

# CITY OF MELBOURNE

## BANNER PROGRAM

JULY 2022



CITY OF MELBOURNE

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## INTRODUCTION

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Banners are an effective way of activating and decorating the city. They provide a vibrant and strong visual presence within the city and allow an event or organisation to further enhance its marketing campaign on a large and impressive scale.

The City of Melbourne has established these guidelines to assist the hirer with the application, administration, and design and production processes - to ensure effective banner production and timely installation.

Effective banner design and high quality production are required to enhance the city's appeal and to communicate information about events and activities occurring in the municipality - including arts, cultural and sporting events, as well as festivals and exhibitions.

Final confirmation of the booking and subsequent banner installation is subject to banner artwork being approved by the City Of Melbourne. **Artwork must promote the event/activity relevant to the booking.**

The City of Melbourne Banner Program's objective is to:

- Promote events and activities that the public can attend, or engage in, that are being held within the **municipality** and to
- Add vitality to the cityscape.

The Banner Program is **not** intended as a medium for:

- Advertising commercial sponsors or promoting brands
- Flying national flags or cause-related flags
- Promoting events, industry days and trade shows that the general public cannot attend
- Promoting private functions or events that the general public cannot attend
- Marketing activities such as product promotion and launches, venue openings or media announcements.

The City of Melbourne Banner Program currently offers the following mediums:

- **City Super Banners**
- **City Standard Banners**
- **Docklands Banners V1**
- **Docklands Super Banners**

Further information about the City of Melbourne Banner Program can be found by contacting the Banner Program Officer by email, telephone or via the **website**.

Email: **[banners@melbourne.vic.gov.au](mailto:banners@melbourne.vic.gov.au)**

Phone: +613 9658 8355

Website: **[melbourne.vic.gov.au/bannerprogram](https://melbourne.vic.gov.au/bannerprogram)**

# THE APPLICATION PROCESS

## APPLICATIONS

The banner application form can be downloaded via our [website](#). The application form lists all sites available to hire. Please submit the completed application form to [banners@melbourne.com.au](mailto:banners@melbourne.com.au). Applications can be submitted up to 12 months in advance. Banner sites must be applied for as a whole and sites cannot be split.

Applications are reviewed four times a year:

Event/Banner booking period	Applications due by:	Allocations finalised and offered
January - March	September (of previous year)	October - December
April - June	December (of previous year)	January - March
July - September	March	April - June
October - December	June	July - September

Applications will be accepted after the recommended submission date, but, due to demand, it is likely that you may not secure the sites and dates requested.

Banners are a highly sought after asset to promote events and activities; banner allocations are not finalised on a first come first served basis; so whilst it is highly recommended to submit your application early, doing so does not guarantee the requested sites will be allocated. Due to demand, locations and/or dates allocated may vary from those applied for.

In making final decisions regarding allocation of sites, City of Melbourne aims to be fair and equitable and all applications will be considered on merit and subject to conditions of hire and relevant guidelines. However, sites are allocated based on a predefined City of Melbourne priority system.

## PRIORITY BOOKING SYSTEM

In order of priority, bookings will be taken for:

- City of Melbourne owned events
- City of Melbourne sponsored/partnered events
- Major Hallmark events
- Events or conferences that are held within the City of Melbourne boundaries that the general public can attend, and
- A specific event that promotes a fundraising activity, open to the general public to attend.

Minimum and maximum booking times may apply in times of multiple applications at the discretion of the City of Melbourne and requested dates and locations may be amended, depending on demand.

## ONLINE MAPS

To view online maps of the [City Super](#), [City Standard](#) and [Docklands Banners](#) locations click on the appropriate link.

These maps should be used as a guide only - please refer to the application form for a current list of available sites.

# DESIGN GUIDELINES

Designs must be approved by City of Melbourne prior to production.

