



**BANNER ADVERTISING WITHIN CITY OF HAMILTON**  
**TERMS AND CONDITIONS**

**PLEASE READ THE TERMS AND CONDITIONS OF THIS DOCUMENT PRIOR TO SIGNATURE**

**1. FEES AND DIMENSIONS**

Light Pole Banners	\$525.00	\$945.00	\$1,260.00	\$1,575.00
Banner Quantity	1 – 12	13 – 24	25 – 36	37 – 48
Concrete Light Poles	24in x 60in (bottom loops 2 ½ in diameter) <b>(vertical placement)</b>			
Black Light Poles	26in x 51in (bottom loops 2 ½ in diameter) <b>(vertical placement)</b>			
City Hall Banners	\$525.00	\$685.00	\$795.00	
Quantity	1	2	3	
Dimensions	7ft x 9ft (5in top & bottom rollover) <b>(vertical placement)</b>			
Fence Banners	\$105.00 per banner per week			
Dimensions	3ft x 6ft <b>(horizontal placement)</b>			

**2. BANNER TYPES**

- 2.1 Light Pole Banners – are to be designed in pairs; either matching pairs or complementing pairs which constitute two halves of a whole. In the latter case, to ensure the banner is erected correctly, please advise which half should be erected or joined to form the complete picture. Banners must be printed on both sides allowing the view to appear identical from all viewing angels. **The length of time and placement of banners will be contingent on other bookings.**
- 2.2 City Hall Banners – **There will be a one (1) week minimum and six (6) week maximum time period for banners to be displayed.**

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- 2.3 Fence Banners – **There will be a one week minimum and six (6) weeks maximum time period for banners to be displayed.**
- 2.4 Across the Street Banners – **ARE NOT PERMITTED**

### 3. PROCEDURES

- 3.1 Applications with full payment must be submitted a **minimum** of six weeks prior to the event, in order to ensure that the approval process is completed in time to have the approved banners manufactured prior to the event. In the case of events that occur on a regular annual basis, **a new application must be submitted each year.**
- 3.2 Each application must be accompanied by a design of the proposed banner, together with an indication of colours to be used. The City reserves the right to reject unsuitable formats, especially those that are perceived to be too commercial in nature.
- 3.3 All applications will be considered by the City for approval, and each application will be considered on its own merits, and not as a matter of precedence, except that, given the increasing popularity of banners, the City will approve banners that promote events within the City, before considering banner applications for events outside of the City.
- 3.4 The City reserves the right to approve banners for two or more separate events occurring at the same or overlapping times. While the City will attempt, within reason, to accommodate specific location requests, it will be necessary on many occasions either to hang different banners on alternate poles, or to hang banners elsewhere than on Front Street. The City reserves the right to make that decision based on the number of different banners to be hung at any one time.

### 4. CONDITIONS

- 4.1 Banner application submissions must be associated with an event held in the City or in a joint partnership with Corporation of Hamilton for the purpose of promoting vibrancy in Hamilton. Events held outside the City will not be approved unless they are considered of National or International significance.
- 4.2 Banners must be completely non-commercial in nature and must focus on identifying the event. The title of events that include a sponsor's name, e.g. KPMG Invitational Race Weekend, Colourcraft Gold Cup Races, may be considered for approval, but no other commercial text will be approved, e.g. nothing that says "...sponsored by...." for example, or includes company logo.
- 4.3 Banners may not be displayed anywhere within the City limits except with the approval in writing from the City.

- 4.4 Banners to be hung at that front of City Hall are reserved for events that are to be held on the premises of City Hall or promote an international event.
- 4.5 **Banners will be hung and removed only by the City, normally on Sunday mornings when traffic disruption will be minimized.**
- 4.6 **The banners must be delivered by the organizer to the Works Depot on Laffan Street by no later than 4pm on the Wednesday before they are to be erected. The City does not store banners. Banners must be collected within one week after being taken down or they will be disposed of.**
- 4.7 Banners should be made of durable material that is resistant to rain, wind, and tension.
- 4.8 The City is not responsible for the condition of banners before they are put in place, while they are hanging, and after they have been removed. It should be noted that banners that are hanging might be stolen, damaged by storms, or damaged or defaced by vandals, none of which are factors over which the City has any control. It is the responsibility of the organizer to keep track of their own banners, and to retrieve them from the works depot as quickly as possible after dismantling.

