

## **BANNER SPECIFICATIONS**

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An eligible banner for this program, as listed in Madison City Ordinance Section 31.03(2), is "A banner or series of banners containing a noncommercial message displayed to call attention to cultural events, charity campaigns or neighborhood sponsored activities."

Banner length is not to exceed 24 feet and width is not to exceed 3 feet.

Banners are to have air slits every 3 feet to 5 feet minimum to reduce wind load. Maximum tensile strength of rope used for attachment to be 400 pounds.

Commercial messages on the banner, including logos such as cola or beer companies, shall not take up more than 10% of the banner area.

The banner must have the name and telephone number of the sponsoring civic organization clearly shown on it.

## **INSTALLATION AND REMOVAL**

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Banners at the Campus Drive or Park Street locations may be installed onto the pedestrian bridge chain link fence by the applicant or by a licensed sign erector. The applicant is considered to have contracted for one side of pedestrian walkways only, unless otherwise stated.

The top of the banner may be no more than 6 feet above the bridge's walking surface. The bottom of the banner may hang no lower than the bottom of the structure.

If banners are not removed on the final date of the reservation, the banners will be removed at the owner's expense. In addition, banner privileges will be lost for one full calendar year for this event sponsor.

## **LIABILITY AND RESPONSIBILITY**

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The applicant shall become liable for all damages or injuries to persons or property by reason of the granting of the privilege. The applicant agrees to hold harmless, indemnify, and defend the City of Madison, its officers, agents and employees from any and all liability, including claims, losses, costs, damages, and expenses of every kind or description, including deaths or damage to persons including City employees, or property, arising out of, or in connection with, or occurring during the course of this privilege, where such liability is founded upon, or grows out of the acts or omissions of any of the agents or employees of the applicant in the exercise or engagement of this privilege.

Any damage to fixtures or any other structures due to banners being attached shall be the responsibility of the person or agency requesting banner installation permission.

In accepting the privilege, the applicant waives any and all right to contest in any manner the validity of City of Madison Ordinance 10.31 and 31.03(2) or Section 66.045, Wisconsin Statutes, or the amount of compensation charged by the City of Madison.

This permit is not transferable. You may not sell, share or trade this permit in any way.

An insurance certificate must be provided to the City a minimum of ten (10) business days prior to the banner being hung, and must show City of Madison as "Additional Insured." If this provision is not met, the City will allow another group to utilize this space. Final approval is contingent upon the applicant completing all requirements, including the insurance certificate.