

# **BANNER APPLICATION & GUIDELINES**

## **Town of Ocean City, Maryland**

**PLEASE RETURN ONLY APPLICABLE PAGES 4-8**

**RETURN THIS APPLICATION TO:**

**Private Events Coordinator, Lisa Mitchell  
Town of Ocean City  
Special Events  
200-125<sup>th</sup> Street  
Ocean City, Maryland 21842  
FAX: 410-250-5409  
E-MAIL: [LMitchell@OceanCityMD.gov](mailto:LMitchell@OceanCityMD.gov)**

**BANNER SCHEDULE:**

The Special Events Department of the Town of Ocean City manages the scheduling of banner placement in compliance with the policy herein.

**BANNER LOCATIONS:**

1. Rt. 90 at Ocean City Tennis Center: Site Can Accommodate Two (2) Banners.
2. Rt. 50 Bridge: Site Can Accommodate 14 Banners
3. Boardwalk – Site Can Accommodate 36 Banners at 18 Pole Locations

**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. Endless Summer Cruisin', Penguin Swim, etc.)
3. Other banners as approved through the Private Event process by the Mayor and City Council

**BANNER SPECIFICATIONS:**

Each banner must be constructed using superior quality materials. 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.

**Rt. 90 at Ocean City Tennis Center:**

1. Each banner must be 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.
2. Banners other than Town of Ocean City Special Events shall be displayed for no more than fourteen (14) days [two (2) weeks] before the event.
3. Fee: All applicants will pay \$150.00 per banner, per event.

**Rt. 50 Bridge:**

1. Each banner must be 30" in width and 60" in length. There must be 3" pockets double stitched at the top and bottom. There must also be three (3) each 5-1/2" half-mooned air slits centered vertical top to bottom. Lastly, there must be inside grommets on the top and bottom. Banners may be double sided.
2. Banners other than Town of Ocean City Special Events shall be displayed for a two (2) week duration.
3. Fee: All applicants will pay \$1,150.00 for 14 banners per event.

**Boardwalk:**

1. Each banner must be 29-1/2" in top width, 10" in bottom width, and 60" in length. There must be 3" pockets double stitched at the top and bottom. There must also be three (3) 5-1/2" half-mooned air slits centered vertical top to bottom. Lastly, there must be inside grommets on the top and bottom. Banners may be double-sided. Two (2) banners are applied to each of the 18 pole locations. The pair of banners per pole may be complimentary graphics instead of simply identical.
2. Banners other than Town of Ocean City Special Events may be displayed for a four (4) week [one (1) month] duration.
3. Fee: All applicants will pay \$950.00 for 36 banners at 18 pole locations 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, 65<sup>th</sup> 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 shall 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 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 shall have the exact wording that 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.

Fees shall be paid by applicant prior to pre-determined installation date. Failure to do so may delay install and shorten the duration of exposure. Fees are associated with reservation regardless of actual duration of banner exposure.

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.

Placement and removal of banners are weather dependent. The Town of Ocean City reserves the right to remove a banner 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: \_\_\_\_\_

Location(s) Requesting Banner Posting: \_\_\_\_\_

\_\_\_\_\_

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

Location of Event: \_\_\_\_\_

Date(s) of Event: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

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

Work Phone: \_\_\_\_\_ Home Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Special Notes by Applicant: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

I have read and agree to the banner application guidelines and specifications.

