



Street Pole Banner Policy

Downtown Evanston Banner Program

Downtown Evanston operates a **Street Pole Banner Program** to help create a sense of place for the downtown Evanston business district. The banners add color, excitement and character to the streetscape while also calling attention to the healthy mix of businesses and services as well as the overall district.

There are approximately 220 street poles available for the program which is renewed every 1-2 years. The banners (30" x 72") are designed by Downtown Evanston with assistance from the Marketing Committee. Banners are offered to downtown Evanston businesses on a first come, first serve basis. Each banner costs \$200 - \$300 depending on the location and covers the design with logo, production, installation and monitoring throughout the year.

Please contact Laura Brown at lbrown@downtownevanston.org or 847-866-6319 if you are interested in this opportunity for your business.

Special Event Banners

In addition to the Downtown Evanston branded banners, Evanston area organizations are permitted to display banners on street light poles for special events taking place in downtown Evanston. Please review the guidelines below and submit an application to lbrown@downtownevanston.org.

Banner Guidelines

- Banners may not advertise or promote commercial products or services, or religious, political or social viewpoints
- Minimum number of banners is 6 and maximum number of banners for organization's special event is 20
- Applicant's name or logo may occupy no more than the lower 15% of the banner
- Banner size is 30" wide by 72" high
- Banner must be made of a vinyl or canvas material
- Location of special event banners must be within 2-blocks of the organization and/or location of the special event (please review the map of pole locations)
- Maximum installation period is 30 days

Application Process

A completed banner application must be submitted to Downtown Evanston at least 60 days before the display period. The application must include a full color design of the banner artwork – front and back.

Once the application is received, Downtown Evanston staff will review the design, schedule and location of the banners to be displayed. Downtown Evanston staff will contact the applicant within two weeks of receiving the application and inform them of their decision. Upon approval, an agreement will be issued to the applicant.

Once agreement is signed, the applicant may begin fabricating the banners. Applicant is responsible for all costs associated with production of the banners. Downtown Evanston can recommend printing companies.

Banners are installed and removed by Downtown Evanston, but they must be delivered to and picked up from the Downtown Evanston office. The cost per banner for installation and removal of banners is \$80 per banner. Downtown Evanston is not responsible for damage to the banners.