



## **City of Wyandotte Downtown Banner Sponsorship Splice Policy/Application Packet**

Eligible Participants: City of Wyandotte businesses, non-profit organizations, service organizations, religious congregations, and individual persons. Overt political, religious, or offensive content will not be accepted.

Cost: \$75 per splice, 2<sup>nd</sup> splice - \$50 (limit two per business) annually as they are installed

Term: one year from installation date.

Subject Matter: Banner splice content will need to be approved by the Wyandotte DDA/Main Street Promotion Committee, also in accordance with the design standards of Kalamazoo Banner Works. Acceptable electronic file formats include: .pdf, .jpg, .bmp. You will be given an electronic proof prior to fabrication of your banner splice. See Attachment 1 for sample language and graphic content.

Maintenance: Banner splice maintenance will be performed by Wyandotte DPS per their regular schedule.

Size: Banner sponsorship splices will be 30" X 12" attached to the bottom of the downtown banners in the same color as the banners.

Location Preference: Location of banner splices will be given as some businesses can request the splice be attached to a banner near their establishment.

Eligible Banners: All banners downtown are eligible except for the clock tower banners and the free parking banners as they will be used to promote major city events (Art Fair, Christmas Parade, Fireworks, etc.)

Term Lapse: The DDA will contact the organization at the one year anniversary date of installation, if no response is given as to whether the organization would like to continue with the banner splice sponsorship program within 30 days, their splices will be removed at the next date of Wyandotte DPS maintenance and be available for use by other organizations at that time.

**Please Note:** Banner splices will be green with white type face and graphics. Also, bold type faces and graphics display best.

## Application

Date of request: \_\_\_\_\_

Organization: \_\_\_\_\_ Telephone: \_\_\_\_\_

Contact: \_\_\_\_\_ Fax: \_\_\_\_\_

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

Email Address: \_\_\_\_\_

Location Preferences: \_\_\_\_\_

Date: \_\_\_\_\_

Number of Banners splices: \_\_\_\_\_ 1<sup>st</sup> Splice \$75,  
2<sup>nd</sup> Splice \$50


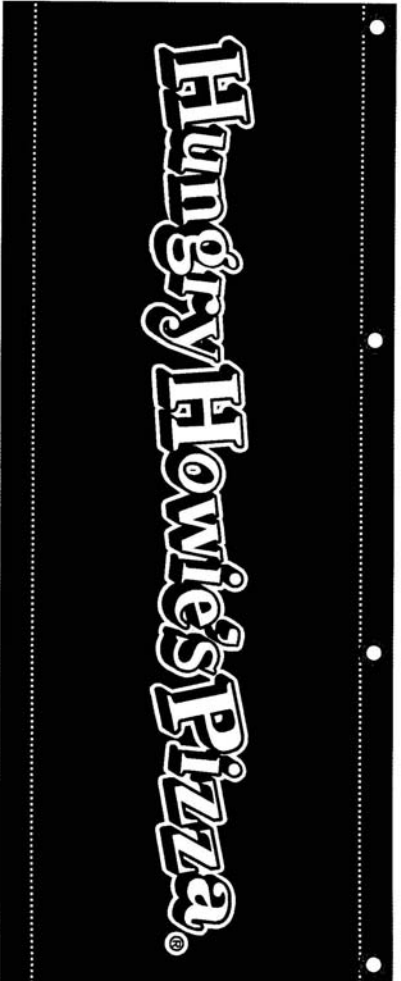
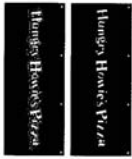
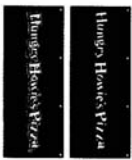
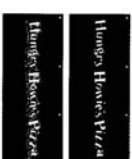
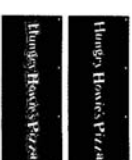
Total: \$ \_\_\_\_\_

Please make checks payable to the City of Wyandotte DDA/Main Street Banner Sponsorship Program, 3131 Biddle Ave, Wyandotte, MI 48192

If you have any questions or comments, please contact Brandon Wescott at 734 324 4506 or bwescott@wyan.org.

Date of installation: \_\_\_\_\_ (To be completed by DDA Director)

# Attachment 1

<p><b>KBW</b>  <b>CONSORT</b>  <small>GRAPHICS</small></p> <p>3119 PORTLAND STREET          KALAMAZOO, MI 49001          PH: 269.525.4424          PH: 269.388.4532          FX: 269.388.2018          www.consort.com</p>	
<p><b>COREY ROLFE</b>          SALES REPRESENTATIVE</p>	
<p><b>MOCK UP#</b> 7739_091m  <b>DATE:</b> 8.27.2009  <b>JOB NAME:</b> City of Perry</p>	<p><b>PAGE:</b> 1 of 1  <b>REVISION#</b></p>
<p><b>BANNER INFO</b>  <b>FABRIC:</b> Sunbrella <span style="display: inline-block; width: 15px; height: 10px; background-color: black; vertical-align: middle;"></span> Pacific Blue</p>	
<p><b>SIZE:</b> 30" x 12"    <b>HEMS:</b> 1"    <b>SIDES:</b> 2</p>	
<p><b>PANTONE INKS</b>  <input type="checkbox"/> White</p>	
<p><b>IMPORTANT, PLEASE NOTE:</b> The colors shown on this mock up are reasonable representations of Customer approved colors. If PMS color matches are required, Consort will, with the best technical means possible, match PMS colors which may not necessarily be the exact colors represented on this paper mock up.</p>	
<p><b>ARTWORK INFO:</b>          Supplied artwork.  <b>PLACEMENT:</b>          Image is centered.</p>	
<p><b>TYPEFONTS USED:</b>          AS SHOWN.</p>	
<p><b>ARTWORK READY TO PRINT:</b> YES</p>	
<p><b>CUSTOMER: PLEASE SIGN &amp; RETURN</b></p> <p>Authorized by _____</p>	
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<p>Thumbnail images of the banner design:</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> </div>	



CONSORT

2129 PORTAGE STREET  
KALAMAZOO, MI 49001  
PH: 601.523.5434  
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FX: 269.288.5018  
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KALAMAZOO BANNERWORKS™ 50101E 0414\* AESTHETICA™ ROOM 0081-POL4\*

**COREY ROLFE**

SALES REPRESENTATIVE

MOCK UP# 7739 09jm

PAGE: 1 of 1

DATE: 8/28/2009

REVISION# 1

JOB NAME: City of Perry

**BANNER INFO**

FABRIC: Sunbrella

■ Pacific Blue

SIZE: 30" x 12"    HEMS: 1"    SIDES: 2

**PANTONE INKS**

■ White

**IMPORTANT PLEASE NOTE:** The colors shown on this mock up are reasonable representations of customer approved colors. If PMS color matches are required, Consort will, with the best technical methods possible, match PMS colors which may not necessarily be the exact colors represented on this paper mock up.

**ARTWORK INFO:**

Supplied artwork:

**PLACEMENT:**

Image is centered

**TYPEPOINTS USED:**

AS SHOWN.

**ARTWORK READY TO PRINT: YES**

**CUSTOMER: PLEASE SIGN & RETURN**

Authorized by \_\_\_\_\_



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