



# Banner Application

City of Columbia, SC

The terms and conditions for hanging banners in the City of Columbia are summarized on page 2 of this application. Applicant's signature on the application certifies that the event and organization meet the requirements of the terms and conditions.

**Applicant's name** \_\_\_\_\_

**Organization** \_\_\_\_\_

**Applicant's Email Address** \_\_\_\_\_

**Address** \_\_\_\_\_

**Tax I.D. number** \_\_\_\_\_

**Phone number** \_\_\_\_\_

**Event name** \_\_\_\_\_

**Sponsors** \_\_\_\_\_

**Date(s) of the event** \_\_\_\_\_

**Location of event** \_\_\_\_\_

**Date(s) requested to hang banner** \_\_\_\_\_

**Location(s) requested** \_\_\_\_\_

**Dimensions of banner** \_\_\_\_\_

**Banner material (net/vinyl)** \_\_\_\_\_

**Banner Text** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ **Date** \_\_\_\_\_  
**Applicant's signature**

\_\_\_\_\_ **Date** \_\_\_\_\_  
**Traffic Engineering Approval**

\_\_\_\_\_ **Date** \_\_\_\_\_  
**Public Works Director Approval**

Send applications to: **City of Columbia**  
**Traffic Engineering Division**  
2910 Colonial Drive  
Columbia, SC 29203  
Phone: 545-3850  
Fax: 733-8648  
Revised 3-11



## Banner Hanging Policy City of Columbia

This policy is a summary of City Ordinance No. 96-057, which City Council approved on November 6, 1996. We have made certain administrative adjustments to make this policy more coherent and equitable for all concerned.

1. The City reserves the right to relocate, remove or not hang any banner if it is in the best interest of the City to do so.
2. All banners must advertise a civic, cultural, or a philanthropic event scheduled to take place within the City of Columbia on a specified date or dates. We cannot hang banners to promote "awareness" of special interest activities.
3. The event must be sponsored by either:
  1. A religious, charitable, scientific, or educational organization that qualifies for exemption from federal income taxation pursuant to Section 501(c)(3) of the Internal Revenue Code of 1986.
  2. A nonprofit civic league operated exclusively for the promotion of social welfare.
  3. A nonprofit horticultural organization.
  4. A nonprofit business league or chamber of commerce.
4. The sponsor must certify that paid advertising is not the primary means of advertising the event. This means that the cost of all other advertising for the event may not be more than the fee charged by the City to hang the banner.
5. A banner may bear the name or trademark of not more than one business enterprise that is providing financial support for the event, but the name or trademark of the business enterprise may not cover more than 20% of the total area of the banner. A banner may not contain any other commercial message.
6. Banners shall be constructed of a net-type material which is durable and allows for free air flow. Maximum banner dimensions are 32 feet long and 3.5 feet tall. A banner to be hung at Millwood and Devine may not exceed 25 feet in length. Banner must have clips installed along the top allowing it to be fastened to 3/8" steel cable. Grommets are allowed if carabineers are provided. Ropes must be provided with the banner at each end, top and bottom, and grommets located on the bottom edge 1/3 of the way from each end for securing to the bottom guy cable. **Banners not meeting these specifications will not be hung.**
7. If approved, banners may hang at one of the following locations:
  1. Elmwood Avenue at Lincoln Street
  2. Gervais Street at Sumter Street
  3. Gervais Street at State House (**WB Only/Tree Limb @ State House Causes Problems on the EB side**)
  4. Millwood and Devine (25 feet wide maximum)
  5. Other locations as approved by Traffic Engineering Division
8. **If approved, applicants may hang only one banner. Applicants may select the week before, or the week of the event and the banner will hang for a maximum of one week.**
9. **Requests for banners will be considered and approved if appropriate, in the order in which they were received.**
10. **The fee for hanging and removing a banner is \$100.00. Banners will be hung and taken down on Mondays.**
11. **The City is not responsible for banners not picked up within three weeks of the take-down date.**