Applicant Signature: \_\_\_\_\_ Applicant Title: \_\_\_\_\_

Applicant Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_

**FOR SPECIAL EVENTS OFFICE ONLY:**

\_\_\_\_\_ **Banner Approved**

**Rt. 90 Date(s):** \_\_\_\_\_ **Top/Bottom**

**Rt. 50 Bridge Date(s):** \_\_\_\_\_

**Boardwalk Date(s):** \_\_\_\_\_

\_\_\_\_\_ **Banner Not Approved**

**Reason Not Approved:** \_\_\_\_\_

\_\_\_\_\_

**Date Banner Is to Be Delivered to Public Works (65<sup>th</sup> St. & Bay):** \_\_\_\_\_

**Date of Banner Removal:** \_\_\_\_\_

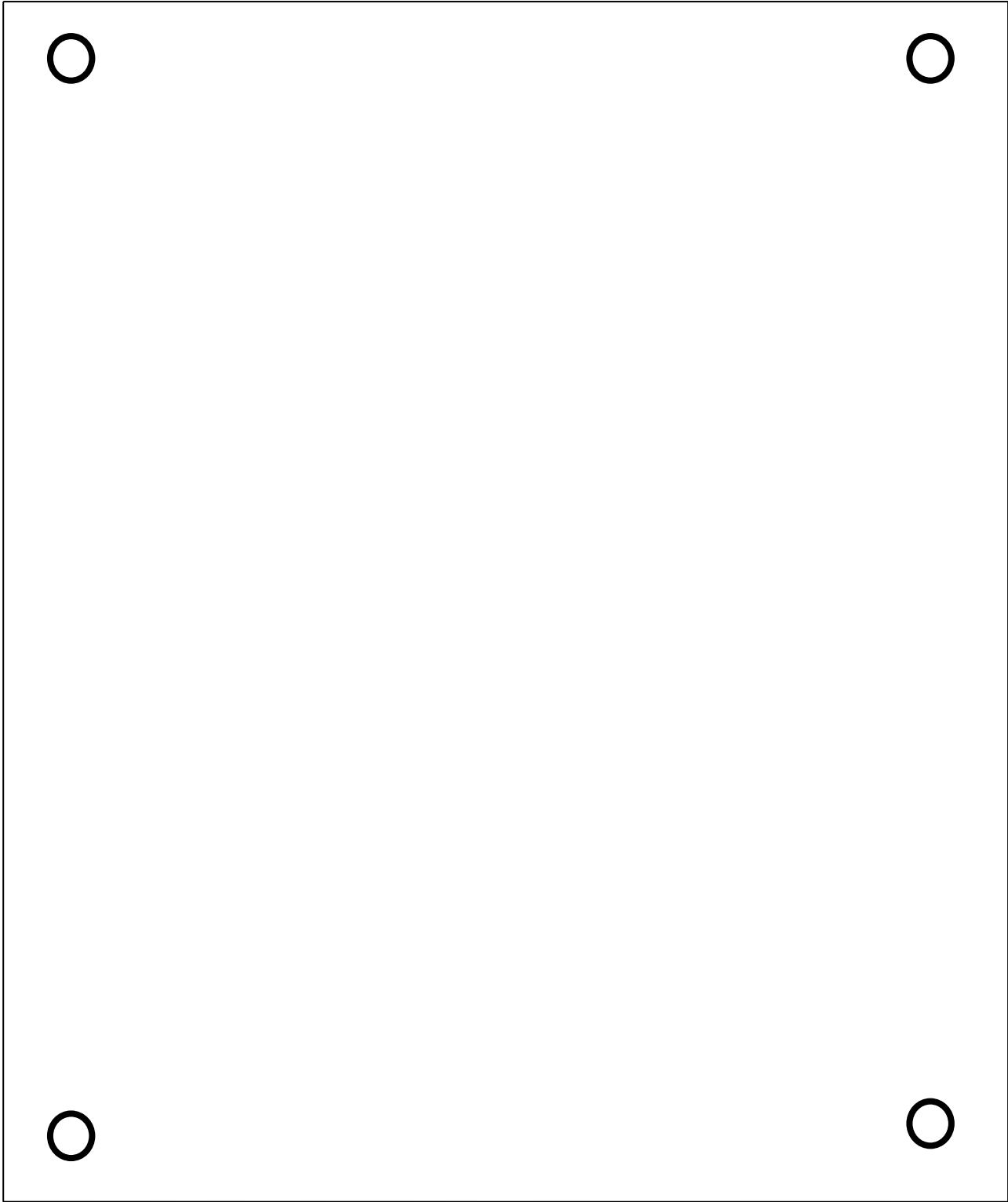
**Date of Banner Pick-up:** \_\_\_\_\_

**Special Events Authorization:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Printed Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