Banners are considered to be a decorative medium. Banners are not intended to be used as advertising for products, services, brands or individuals – all artwork must promote the event or activity associated with the booking and not ‘the brand’. As banners are often an addition to other marketing material, artwork may need to be altered to suit the banner medium.

Each banner can have a **maximum of 10 per cent of the total banner allocated for direct sponsorship recognition**, such as a company’s logo or naming rights. Logos must be placed at the bottom of the banner. Below is an example of a banner showing where logos should be placed. The 10 per cent restriction applies to all banner types.

To help make the design more effective, it is **essential** that:

- One bold striking image or graphic design is used and overall graphics are kept simple.
- Font size should be large enough to ensure readability against a bright sky and legible from a distance.
- Colour selection is important to guarantee visibility against both the sky and city landscape. White, yellow and other pale colours are not recommended as they soil very easily (if this occurs, all costs associated with cleaning and repair work will be charged to the client). Black, grey and other extremely dark backgrounds blend into the general cityscape and will be approved at the City of Melbourne’s discretion.
- The title of the event should be included and appear at the top of the artwork.

- To enable banners to be re-used at a later date, it is recommended that the venue name and other details, such as dates be omitted.
- Extended text should only be used where it forms part of the established image of the event and logo.
- Montages and slogans should be avoided as the design will be difficult to see from afar.
- Phone numbers are not allowed and should be avoided as the number is difficult to see from afar.
- Websites and references to social media and other similar information used as a ‘call to action’ are allowed – City of Melbourne must be able to access the information available on social media, as part of the artwork approval process.
- All costs and responsibility relating to the design and production of banners are met by the hirer.

Installation of multiple designs will not incur extra installation costs as long as all banners are installed simultaneously and they are installed in a set pattern. A detailed installation spread sheet that includes images of the banners to be installed must be provided to the installation contractor with the delivery of banners

If installation instructions are not provided ahead of the first install date, the contractor will install banners in an order deemed most suitable and additional costs will be incurred by the Hirer should any amendment to the installation order be required.

## BANNER DESIGN

Maximum 10% of banner space allowed for sponsorship logos

## DESIGN APPROVAL PROCESS

Banner design must be approved by the City of Melbourne prior to going into production. Approval is dependent upon compliance with the standards set out in these guidelines and use of the City of Melbourne logo (if applicable).

Designs must be submitted for approval a minimum of **six weeks prior** to the proposed installation date. Artwork can be submitted as a low-res PDF or jpeg file via email [banners@melbourne.vic.gov.au](mailto:banners@melbourne.vic.gov.au)

Banners used in previous years can, and are encouraged to be reused, however, must be clean and free of fading, rips or tears. Banners more than three years old cannot be used without prior inspection by the City of Melbourne's installation contractor to ascertain their condition. Please contact the Banner Program Officer on +613 9658 8355 for further details.

Approval is required for all designs, even if banners have been used previously. Feedback on designs will be provided by the City of Melbourne within five working days after receipt of submitted designs. Final approval must be granted by City of Melbourne before production can commence.

The City of Melbourne reserves the right to reject any design that does not comply with the design guidelines or if the physical condition does not meet City of Melbourne's quality standards.

Should banners be produced without the approval of City of Melbourne, the hirer will be responsible for all costs associated with re-designing and reproduction to meet City of Melbourne's approval. Should banners be installed with unapproved designs, these will be immediately removed at the cost of the hirer.



# PRODUCTION GUIDELINES

## CITY SUPER BANNERS

- Super banner dimensions are 4200mm high x 1800mm wide
- Super banners are designed for installation on City of Melbourne (including Docklands) super banner poles. They are manufactured from trilobal/textured polyester, preferably with a gloss finish and must be hemmed on all edges
- These banners are tied to poles using a stainless steel sister clip at the top and bottom of the banner
- To further strengthen the banner a sail tape pocket to suit a fibreglass rod needs to be included diagonally across the banner from the half-way point. Polyester spine tape has to be put down the length attached to the pole.

