City of Los Altos Recreation Department

Banner Request Form

97 Hillview Ave.
Los Altos, CA 94022
650-947-2790 office
650-947-2738 fax
info@losaltosrecreation.org

Banner & Requester Information

Name of Organization	
Address	
Contact Person	**Home/Cell Phone**
Work Phone	**Fax Number**
E-mail Address	
Description of Event (Name, Date, Location, Type of Activity, Expected Number of Attendees)	
Requested Dates of Banner Display	
Placement of Banner (Check One)	

Main Street ___ $366.00	San Antonio Rd ___ $366.00	Fremont/Grant___ $308.00
Lincoln Park ___ 9ft 6in $153.00	Lincoln Park ___ 18ft 6in $308.00	Lincoln Park ___ 30ft $366.00

I have read and understand the City of Los Altos Banner Policy:

Signature: _____ **Date:** _____

For office use only:

☐ Request Approved ☐ Request Denied

Request Taken By: _____ Amount Paid: _____ Date: _____

Date sent to MSC/OPRA: _____

Display Locations: Banner poles are located at Lincoln Park, across Main Street between First and Second Streets, at the intersection of San Antonio Road and El Camino Real, and at the intersection of Grand Road and Fremont Avenue. Banners advertising the same event may be at two locations simultaneously, but no event shall be advertised at both Lincoln Park and Main Street simultaneously or at any three locations simultaneously.

Application: A Banner Request Form is required for all banner reservations. The City has the right to refuse to display any banner that does not meet requirements in this policy. Applications denied by the Recreation Department may be appealed to the City Manager.

Details: Regular reservations can be made up to 90 days in advance. Heritage Events may reserve up to one year in advance. Applications and payments go to the **Recreation & Community Services Department**, 97 Hillview Avenue, and applicants must deliver their banner to the **City of Los Altos Municipal Service Center (MSC)**, 707 Fremont Avenue. Banners must be delivered to MSC at least five business days before beginning day of display and picked up from MSC within one week of the end of display.

LOCATION	SIZE	GROMMETS	HEM	LENGTH OF TIME ON DISPLAY	DOUBLE-SIDED	PRICE
Main Street	3 feet high x 30 feet long	No. 3 brass spur grommets in each corner, every 24 inches	2 inches, reinforced corners	14 days	Yes	$366
San Antonio Rd & El Camino Real	3 feet high x 20 feet 5 inches long	No. 3 brass spur grommets in each corner, every 24 inches along the top & bottom	2 inches, reinforced corners	14 days		$366
Fremont / Grant Road	30 inches high x 9 feet 6 inches long	No. 3 brass spur grommets in each corner, every 12 inches along the top		14 days		$308
Lincoln Park	30 inches high x 9 feet 6 inches long	No. 3 brass spur grommets in each corner, every 12 inches along the top & bottom		7 days		$153
Lincoln Park	30 inches high x 18 feet 6 inches long	No. 3 brass spur grommets in each corner, every 12 inches along the top & bottom		7 days		$308
Lincoln Park	30 inches high x 30 feet long	No. 3 brass spur grommets in each corner, every 12 inches along the top & bottom		7 days		$366

Advertising: No banner shall be approved for the purpose of advertising any business, service, or product.

Installation: All banners are to be installed and removed by City personnel. Any displayed without City approval will be removed.

Liability: The City is not responsible for any loss or damage to banners.

Additional Information: Air vents shall be cut into the banners. The use of vinyl paint or vinyl lettering and graphics is recommended. A 2" x 3" identification tag shall be sewn on the right side top edge of the banner. The tag shall contain the title of the banner and the sponsoring agency and must be visible when the banner is rolled or folded.

Eligibility

Events using the City's banner poles must meet all of the following criteria:

1) Events must take place in the great Los Altos area (94022/94024).
2) Events must be open to all members of the public
3) Events must be non-sectarian, non-profit, and non-commercial.
4) Events must be designed to accommodate over 500 individuals at any one time and in any one location (e.g., Glorious 4th, Fall Festival, Rotary Fine Art Fair, Festival of Lights Parade, etc.)

Priority for Scheduling

1) Eligible events sponsored by the City of Los Altos
2) Eligible events sponsored by the Town of Los Altos Hills
3) Eligible events co-sponsored by the above cities (held on city property and/or city pays part of cost)
4) All other eligible events prioritized by time/date of request
5) If two or three events pass the criteria and vie for the same schedule, allocation will be made by City of Los Altos Recreation & Community Services Department.