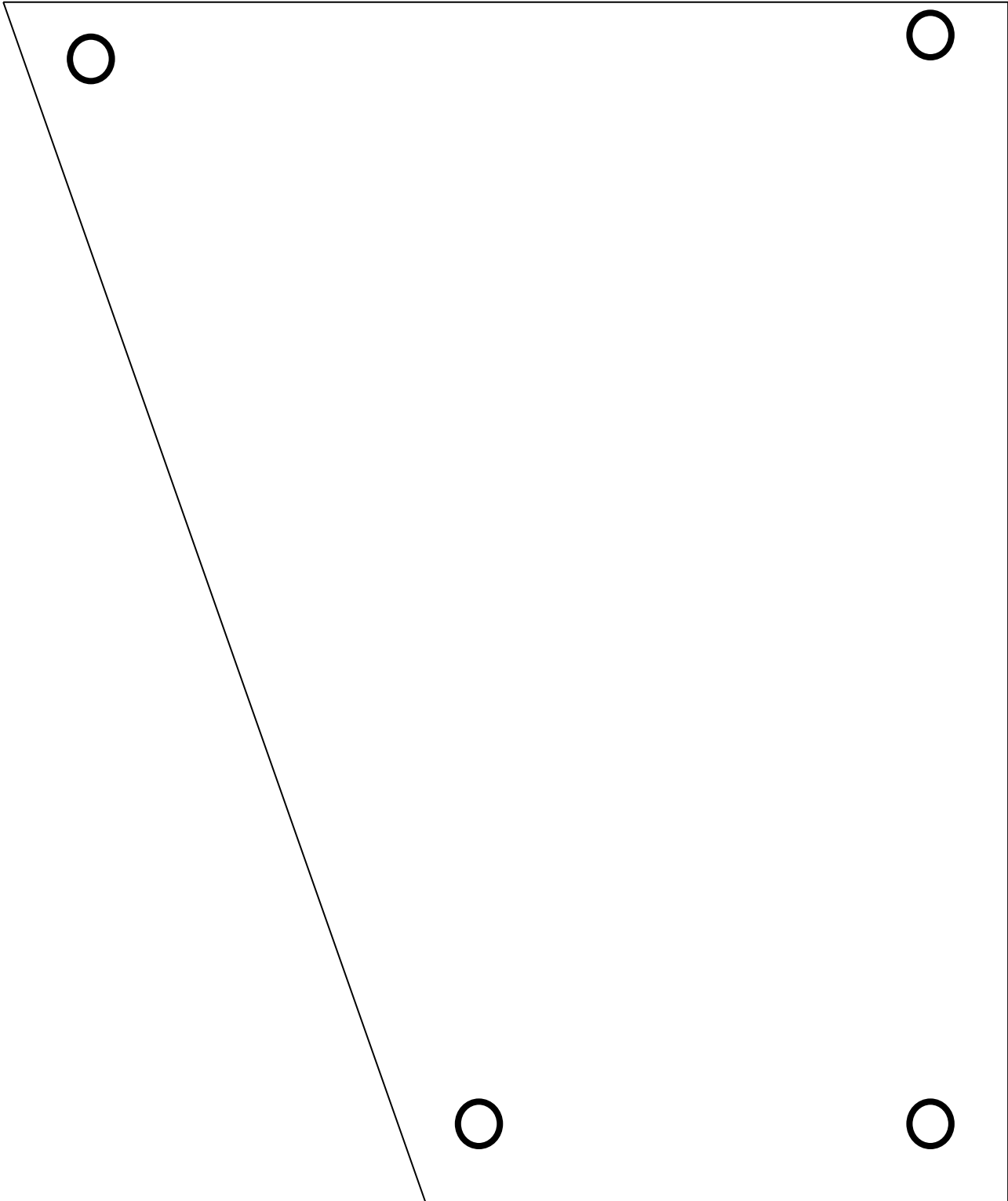
# Route 50 BANNER MOCK-UP

Please show the exact information to be displayed on the banner below.  
If multiple designs, please provide a mock-up for each.



# BOARDWALK BANNER MOCK-UP

Please show the exact information to be displayed on the banner below.  
If multiple designs, please provide a mock-up for each.



# RT. 90 BANNER MOCK-UP

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

○	○	○	○	○	○	○	○	○	○	○
○	○	○	○	○	○	○	○	○	○	○

Revised: 12/15/14