



Crawfordsville Electric Light & Power

P.O. Box 428 • 808 Lafayette Road • Crawfordsville, IN 47933

Phone (765) 362-1900 • Fax (765) 364-8224 • www.celp.com

125 YEARS OF SERVICE

CEL&P Banner Program Guidelines

Applications and Approval

All sponsors wishing to post banners shall submit a banner application. Applications can be found on the CEL&P website.

All applications must be approved by CEL&P. In the event of concurrent requests, priority will be determined by CEL&P. Expect 1 to 2 weeks for review and approval.

Banner applications must be submitted two weeks before it can be placed on CEL&P Street light poles.

Multiple Year Commitments

Banner sponsors may request, at the time of applying, a multiple year commitment for posting banners during the same or similar period in successive years. Such commitments, if granted, shall be for no more than two additional years after the first year.

Design, Color, and Quantity

Advertising designs (Graphics) shall be tasteful and pleasing to the eye, and an enhancement (not a distraction) to the aesthetics of the area. Font and design must be clear to read from a distance and will be approved by CEL&P.

Purposes, Content, and Sponsors

The poles on which the Banners are mounted are not for the use of the general public, they shall be related to the governmental functions of the City, including the City's interest in welcoming visitors and providing information to the community about community activities and events.

Banners are encouraged for the following purposes:

- Welcome Visitors
- Inform regarding a specific community (non-Commercial) event.
- Provide attractive seasonal décor.
- Note historic events and/or anniversaries of community interest
- Promote community activities and events
- Recognize special community events and occasions



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Banners are not intended for the following purposes:

- Advertising or commercial promotions
- Political advertising for candidates, political parties or events.
- Solicitations for fundraisers or charitable contributions
- Expressions of opinion or beliefs.

Size, Material, Quality, and Mounting Specifications

Finished Size

All banners must be fabricated with the dimensions (30" wide by 65" long) specified on drawing. Adjustments to banner bracket hardware on poles will not be permitted to accommodate various banner lengths.

Material

Heavy duty, weather-resistant, exterior fabric. Recommended materials include woven polyester with acrylic coating, vinyl coated nylon, acrylic canvas, coated polyester or woven cotton and polyester impregnated with polyester resin that are weather and wind resistant, non-shrinking, and non-fading.

Sleeves

5-1/2" to fit top horizontal bracket

5-1/2" to fit bottom horizontal bracket

Price Guide lines for Banner Display

\$10.00 per banner with a minimum fee of \$100.00

Fees can be waived by CEL&P, which will be determined on a case by case basis.

Installation and removal of banners is to be performed by CEL&P employees only.

If you have any questions please contact me,

Thank You,

Phillip R. Goode