

2016/17

# City Banner Program



2016/2017  
**City Banner Program Prospectus**  
Promote your event in the heart of Dubbo



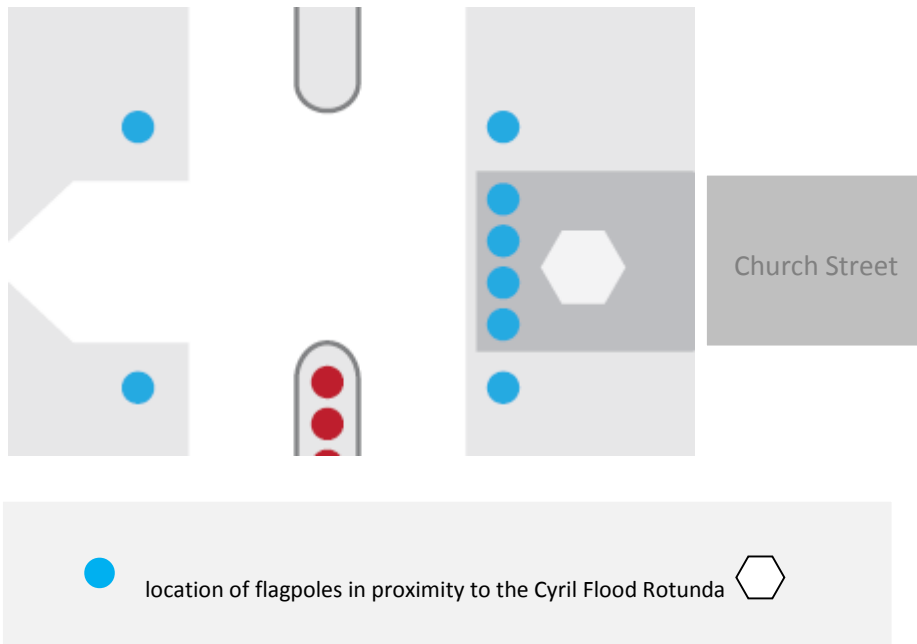
## CITY BANNER PROGRAM

### Promote your event in the heart of Dubbo

The City Banner Program was implemented in 2011 to add colour and movement to Macquarie Street, and to increase the aesthetic appeal of the City's CBD.

Whilst the Program sits under the City Development Partnership Program, acknowledging businesses that support destination marketing and the positive promotion of Dubbo, the flag poles located at the junction of Macquarie and Church streets are now available to help promote events.

For \$110.00 per week you can promote your event on eight (8) flagpoles located in a premium location in Macquarie Street. The poles surround the Cyril Flood Rotunda and have optimum visibility.



There are four phases to choose from:

- Phase 1:* 28 June 2016 – 20 September 2016
- Phase 2:* 20 September 2016 – 29 November 2016
- Phase 3:* 10 January 2017 – 11 April 2017
- Phase 4:* 11 April 2017 – 11 July 2017

For a total of \$1320.00 (including GST) your event will be promoted in the heart of Dubbo for 12 weeks. Cost includes production (double-sided, on block-out fabric), installation and removal. Cost does not include design.

## Design

Design is the responsibility of the event. Specifications are as follows:

- Only 1 design is permissible across the eight flagpoles
- No more than 3 logos are permitted with the logo space – 10% at the bottom of the banner.
- Artwork must be provided to the following specifications:
  - 1 template - 4000 x 1000mm Illustrator EPS
  - Bleed – 12mm Top, 2mm sides and bottom
  - Links / images / logos must be embedded
  - CMYK with reference to SPOT / PMS colours
  - Fonts outlined
  - No drop shadows / effects to be used
  - Low resolution JPG for quick reference



ensure installations proceed

To help make the design more effective, it is recommended that:

- One bold striking image or graphic design is used and overall graphics are kept simple.
- Font size should be large enough to ensure readability against a bright sky and legibility from a distance.
- Colour selection is important to guarantee visibility against both the sky and city landscape.
- Montages and slogans should be avoided as the design will be hard to see from a distance.

### **Terms and Conditions - design**

- Each banner can have a **maximum of 10% of the total banner allocated for direct sponsorship recognition**, such as a company's logo or naming rights. Logos must be placed at the bottom of the banner. (example left)
- Web addresses, social media handles, phone numbers, are not permitted
- All costs relating to the design of banners are to be met by the event.
- Artwork must be provided to the specifications above by the deadline applicable to the round in which the banners will be installed. Failure to provide artwork by the deadline may result in Council cancelling the booking to schedule.

## Terms and condition – program

- Dubbo City Council has the right to refuse acceptance of a design should elements of the design:
  - Promote the manufacture, distribution and wholesaling of tobacco and tobacco related products.
  - Imply that Council supports the excessive consumption of alcohol or gambling
  - Be in conflict with Council's policies and responsibilities to the community.
  - Denigrate, exclude or may offend minority community groups
  - Not reflect Council or community standards
  - Personally benefit individual employees/Councillors or their family/friends
  - Imply Council endorsement of contentious community issues
- To confirm participation, businesses are required to complete a booking form.
- Banners will be flown strictly as scheduled
- Council has the right to remove banners/poles due to concerns of safety of persons or property. No refunds will be given.
- Once design has been submitted and approved by Council, no changes will be permitted.
- On conclusion of the installation period, the banners become the property of the organisation.
- Council may exercise the right to cancel a partnership if the customer does not supply artwork by the due date.

### Timelines:

| Phase   | Installed         | Removed           | Booking deadline | Artwork deadline |
|---------|-------------------|-------------------|------------------|------------------|
| Phase 1 | 28 June 2016      | 20 September 2016 | 30 April 2016    | 31 May 2016      |
| Phase 2 | 20 September 2016 | 29 November 2016  | 30 June 2016     | 31 July 2016     |

*Christmas Flags 29 November 2016 – 10 January 2017 (not available)*

|         |                 |               |                 |                  |
|---------|-----------------|---------------|-----------------|------------------|
| Phase 3 | 10 January 2017 | 11 April 2017 | 31 October 2016 | 31 November 2016 |
| Phase 4 | 11 April 2017   | 11 July 2017  | 31 January 2017 | 28 February 2017 |

### For further information

Aimee Croxon  
 Dubbo City Council's City Promotions and Events Coordinator  
 P: (02) 6801 4458  
 E: [aimee.croxon@dubbo.nsw.gov.au](mailto:aimee.croxon@dubbo.nsw.gov.au)

