” The following content is acceptable for a street banner:

- 1. The name of the event: i.e. Pro Bull Riding*
- 2. The date of the event: i.e. Sunday, September 7, 2018*
- 3. An event specific logo such as the “Balloon logo” used to designate the Hot Air Balloon Rodeo or generic clip art.*
- 4. Phone Number*

Here are some examples of acceptable street banner content:

Steamboat Marathon,
Half Marathon, 10K Sunday, June 1, 2020
Steamboat Marathon Logo Please call 970-875-7000 for more information

Hot Air Balloon Rodeo July 12-13, 2020
Balloons, Art in the Park, Rodeo (written along the bottom)
Generic hot air balloon clip art on one side Please call 970-875-7000 for more information

NOT ACCEPTABLE

John’s Jeep Dealership Downhill Race www.johns.com John’s Dealership logo

Alternative Messaging: Downhill Race or Emerald Mountain Downhill Race (event name)

Banners with any Business/Sponsor/Organization logos, business or organization names, or websites (exceptions are steamboatcchamber.com or steamboatsummer.com) will not be hung.

Corporate, sponsor and non-profit logos or written text are not allowed to be displayed on any street banners. The only exception has been made by CDOT and includes any logo that designates the City of Steamboat Springs including the City ‘spur’ logo, the Steamboat in the

Summertime and the Steamboat 'flag' logo (without the Ski & Resort Corporation along the bottom), all of which the City accepts to represent the City of Steamboat Springs.

All banners need to be proofed by Main Street Steamboat Springs. Any questions regarding content should be directed to Main Street Steamboat.

If a banner has been hung and the content has been deemed unacceptable, the banner will be taken down and not re-hung until the banner complies with these guidelines. If a banner has been taken down for content, there will be no special arrangements made to have it rehung that week.

Based on these guidelines, it is clear that these banners are designed to inform the public of an event. If a banner cannot meet the specific 'appropriate message' it is not appropriate for this use. **In other words, banners are meant to promote a specific event and not a special program or meant to get the word out about an organization or its cause.** In certain instances, banners that represent a series of events such as the Running Series or Strings in the Mountains had their content approved by CDOT directly and do include this information. This is a special circumstance and need to be approved directly by CDOT if Main Street Steamboat directs you there.

These guidelines have been approved by Mike Smith, Operations & Outdoor Advertising at Colorado Department of Transportation on November 20, 2008.

Banner Specifications

- *3' height and 20' width
- * Recommended 18 oz. minimum weight polyester reinforced vinyl fabric intended for double-sided use
- * Four, 8" x 4" high semi-circular vents per every 2' of banner length (to avoid tearing)
- * Reinforced corners to prevent damage
- * ½ inch ID grommets must be placed in all four corners of the banner and at a minimum of 18" to 30" inches apart throughout the entire outer edge of the banner.
- * The City of Steamboat Springs and Main Street Steamboat Springs are not responsible for any damage to banners or any misplaced banners.
- * Following these banner specifications is very important. A poor-quality banner can't advertise your event properly if it needs to be taken down for repair. A higher quality banner will last a number of years whereas a lower quality one won't last two weeks hung across Lincoln Ave.