**Note: Banners not produced to the outlined specifications will not be installed.**

Diagram A/1 - City Super Banner

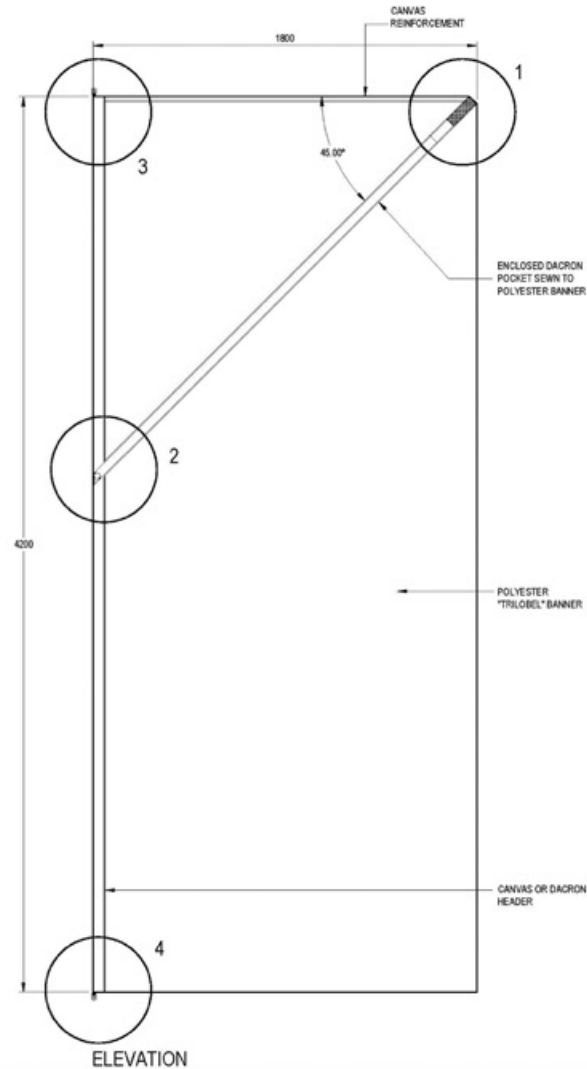
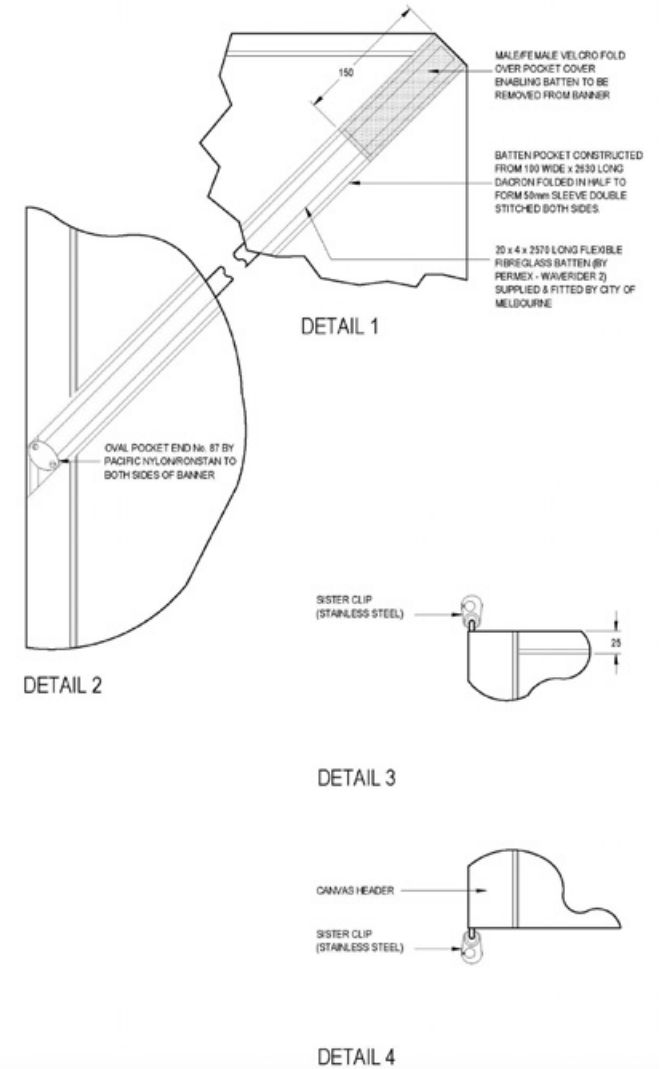


