



**BANNER PROGRAM**  
**Policy and Temporary Use Application**

**Objective:** To permit the use of banner brackets attached to City-owned lampposts and poles located within the Martin Luther King, Jr. Boulevard and Broughton Street rights-of-way. Banners must promote an event or activity occurring in the City of Savannah.

**User:** The “user” is defined as any Savannah/Chatham County-based organization wishing to display material promoting a discrete non-profit event.

**Reservation:** All users must complete the attached application and agreement form to obtain a permit from the Office of Special Events, Film & Tourism. Banner design must be approved by the Office of Special Events, Film & Tourism as part of the application process. The Office of Special Events, Film & Tourism will then notify the user if the permit has been approved.

Applications are reviewed and approved on a first come, first served basis. The user will be granted a thirty (30) day rental period to display the approved banners, and will be assessed a fee as determined by the Mayor and Aldermen of the City of Savannah. The user may request one thirty (30) day extension, which request may not be unreasonably denied.

**Limitations:** Eligible banners are limited to those promoting local, non-profit, temporally-discrete events. Permits are not assignable.

The Office of Special Events, Film & Tourism reserves the right to reject applications for banners that do not satisfy the stated objectives of this policy and to request the removal of banners due to weather conditions and/or public safety concerns.

**Maintenance:** The user must maintain banners in a clean and orderly condition at all times. If a banner is pulled loose, shifts due to weather, or is damaged by external forces, the user must remove or replace said banner within 24 hours of receiving notice of the damage. If the user does not take action, the Office of Special Events, Film & Tourism will have the banner removed at the applicant’s expense.

**Removal:** All banners and banner ties must be removed on the date specified in the Agreement. If the banners are not removed by the specified date, they will be removed at the applicant’s expense. Any change in removal date must be approved in advance by the Office of Special Events, Film & Tourism.



**Other Permits:** All users are required to obtain the necessary right-of-way permits from the Department of Traffic Engineering prior to the installation and removal of banners.

**Liability:** The user shall maintain such insurance as will protect the user from any claims for damage to property, and for personal injury, including death, which may arise from the use of banner brackets or the installation and display of the user's banners.

**Indemnity:** The user shall defend, indemnify, and save harmless the City of Savannah, the Mayor and Aldermen of the City of Savannah, its elected and appointed officials, officers, and employees from and against all losses and all claims, demands, payments, suits, actions, recoveries, and judgments of any nature and description.

**Future Use:** Issuance of a permit for a prior year does not entitle an applicant to a permit for any year thereafter. The Office of Special Events, Film & Tourism reserves the right to accept or deny any application where the applicant violated the terms and conditions of this policy in the prior year.

**Fee:** An application fee of \$15.00 shall be assessed for each banner bracket. Application fees shall be paid by check or money order and made payable to the City of Savannah.

**Location:** Brackets are available on Broughton Street and MLK as follows:

<b>Location</b>	<b># of Banner Brackets</b>
Broughton Street	15 total
Between Price and Habersham	4
Between Habersham and Lincoln	4
Between Montgomery and MLK	7

<b>Location</b>	<b># of Banner Brackets</b>
MLK	20 total
Intersection of Bay and MLK	2
Intersection of Broughton and MLK	2
Intersection of Oglethorpe and MLK	4
Intersection of Liberty and MLK	2
Streetscape area between Minis and Gaston	2
Intersection of Gwinnett and MLK	4
Intersection of 37 <sup>th</sup> Street and MLK	2
Intersection of Victory and MLK	2



**BANNER PROGRAM  
Temporary Use Application Form**

<b>Organization Name</b>	
<b>Contact Person</b>	
<b>Address</b>	
<b>Phone Number</b>	
<b>Alternate Phone Number</b>	
<b>Preferred Email</b>	
<b>Featured Event</b>	
<b>Installation Date</b>	
<b>Removal Date</b>	
<b>Requested Locations</b>	

\*Attach a copy of the proposed banner design for approval.



**Temporary User Agreement  
Banner Program**

User hereby agrees to defend, release, indemnify, and hold harmless the Mayor and Aldermen of the City of Savannah, its elected and appointed officials, officers, and employees from and against all losses and all claims, demands, payments, suits, actions, recoveries, and judgments of any nature and description related to or arising from the installation and maintenance of its banners.

User agrees to maintain insurance in amounts sufficient to protect itself and the City of Savannah from any claims for damages to property and for personal injury including death, which may arise from use of the banner brackets, whether such use be by the User or by a subcontractor or anyone directly or indirectly employed by either.

User shall be responsible for installing and removing the banners. User will use the banner brackets to promote \_\_\_\_\_ (event title).

User shall not assign or otherwise transfer the permit to use the banner brackets to any other party. User agrees to repair the brackets in the event that they may be damaged while in use and will maintain the brackets in a clean and orderly condition at all times. All banners must be removed on \_\_\_\_\_. If the banners are not removed by the specified date, they will be removed at the User's expense. Any change in removal date must be approved in advance by the Office of Special Events, Film & Tourism.

The "Banner Program Policy and Temporary Use Application" is hereby incorporated by reference as if set forth at length herein.

I have read the above and understand the same.

Organization: \_\_\_\_\_

Name of Authorized Representative: \_\_\_\_\_

\_\_\_\_\_  
Signature of Authorized Representative

\_\_\_\_\_  
Date

\_\_\_\_\_  
Witness Signature

\_\_\_\_\_  
Witness Name