



City of New Baltimore Banner Application

Application Date: _____

Applicant / Group name: _____

Representative's contact information: _____

Date requested for banner installation: _____

Date requested for banner to be taken down: _____

(Banners will be taken down within one week after event or when another banner goes up.)

ALL DATES ARE SUBJECT TO DPS SCHEDULING.

Proposed message on banner: _____

Department of Public Service comments: _____

DPS signature / date: _____

City Council approval: _____

Clerk Signature / date: _____

Please call the Department of Public Service with any questions (586)725-9511

If a banner needs maintenance while up, then an hourly rate fee for time and materials may be assessed.

City of New Baltimore

Banner Policy

- City Council reserves the right to refuse any/all requests.
- Cannot guarantee placement of your banner.
- City cannot guarantee the exact dates for placement or removal of banners.
- Requests are handled on a first come, first serve basis.
- City of New Baltimore events / activities shall be given priority over ALL other requests.
- Only events that are considered community events that are open to the community shall be allowed to be displayed.
- An application **MUST** be submitted at least 45 days prior to the request for display. This is important because the City of New Baltimore must request approval from MDOT.
- Will provide installation & removal of banner at a cost of \$150.00 payable with application.
- Cannot be responsible for any damage incurred by the banner during its display, or installation or removal.
- A copy of the applicants insurance policy with at least \$1,000,000 in liability must be presented at the time of application with the City of New Baltimore listed as an insured party. Applicant must also sign an agreement indemnifying and holding the City harmless.
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- **CERTIFICATES OF INSURANCE AND HOLD HARMLESS AGREEMENT REQUIREMENTS**
- All permitted events will require (1) a CERTIFICATE OF INSURANCE from your insurance company naming the City of New Baltimore as an additional insured party in the description of operations/locations/vehicle section of the insurance certificate with the specific language as follows: **Where required by written contract, the City of New Baltimore is additional insured on the General Liability policy with respect to liability arising out of the ongoing operations performed by the named insured. Where required by written contract, additional insured coverage provided under the General Liability applies on a primary and noncontributory basis.** and; (2) a HOLD HARMLESS AGREEMENT containing terms acceptable to the City. The Hold Harmless Agreement shall be printed on the organizer's (event holder's) official letterhead, must be signed by a duly authorized representative and shall contain at least the following language:
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 - ****NOTE: THIS IS A SAMPLE OF A HOLD HARMLESS AGREEMENT AND MUST BE PRINTED ON ORGANIZER'S OFFICIAL LETTERHEAD.****
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 - **SAMPLE LANGUAGE:** *To the fullest extent permitted by law, the (insert applicant's/event organizer's name) it's officers, directors, employees, agents, contractors, volunteers, representatives and others working on behalf of the applicant/organizer of the event, (insert applicant/organization name) is legally liable, agrees to be responsible for any liability, defend, pay on behalf of, indemnify, and hold harmless the City of New Baltimore, its elected and*

appointed officials, employees, and volunteers and others working on behalf of the City of New Baltimore against any and all claims, demands, suits, or loss, including all costs and reasonable attorney fees connected therewith, and for any damages which may be asserted, claimed, or recovered against or from the City of New Baltimore, its elected and appointed officials, employees, and volunteers and others working on behalf of the City of New Baltimore, by reason of personal injury, including bodily injury and death and/or property damage, including the loss of use thereof, which arises out of or is in any way connected or associated with the applicant's/event organizer's activities permitted pursuant to its special event permit dates: (insert date of event) issued by the City of New Baltimore. Such responsibility shall not be construed as liability for damage caused by or resulting from the sole act or omission of the City of New Baltimore, its elected or appointed officials, employees, volunteers or others working on behalf of the City of New Baltimore.

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- Signature: _____
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- ***THIS IS A SAMPLE – PRINT ON ORGANIZER'S LETTERHEAD***
- Reserves the right to remove any banner without notice. No refund shall be given to applicants if removed early.
- May set time limits on any banner displayed.
- A maximum of 3 weeks is allowed for a banner to be displayed at any one time prior to an event.
- No political banners will be allowed per MDOT rules.
- No banner may advertise for a business or promote an individual sale, or advertise any merchandise per MDOT rules.
- All banners must comply with the specifications found in the Banner Application. Failure to supply all necessary materials may result in the not being placed.

MDOT REGULATIONS TO BE AWARE OF, BUT ARE NOT LIMITED TO:

- Banner to be displayed over Green Street a maximum of 21 days.
- Banners cannot display advertising, promote sales or publicize any merchandise.
- Banners cannot be political in nature.
- Decorations cannot include flashing lights that may distract motorists.
- MDOT may cancel this permit at anytime if it's installation in anyway becomes dangerous to motorists or interferes with traffic movement.

Recommended banner specifications:

Banner material should be a heavy duty material all double stitched with reinforced gusseted corners.

Banner must be a minimum of 24 inches tall.

Banner length should not exceed 24 feet.

Eyelets along the entire length at about 36 inches.

Large steel D-rings for every eyelet.

(Part number 11928-00987 available at:

Fastenal

48335 Gratiot

586-421-1358)

100 feet of 3/8 diameter nylon rope for corner ties.

Banner must have wind flaps along the entire length.

Please call the Department of Public Service (586)725-9511 with any questions, and have the banner to the DPS one week in advance of the requested start date.

All hardware must be provided to hang a banner.