Diagram A/2 - City Super Banner



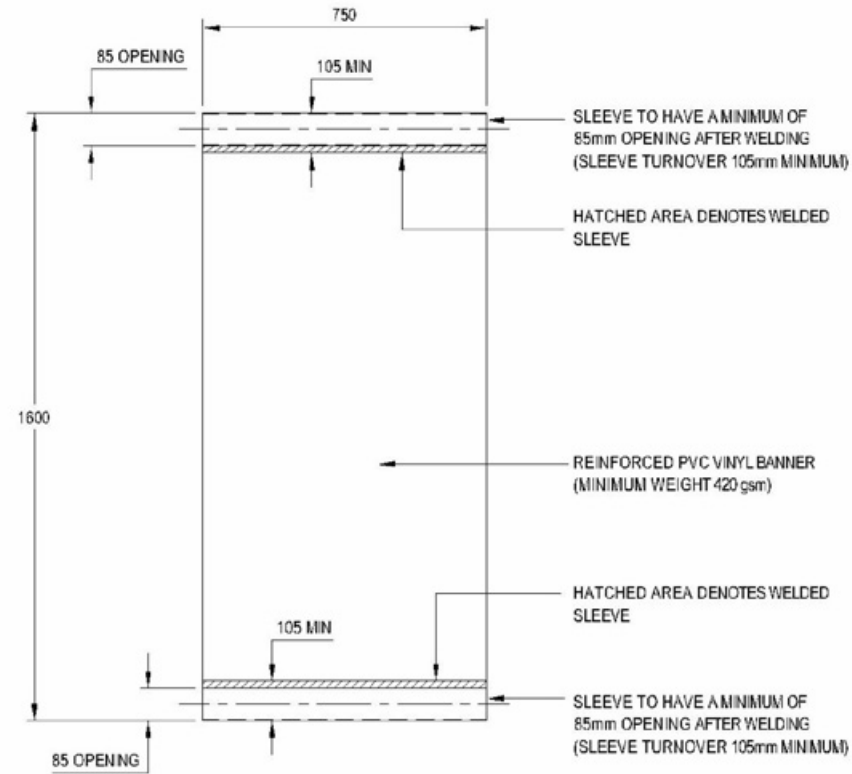
# PRODUCTION GUIDELINES

## CITY STANDARD BANNERS

- Standard Banner dimensions are 1600mm high x 750mm wide
- Standard banners are suitable for attaching to a selection of poles.
- Banners are printed double-sided on reinforced PVC block out vinyl, minimum weight is 420gsm.
- Standard banners are fixed along the top and bottom and therefore require an open sleeve at either end.

