

IDYLLWILD ROTARY CLUB

BANNER COMMITTEE POLICY FOR HANGING AND DISPLAYING COMMUNITY SERVICE BANNERS

1. ROTARY PUBLIC BANNER FACILITY:

The Idyllwild Rotary Club financed and supervised the installation of the poles and lines between "The Fort" and the "Red Kettle" that are used by the Rotary Club Banner Committee ("Banner Committee") for displaying banners promoting community service activities and projects. Rotary does not charge a fee for displaying accepted banners. Rotary is not responsible for any damage or loss to any accepted banner.

The Banner Committee sets the policies regarding what banners will be displayed. In the event of any conflict of challenge to a decision of the Banner Committee, the Rotary Board of Directors has final authority to approve or disapprove a banner for display on the Rotary banner facility.

2. BANNER CONSTRUCTION REQUIREMENTS:

Height must be 4 feet to facilitate proper hanging. Maximum length is 12 feet. Must be printed both sides - back to back banners will not be hung. Grommets must be #4 (1/2" inner diameter), spaced approximately 18 to 24 inches apart. Wind flaps are strongly recommended.

NEW IN 2012 - 18" x up to 12 foot "streamers" with additional information may be added to the bottom of a 4 foot high banner. The Banner Committee will attach such streamers at the time the primary banner is hung. (See DESIGN SUGGESTIONS below for more information on "streamers.")

3. EXISTING NON-CONFORMING BANNERS:

May continue to be accepted through June 30, 2012.

4. MESSAGES/PURPOSES:

Only banners promoting activities or projects of significant community service or interest will be displayed. Commercial, political, or religious messages will not be displayed.

5. LENGTH OF DISPLAY:

Banners will be displayed for minimum of 7 days up to a maximum of 21 days, unless a longer time is approved by the Banner Committee.

6. HOW TO SUBMIT A BANNER FOR DISPLAY:

A representative of an organization with a banner to submit for display must bring their banner to the site at 8:00 AM, Mondays. (If Monday is a holiday, that Tuesday will be the hanging day.) Unless other arrangements have been made with the Banner Committee, a representative must also be present on the Monday that their banner is scheduled to come down as Rotary accepts no responsibility for keeping or maintaining any other organization's banner.

7. DESIGN SUGGESTIONS:

- A. Keep your message, text, and graphics simple and bold. Banners in this location are mostly viewed by people in vehicles driving under the lines and your information must be easily read and understood.
- B. Use bright, bold colors and heavy black (or white against black background) lettering.
- C. Leave plenty of "white space" for easier reading.
- D. Give your readers a very short "snap shot" of your project or activity. Don't try to tell them everything, just "what," "when," and maybe a very short "why."
- E. STREAMERS (as noted above) can now be used for changing information such as date, time, location or to highlight some special events at different times during the year, in this case, design your primary banner with the "static" information for your organization or event, then design appropriate streamers for the changing information. But, keep it simple!