

## Events Banner Display Space

Two different types of banner display space for publicizing events are available: the exterior wall of the Fredericksburg Visitor Center; and a roadside space at the intersection of the Blue and Gray Parkway and William Street.

If your organization would like to request display time, please fill out the form below and return it as soon as possible to the address below. Space will be allocated on a first come, first served basis and length of display time may be altered depending on other requests. **Banner reservations for charity/fund raising golf and other sports events and walk/runs are not accepted.**

Name of event \_\_\_\_\_

Date of event \_\_\_\_\_

Banner display dates requested \_\_\_\_\_

(Note: Banners are raised and taken down on Mondays except on government holidays)

Location(s) requested for display space: \_\_\_\_\_ Blue/Gray Parkway \_\_\_\_\_ Fredericksburg Visitor Center

Do you currently have a banner for this event? \_\_\_\_\_

Name \_\_\_\_\_

Telephone \_\_\_\_\_

E-mail address \_\_\_\_\_

NEW! Please mark your organization's name, and a contact name and telephone number on the back of each banner.

### **BANNER GUIDELINES**

**Banner display space is scheduled only for eligible events that have been posted on VisitFred.com.**

Due to the large volume of banners displayed at these two locations, the City of Fredericksburg cannot accept responsibility for loss or damage to banners. Banners will not be stored by the City.

Please deliver your banner to the Fredericksburg Visitor Center no later than the Wednesday before the display date you have selected. After your banner's display period, you must pick your banner up from the visitor center within the week following its display.

Please help publicize your event by following these guidelines.

Return this form to:

Barbara Doniel  
Fredericksburg Department of Tourism and Business Development  
706 Caroline Street  
Fredericksburg VA 22401  
FAX 540-372-6587

## BANNER SPECIFICATIONS

### BANNERS MAY NOT INCLUDE COMMERCIAL OR SPONSOR INFORMATION!

Banners displayed on the Fredericksburg Visitor Center must be 30' long and 3' high and have grommets at each of the four corners and in the middle of the banner at the top and bottom. For durability, the banner should have stitched reinforcement around its perimeter.

Banners displayed at the Blue/Gray Parkway should be 9' long and 3' high with grommets at each of the four corners. Absolutely no size variations are possible on the size requirements.

### FOR READABILITY, THE FOLLOWING GUIDELINES ARE STRONGLY RECOMMENDED:

Letter size on your banner should absolutely be no less than 3.5 inches if you are using a basic typeface. For script or more ornate type styles, or for unusual banner or typeface colors, a larger size is necessary. Please **limit words on your banner to eight to 10 words** to promote your event.

Banners failing to follow these guidelines may be withheld from display.

Note: Before you have a banner created for your event, please confirm that space has been reserved for your banner's display.

### Banner Display Information

Banners are displayed at the Fredericksburg Visitor Center and at the intersection of the Blue/Gray Parkway and William Street as a free public service to promote **public events and tourism-related activities** in the Fredericksburg area.

- **Reservations are taken on a first come, first served basis!**
- **Banners may not display commercial sponsor information.**
- Banners may not contain "cause-related" messages, i.e., abortion rights.
- Any event promoted on a banner must first be entered on the [www.VisitFred.com](http://www.VisitFred.com) website before space is reserved.

Reservations for banner space are collected annually beginning on or about August 1 for the coming year.

The usual allowable display period for an event banner is two weeks. In the instance of events with a schedule that is continuing or exceeds two weeks, such as the Bluemont Concert series, or Lunch in Hurkamp Park, those banners are given priority at the beginning of their schedule. If conflicts for space arise, preference is given to one-day or shorter events. Every effort is made to display banners for the duration of the event. Some events, such as First Fridays and First Saturdays in the Garden, occur regularly. Those events may be required to cede banner display space in preference to one-time events.

In the case of events at the Blue/Gray Parkway, an agreement has been made that every effort is made to accommodate display needs of the University of Mary Washington. The display structure is erected on UMW property.

The banner schedule is maintained by the Department of Economic Development and Tourism. Banners are delivered and picked up by the event sponsor at the Fredericksburg Visitor Center. **The City does not accept responsibility for lost or damaged banners.**

The traffic division of the city's Public Works Department is responsible for picking putting the banners up from the visitor center, putting them up in their display spaces, taking them down, and returning them to the visitor center. **Although they make every effort to put banners up according to the schedule, the public safety work of the traffic division takes priority over banner display support.**

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