**Note: Banners not produced to the outlined specifications will not be installed.**

Diagram B - City Standard Banner



BANNER ELEVATION



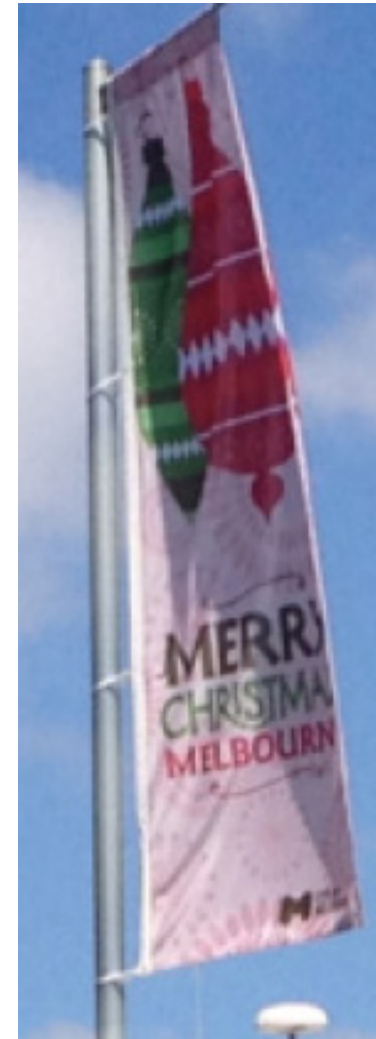
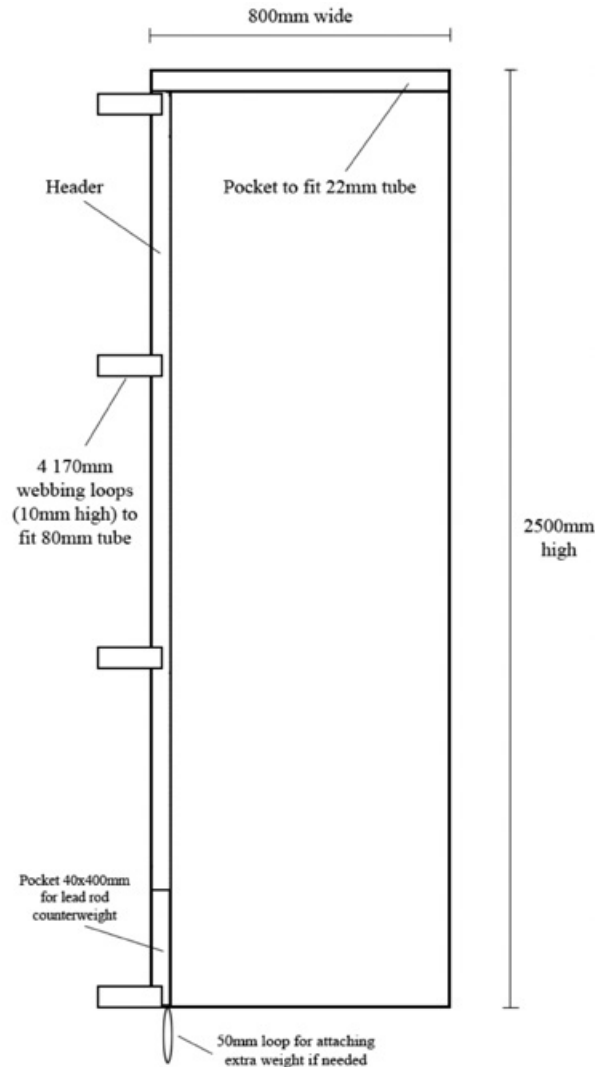
# PRODUCTION GUIDELINES

## DOCKLANDS BANNERS V1 TYPE

- Docklands banner V1 dimensions are 2500mm high x 800mm wide
- Docklands banners V1 are constructed to ensure suitability for attaching to a selection of poles. They are manufactured from a trilobal textured polyester, preferably with a gloss finish and must be hemmed on all edges. Docklands banners V1 differ in that they are attached directly to the banner pole (instead of to a halyard like super banners).

**Note: Banners not produced to the outlined specifications will not be installed.**

Diagram B - Docklands Banner V1



# PRODUCTION GUIDELINES

## DOCKLANDS SUPER BANNERS

- Docklands Super banner dimensions are 4200mm high x 1800mm wide
- Docklands Super banners are designed for installation on city and Docklands super banner poles. They are manufactured from trilobal textured polyester, preferably with a gloss finish and must be hemmed on all edges
- These banners are tied to poles using a stainless steel sister clip at the top and bottom of the banner
- To further strengthen the banner a sail tape pocket to suit a fibreglass rod needs to be included diagonally across the banner from the half-way point. Polyester spine tape has to be put down the length attached to the pole.

