



## LA JOLLA VILLAGE STREET BANNER PROGRAM APPLICATION

Over 36,000 vehicles pass through La Jolla Village every day, not including the thousands of pedestrians, bikers and city transit commuters. To help you reach this desirable audience, La Jolla Village Merchants Association (LJVMA) Inc. has an established street banner program. Organizations are welcome to use these colorful, exciting and extremely effective banners to convey information about special events to visitors and residents of La Jolla.

Please complete the following information in order that we may assist you in the process:

### APPLICANT INFORMATION:

Name of Organization: \_\_\_\_\_ Date: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### EVENT INFORMATION:

Name of Event: \_\_\_\_\_ Event Dates: \_\_\_\_\_  
Requested dates for banner placement: From: \_\_\_\_\_ To: \_\_\_\_\_  
Number of banners requested: (minimum of 20 banners required) \_\_\_\_\_

**Note: 100 poles are available for banners. Most poles display 30"x 94" banners; some display 30"x 84" banners.**

### APPROVAL PROCESS:

La Jolla Village Merchants Association, Inc. will review each application. If the Banner Program is approved, applicant is responsible for arranging and paying for all aspects of the banner program: design, production, installation and coordination, City of San Diego Permit, as well as required insurance. Our full-service banner consultant handles every aspect of the execution of this process, apart for the actual banner design.

### BANNER DISPLAY FEES:

The LJVMA monthly display fee for use is as follows (please initial your selection):

<b>BID MEMBERS (per month)</b>	<b>NON-BID MEMBERS (per month)</b>
<input type="checkbox"/> 20 poles -\$500.00	\$550.00
<input type="checkbox"/> 50 poles -\$1,000.00	\$1,100.00
<input type="checkbox"/> 75 poles -\$1,250.00	\$1,400.00
<input type="checkbox"/> 100 poles -\$1,500.00	\$1,650.00

*The above Fees do not include banner production, installation or city permits.*

A 50% deposit payment is due upon approval of the application to reserve space. This deposit is non-refundable. The remaining payment is due one week prior to installation date. Banner locations can be requested, but not guaranteed unless other arrangements have been made (additional fees may apply).

### BANNER PROGRAM DETAILS:

All programs are responsible for complying with all La Jolla and City of San Diego requirements regarding content. Welcome Banners are permitted in the City of San Diego when used to promote a local event or city amenity. They are not permitted for advertising or content that is simply commercial. Banners are not for promoting products. If a company is sponsoring an event for brand recognition, the brand can be used but is regulated by sponsor restrictions. Banners are not for "call to action" campaigns. Quotes like "visit us at Booth # 723" or "visit our website for more details" are not permitted. Sponsor logos are restricted to only 5% of the total banner area.

La Jolla Village Banners are in the following sizes:

- 30"w x 94"h. 5% or 141 square inches is approximately an 8" x 17.6" rectangle or an 11.9" x 11.9" square.
- 30"w x 84"h. 5% or 126 square inches is approximately an 8" x 15.8" rectangle or an 11.2" x 11.2" square.