



2075 MAIN ST. SUITE 6 | SARASOTA, FL 34237 | [DSA@DSASARASOTA.COM](mailto:DSA@DSASARASOTA.COM)

## BANNER INSTALLATION PROGRAM: RULES AND POLICIES

The following is a list of Rules and Policies set forth by the DSA pursuant to the City of Sarasota Banner Policy regarding installation of street light banners located within the downtown core business district.

1. Banners must promote business districts or promote events, holidays, or other occasions that are open to all citizens (as spectators or participants) or that are large and/ or significant enough to be of interest to the general public.
2. Banners advertising commercial enterprises or promoting political candidates, political parties or political issues are not permitted.
3. A company name and/or logo of a contributor or sponsor of the banner may appear on the banner as long as it is positioned within the bottom ten percent (10%) of the banner. This section must contain the phrase "Presented by" or "Sponsored by."
4. Dimensions of banners shall not exceed 36" (inches) x 18" (inches) and are made of all-weather vinyl. Banner must have grommets.
5. Banners are supplied by the applicant.
6. The earliest banners may be installed is forty-five (45) days prior to the commencement of any event they are intended to promote. Banners will be removed within seven (7) days following the conclusion of the event.
7. The banners are displayed in an area that is considered a right of way controlled by the City of Sarasota. Our agreement to provide these banners is subject to the continuing authorization of the City for us to use this space in the manner proposed herein.

## BANNER INSTALLATION PROCEDURE

- To schedule banner installation, please contact the DSA office at [dsa@dsasarasota.com](mailto:dsa@dsasarasota.com) or 941.366.7040 to obtain a Banner Application.
- Applications must be received by the DSA office thirty (30) days prior to requested installation date and the banners must be delivered to the DSA office ten (10) days prior to installation date.
- Upon receipt of a Banner Application, the DSA office will provide available banner locations.
- Upon receipt of the completed Banner Application with full payment of Banner Application fees, the DSA will reserve the banner dates and location and proceed to schedule dates for installation and removal.
- Upon completion of the Banner Display time, the DSA will have banners removed and delivered to the DSA office. Once notified that banners have been returned to the DSA office, the applicant has fourteen (14) days to pick up banners from the DSA office.
- Any banners remaining in the DSA office fourteen (14) days after the applicant has been notified will be disposed and any related charges billed to the applicant.





BUILDING A DOWNTOWN COMMUNITY

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**AVAILABLE BANNER LOCATIONS**



- A.** Main St. from Gulfstream Dr. to Central Ave.
- B.** Main St. from Central Ave. to Orange Ave.
- C.** Main St. from Orange Ave. to Osprey Ave.
- D.** Main St. from Osprey Ave. to Washington Blvd.
- E.** Palm Ave. from Main St. to Mc Ansh Sq.
- F.** Selby Five Points Park

**BANNER INSTALLATION PROCEDURE**

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

Requested Display Dates: \_\_\_\_\_ Telephone Number: \_\_\_\_\_

Banner Locations: **A B C D E F** Total Number of Banners Requested: \_\_\_\_\_

Description of Banners \_\_\_\_\_

**Administrative Fee** \$125.00 (per job)  
**Poll Fee** \$40.00 (per banner) **TOTAL \$** \_\_\_\_\_

\_\_\_\_\_  
**Sponsor** **Signature** **Date**

\_\_\_\_\_  
**DSA** **Signature** **Date**