**Note: Banners not produced to the outlined specifications will not be installed.**

Diagram C/1 - Docklands Super Banner

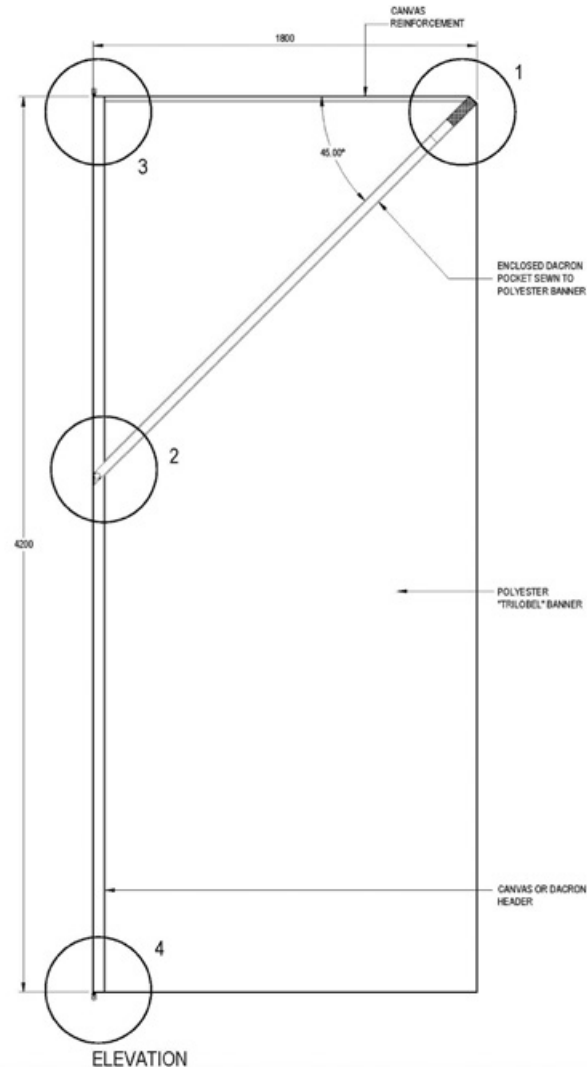
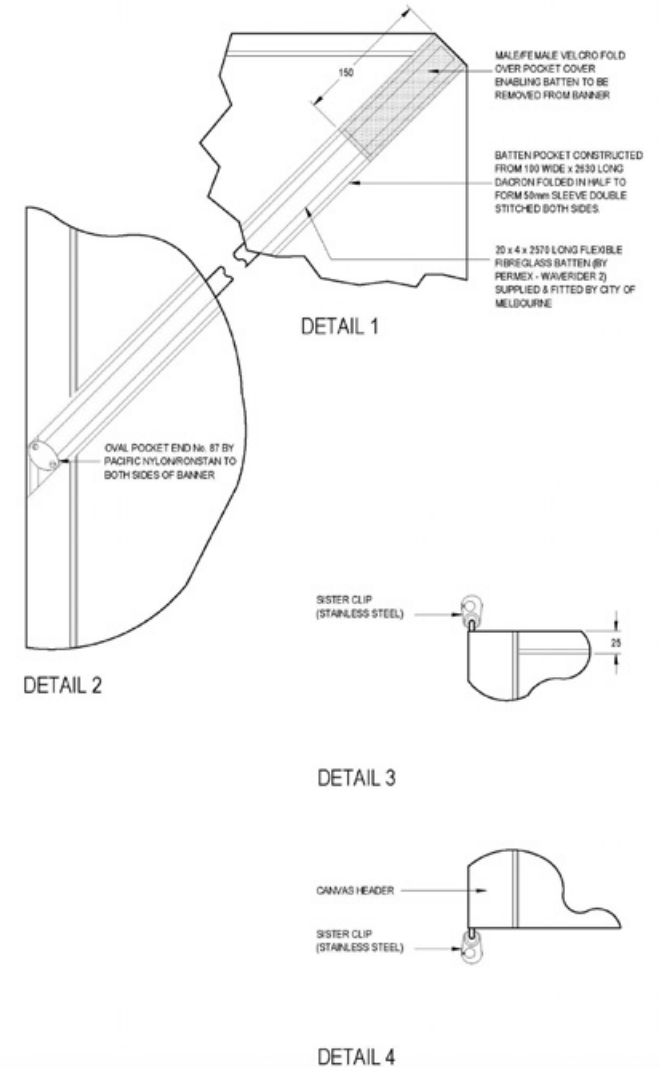


