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## Village of Oswego Banner Policy

### **Purpose**

The Village of Oswego banner program is designed to allow local nonprofit organizations, businesses, and government entities located within the Village of Oswego to sponsor a banner that will be displayed downtown. Sponsored banners will help to identify, promote, celebrate, and recognize important community events, seasons, or individuals. Banners may also be used to promote general economic stimulation within the Village of Oswego and are to be used as a means of improving the aesthetic appeal of the downtown light poles and streetscape.

### *Street Light Banners*

The Village of Oswego typically changes out downtown street light banners twice per year (spring and fall). Any organization who wishes to sponsor a banner will have their banner hung up for a period of six months until the next scheduled seasonal banner change. For example, if your banner is hung up during our fall banner change, it will be displayed until the next banner change in spring. Sponsor organizations can choose to be recognized on the banner with name or logo, so long as total area of the name and/or logo does not exceed 25 percent of the total banner area. The rest of the banner will include a message or design based on our “Eligible Messages and Designs” list below.

### *Over-the-Street Banners*

Main Street has four cross-street wires that permit the hanging of banners over the street. These may be reserved by organizations when not in use by the Village, which is typically from November through January for holiday decorations. Banners may be hung in these locations for shorter durations subject to staff availability.

### **Eligible Organizations:**

Organizations that the Village of Oswego recognizes as eligible to sponsor a banner are:

- Nonprofit organizations operating within the Village of Oswego; and
- Local units of government including Oswego Township, Oswego Fire Protection District, Oswego Park District, Oswego Public Library District, and School District 308; and
- Any local business operating within the Village of Oswego.

### **Prohibited Organizations:**

Prohibited organizations include:

- Any organization that advocates on behalf or against any political party or operates in any other partisan/political manner.
- Religious organizations.

### **Eligible Messages and Designs:**

Examples of eligible messages on the top 3/4<sup>th</sup> of a banner include but are not limited to:

- General economic stimulation messages (e.g. “Shop Local!”)
- Seasonal greeting messages (e.g. “Happy Holidays!”, “Season’s Greetings!”)
- Recognition messages (e.g. “Thank you (First Name) (Last Name) for your service.”)
- Celebratory messages (e.g. “Congrats Wolves Football! 2022 State Champions.”)
- Community events (e.g. “Christmas Walk 2022.”)

Artistic designs may also be submitted for display subject to Village approval.

**NOTE: Banners that contain references to any political candidate, referenda, ballot question, political party, or display the name of any candidate/individual currently serving in an elected capacity are strictly prohibited. Banners that discuss or display information regarding any social issue or cause are also prohibited.**

### **Application Process and Reservations**

All applications must be submitted to Village of Oswego Public Works Department. Organizations wishing to sponsor a banner must fill out the Downtown Banner Reservation Form. The Village Administrator or his or her designee shall have the sole authority in reviewing and determining eligible applicants. All reservations are first come first serve and the Village of Oswego may choose to reject any banner application that does not fit the specific criteria listed above. Applications must be submitted at least three months in advance of the desired display time frame. Applications will not be accepted prior to six months before the desired display season. The Village of Oswego has the capacity to display 92 street light banners at any given time and four over-the-street banners, both of which will be first come first serve. Applicants are required to sponsor a minimum of 10 street light banners in order to be accepted. For cross-street banner applications, only one banner is required though up to four may be reserved. The Village of Oswego has priority in displaying Village-sponsored banners which may affect the number of light poles available to reserve.

### **Fees**

There will be a \$50 dollar application fee for any organization who wishes to sponsor street light banners. Nonprofit organizations located within the Village will have their fee set at \$25.

Over-the-street banners require a \$100 installation fee per banner.

### **Location**

Street light banners may only be displayed on designated light poles on the following streets:

- Washington Street
- Harrison Street.
- Adams Street.
- Jackson Street
- Main Street
- Jefferson Street
- Van Buren Street

Organizations can identify a preferred street on which they want the banner displayed, but there is no guarantee that this location will be available.

The structures for over-the-street banners are along Main Street, with three located north of Washington Street and one located to the South of Washington.

### **Street Light Banner Specifications**

The Village currently has 62 light poles that are designed to hold banners 23 inches wide and 24½ inches long. The Village also has 30 light poles near the Reserve at Hudson Crossing that are designed to hold banners 23 inches wide and 46 inches long. Organizations will only be allowed to have sponsorship information take up no more than 1/4<sup>th</sup> of the total banner area. The rest of the banner will be a submitted design or message subject to Village approval. Any organization who wishes to sponsor banners is responsible for having the banner professionally designed and manufactured. Only banners made of canvas, vinyl, or other material that is weather resistant will be accepted. Banners are to have existing pocket holes in place.

### **Over-the-Street Banner Specifications**

Over-the-street banners must be no larger than 196 inches wide and 40 inches tall and equipped with wind holes. Organizations are allowed to sponsor all four cables at any given time, but these banners will be hung up for a maximum of two weeks. **These holiday cables will not be available for reservation in November or December.**

### **Approvals**

Once your banner is approved by the Village Administrator, you will receive an email from the Village of Oswego stating that your banner has been approved. This approval will happen no less than 45 days before the desired banner installation dates.

**NOTE: YOU SHOULD NOT PURCHASE ANY STREET LIGHT OR OVER-THE-STREET BANNERS UNTIL YOU HAVE GOTTEN APPROVAL FROM THE VILLAGE OF OSWEGO.**

### **Banner Installation and Removal**

The Village of Oswego will be responsible for installing and removing all banners that it receives for the banner program. Only Village personnel will be allowed to install and remove these banners.

### **Banner Retrieval**

Organizations are responsible for picking up their banners from the Oswego Public Works Facility located at 100 Theodore Drive after they have been taken down. Banners will be kept at the Public Works Facility for one month after their removal and will be discarded if not retrieved within this time frame.

### **Banner Warranty**

The sponsoring individual/organization acknowledge that outdoor banners may be subject to various conditions, including weather, other intentional or unintentional acts, that may seriously damage or destroy the banner. The sponsoring individual/organization acknowledges the Village is not liable for the condition of or damage to the banner.

### **Banner Content**

The sponsoring organization/individual is responsible for the content and messages on the banners. The sponsoring organization/individual shall indemnify the Village against any and all claims, lawsuits or other expenses incurred as a result of the content of the banners.