City of Richmond

Street Banner Sponsorship Application

Parks Programs
6911 No. 3 Road, Richmond, BC V6Y 2C1

Thank you for your interest in sponsoring street banners in the City of Richmond. All applications are subject to City review and approval. Submission of an application does not guarantee approval. Submit completed forms to ParksPrograms@richmond.ca.

Organization Information

Organization Name: _____

Organization Category:

- ☐ Richmond based non-profit
- ☐ Non-Richmond based non-profit
- ☐ Commercial

Mailing Address: _____

Email: _____

Applicant Information

Name: _____

Title: _____

Email: _____ **Phone:** _____

Sponsorship Request

Requested Installation Date: _____

Requested Removal Date: _____

The City reserves the right to limit the number of banners displayed and the dates banners are installed and removed.

Requested Location
Specify what street(s) you would like the banners installed along. Include cross streets of the start and end of the display.

Richmond

Indicate how the requested location relates to your organization, event and/or initiative:

Requested number of banner poles: *(two banners per pole)*_____

Terms and Conditions

Banner Design

- Banners are displayed in pairs (two banners per pole).
- All banners must meet City street banner specifications 32” x 80”.
- Banner design must be reviewed and approved by City staff prior to production.
- Sponsors are responsible for coordinating the design and production, unless coordinated with City staff.
- Logos, commercial content or corporate branding CANNOT occupy more than 20% of the total banner area.
- Banner content is secular, non-partisan, and non-political.

Fees and Payment

- Cost for install starts at $130.00 (plus tax) per pole (two banners per pole), with a minimum 12 poles (24 banners).
- Payment must be received a minimum of **14 days prior to installation**.
- For commercial entities promoting their logo or commercial content, a fee of $20.00 per pole per month will be applied.

Installation and Timeline

- Installation of street banners on City street poles may only be performed by City staff or City contractors.
- Applications must be submitted a minimum of **6 weeks prior to requested installation date**.
- Banners must be received a minimum of **3 weeks prior to the requested installation date**.

Location Eligibility

- Locations are limited to the immediate proximity of the sponsoring organization’s office location or immediate proximity to the event being promoted, if applicable.
- Requests outside existing City banner locations will be assessed based on how the banners contribute to and enhance the character of the area, and the structural integrity of the proposed street pole fixtures.

Review and Approval

- Submission of this application does not guarantee approval.
- Applications are reviewed by City staff for consistency with Policy 7707 and operational requirements.

In the event of conflicting applications, requests are generally considered on a first-come, first-served basis, subject to the following priority order:

1. City of Richmond Street Banners
2. Non-profit Organization Sponsorship
3. Event Sponsorship
4. Corporate/Commercial Organization Sponsorship

The City reserves the right to refuse any application partially or in its entirety.

Applicant Acknowledgement

By signing below, I acknowledge and confirm that:

- I certify that the information provided in this application is accurate to the best of my knowledge.
- I have the authority to submit this application on behalf of the applicant organization, where applicable.
- I have read and understand the City of Richmond Street Banner Policy.
- I have read, understand, and agree to comply with the Terms and Conditions outlined in this application.

Applicant Signature:_____ **Date:**_____

Applicant Printed Name:_____

City Use Only	
Date Application Received:	**Reviewed By:**
Banner Design Approval Status: ❑ Approved ❑ Denied ❑ Pending Further Information	**Approved Location(s):**
Approved Display Period:	**Must receive Banners by:**
Comments:	