## 5. **BANNERS GUIDELINES AND RECOMMENDATIONS**

- 5.1 **Remember to allow for manufacturing time AFTER the City's approval has been given.**
- 5.2 **The cost of designing and manufacturing the banners will be met entirely by the organizers.**

### Local Vendor Recommendations:

Bermuda Blueprinting Ltd.  
 20 Bakery Lane  
 Pembroke HM 07  
 T: 441-292-2072  
 F: 441-292-4128

Graphix Signs  
 3 Marsh Land  
 Middle Road  
 Devonshire DV07  
 T: 441-236-3111  
 F: 441-236-3114

**BANNER ADVERTISING WITHIN THE CITY OF HAMILTON APPLICATION**

**THE COMPLETION ON THIS APPLICATION IS MANDATORY IN ORDER TO CONFIRM BOOKINGS**

**PLEASE PRINT CLEARLY IN BLOCK LETTERS OR CLEAR TYPED FONT**

**CONTACT INFORMATION:**

Organization (if applicable): \_\_\_\_\_

Name of Applicant: \_\_\_\_\_  
(Primary contact person should there be any issues or questions)

Address: \_\_\_\_\_

Mailing Address (if different): \_\_\_\_\_

Contact Information: Home: \_\_\_\_\_ Work: \_\_\_\_\_ Fax: \_\_\_\_\_

Cellular: \_\_\_\_\_ Email: \_\_\_\_\_

**EVENT INFORMATION:** (Please attach a design of proposed banner with text, if any, and note colours)

Who will design and manufacture the banners: \_\_\_\_\_

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

Dates of Event: \_\_\_\_\_

Date of Banner(s) to be Erection: \_\_\_\_\_

Date of Banner Dismantling: \_\_\_\_\_

Sponsor(s): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Type of Event: \_\_\_\_\_  
(e.g. sports, cultural, international, local, etc.)

\_\_\_\_\_

Is the Event aimed to attract visitors? No \_\_\_ Yes \_\_\_

Is the Event principally a local event? No \_\_\_ Yes \_\_\_ Interest to visitors? \_\_\_

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Where is Event to be held? \_\_\_\_\_  
 (Venue and Parish – City participation if any)

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**BANNER PLACEMENTS:**

**Light Pole Banners:**

Concrete Pole Banners \_\_\_\_\_ How many banners in total are required? \_\_\_\_\_

Black Pole Banners \_\_\_\_\_ How many banners in total are required? \_\_\_\_\_

Location:

- |   |                                       |  |
|---|---------------------------------------|--|
| <input type="checkbox"/> Front Street     | <input type="checkbox"/> Reid Street  | <input type="checkbox"/> Church Street     |
| <input type="checkbox"/> Dundonald Street | <input type="checkbox"/> North Street | <input type="checkbox"/> Court Street      |
| <input type="checkbox"/> Cedar Avenue     | <input type="checkbox"/> Queen Street | <input type="checkbox"/> Par-la-Ville Road |

**City Hall Banners** How many banners in total are required? \_\_\_\_\_

**Fence Banners** How many banners in total are required? \_\_\_\_\_

Location:

- |   |  |
|---|--|
| <input type="checkbox"/> City Hall Car Park (Church Street) | <input type="checkbox"/> Queen Elizabeth Park (Queen Street) |
| <input type="checkbox"/> Victoria Park (Dundonald Street)   | <input type="checkbox"/> Victoria Park (Victoria Street)     |

Initials \_\_\_

**CITY OF HAMILTON BANNER AGREEMENT**

I, the undersigned, do hereby agree to the following terms and conditions for having our banners hung in the City of Hamilton.

1. I have read, understood, and agree to comply with, the document entitled “Display of Banners in City of Hamilton – Terms and Conditions”.
2. I understand that the hanging of banners is conditional upon (a) written approval of the City of Hamilton, (b) the signing of this Agreement, and (c) payment in full of the banner fee as detailed on page one.
3. I accept that banners for more than one event may be hung at the same or overlapping, times and specific placement requests are not guaranteed.
4. I understand that the City of Hamilton does not store banners between events, and that I am responsible for delivering the banners to the City before the event and collecting them after the event. Banners left at the works depot for more than seven days after having been taken down, may be disposed of.
5. I understand that the City is not liable for damage to, or loss of, banners while they are in the City’s possession, or hanging in public, except where the City can be proved without doubt to be at fault. Damage to banners while hanging or the disappearance of banners while in public view are beyond the control of the City.

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

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Print Name**

**APPLICATIONS CAN BE DELIVERED BY HAND TO CITY HALL OR EMAILED TO  
DONIELLE BEAN AT [dbean@cityhall.bm](mailto:dbean@cityhall.bm)**

**BANNER ARTWORK WILL REQUIRE APPROVAL. FEES CAN BE PAID BY CASH, CHEQUE OR  
DIRECT DEPOSIT (BANKING INSTRUCTIONS UPON REQUEST).**

<b><u>COH OFFICE USE ONLY:</u></b>		
<b>AMOUNT PAID: \$</b> _____	<b>DATE:</b> _____	<b>RECEIVED BY:</b> _____

Initials \_\_\_\_