Diagram C/2 - Docklands Super Banner



# PRODUCTION GUIDELINES

## DOCKLANDS BANNERS MAP


Diagram D - Docklands banner locations map



### Key

 Docklands Banners V.1

A: New Quay Promenade (43)

 Docklands Super Banners

D: Corner of Footscray Road and Docklands Drive (6)

E: Victoria Harbour Promenade East (opposite Captain's Walk) (7)

F: Corner of Bourke and Harbour Esplanade (opposite NAB) (6)

G: Waterfront Way (near Costco) (5)

## PRODUCTION ADVICE

- **Banners not produced to the outlined specifications will not be installed.**
- Please be aware that your selected supplier may take approximately three weeks to produce all types of banners, from receipt of artwork to final production.
- Banners need to be delivered to the installation contractor a minimum of five working days prior to the first installation date. It is recommended that artwork be supplied to City of Melbourne via e-mail as a PDF or low-res jpeg file. The supplier used for the banner printing will require artwork in a different format. Please check with your supplier for their specifications.
- The production cost of banners may vary and the City of Melbourne encourages the hirer to contact a range of manufacturers to obtain information and quotes to best suit their particular needs.
- All costs relating to the design and production of banners are met by the hirer.

*Banners remain the property of the hirer and can be re-used at a later stage, provided the artwork is re-approved and they are deemed to be in good condition by City of Melbourne. City of Melbourne does not take responsibility for lost, stolen or damaged banners.*



# INSTALLATION AND REMOVAL

## COSTS

The following costs are for booking banner poles and covers installation, removal and daily hire. **All other associated costs are the responsibility of the hirer.**

The below costs apply from **1 July 2022**. City of Melbourne reserves the right to amend banner prices at any stage without notification. The below costs include GST.

Super Banners are priced per one banner pole, per single installation/removal.

Standard Banner install/ removal fee is a flat fee, irrespective of the number of poles booked – 86 are available.

**Two and four week City Support Packages for Standard Banners are available** – package includes install, removal and daily hire of 86 poles; please contact the Banner Program Officer for further details at [banners@melbourne.vic.gov.au](mailto:banners@melbourne.vic.gov.au)

## CITY SUPER AND DOCKLANDS SUPER BANNERS

### Installation and Removal Fee

- \$35.90 including GST, per banner pole

### Daily hire fee

- \$5.70 including GST, per banner pole, per day

## DOCKLANDS V1 TYPE BANNERS

### Installation and Removal Fee

- \$2,838 including GST - **set fee applies for the install/ removal of the full set of 43 poles**

### Daily hire fee

- \$3.70 including GST, per banner pole, per day

## STANDARD BANNERS

### Installation and Removal Fee

- \$7,590 including GST - **set fee applies, irrespective of the number of poles booked**

### Daily hire fee

- \$3.70 including GST, per banner pole, per day

## INSTALLATION PROCESS

All installation and removal is conducted by the City of Melbourne's approved contractor.

Banners are to be delivered to the installation contractor a minimum of five working days prior to the first installation date.

Banners not produced to specification, will not be installed.

Banner sites cannot be split between hirers.

Installation and removal costs are included in the installation and dismantling fees.

If there is more than one design, banners must be packaged and labelled per design, with clear installation instructions provided.

Hirers are required to send their banners to the contractor **in one single delivery** and no less than **five working days** prior to the first approved installation date.

City of Melbourne will make every endeavor to install banners on the date confirmed to the hirer; however, installation can also be dependent on traffic, weather conditions, the number of sites to be installed and other external factors. Hirers should allow up to two days variance on the installation date.

Should construction or maintenance works be undertaken to banner poles, by City of Melbourne, rendering them unavailable, for any reason, the Officer will contact the hirer to advise on alternate and available sites or shortened hire period. In this instance the hirer will be offered a pro-rata refund of the daily hire fee paid in relation to the affected site. City of Melbourne will not refund costs should sites be rendered unavailable after installation.

Should any external construction or maintenance works be undertaken, rendering banner poles unavailable for use, City of Melbourne will contact the hirer to advise on alternate and available sites or shortened hire period. In this instance the hirer will be offered a pro-rata refund of the daily hire fee paid in relation to the affected site. No compensation will be paid to the hirer for any costs or losses suffered by the hirer resulting directly or indirectly from such occurrences.

City of Melbourne does not take responsibility for lost, stolen or damaged banners.

At the end of the booking period banners will be returned to the place of manufacture if known or held by the contractor for **one week** until collection is arranged. Hirers are responsible for collecting their banners from the contractor or manufacturer once they have been removed. City of Melbourne will not be held responsible if your banners are disposed of by the contractor or manufacturer.

**Please note: banner installation will not commence until artwork has been approved and invoice payment made to City of Melbourne.**

Due to the exposed nature of banners within the Docklands environment, experience shows that banners may need replacing every two to three weeks. If this is the case, all costs are met by the hirer.

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## ADMINISTRATION AND INVOICING PROCESS

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As the Banner Program grows in popularity each year, clients will be required to complete, sign and return the Letter of Agreement, to secure their booking. The Letter of Agreement formalises the booking and is sent once the client has accepted the allocation offered. Bookings will not be considered as confirmed until the Letter of Agreement is completed and returned.

Full payment is required immediately upon receipt of the invoice and **prior to installation** commencing; **installation will not occur until the invoice is paid**. Invoices are issued once the signed Letter of Agreement is returned. If you have any further enquiries please contact the Banner Program Officer on +61 3 9658 8355.

### CANCELLATIONS

Hirers must give the City of Melbourne at least **six weeks' notice** of any cancellations in writing. A cancellation fee of 50 percent of the agreed booking request will be incurred if this does not occur.



## OTHER PROMOTIONAL OPPORTUNITIES

### OTHER CITY OF MELBOURNE PROMOTIONAL OPPORTUNITIES

In addition to sites managed by the City of Melbourne Banner Program, other City of Melbourne departments and independent organisations manage their own promotional programs. The contact details for these are listed below:

**Free brochure display at Visitor Hubs** - find out how to display your promotional brochures at the City of Melbourne Visitor Hubs. For further information - see the [Promotion at Visitor Hubs webpage](#)

**Melbourne Town Hall Portico Banners** - available for events and activities occurring within the venue. For details contact, the Capital City Civic and Protocol Coordinator +61 3 9658 9108

**Meat Market banners** - 7 Super Banners are available to hirers with events at Meat Market, North Melbourne. For details contact: +61 3 9329 9966

### OTHER OPPORTUNITIES

Please contact the organisations below directly for details

#### Privately Managed

##### Federation Square

Eight banner poles

Contact: +61 3 9655 1900

##### Queen Victoria Market

Nine banner poles

Contact: [qvm.com.au/contact/](http://qvm.com.au/contact/)

##### Arts Centre Melbourne

10 banner poles

Contact: +61 3 9281 8000 and

[artscentremelbourne.com.au/contact-us](http://artscentremelbourne.com.au/contact-us)



## MORE INFORMATION

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