

## BANNER POLICY

The Alaska Center for the Performing Arts (ACPA) encourages any renter of the facility\* to utilize banners as part of their advertising and promotion of an event. Because the ACPA was designed and built without benefit of a marquee or large sign to announce events, banners help let the public know what is happening in the building. There are some procedures and standards that must be adhered to:

Banner applications may be submitted up three (3) months in advance. Applications are accepted and slots secured on a first come first served basis. Artwork and copy must be approved prior to delivery of banners for hanging. Failure to submit proofs for pre-approval, may result in banners that are not hung. Although rental of the facility is what makes an event eligible to submit a banner application, it does not guarantee a space and all artwork and copy must be approved in advance by ACPA management.

*\* "Renter of the facility" means any person or entity who rents space controlled by Alaska Center for the Performing Arts. The hanging of banners on the exterior of the building is reserved exclusively for groups renting ACPA space and according to the Banner Policy. No exceptions will be made to this policy.*

*NOTE: The Alaska Center for the Performing Arts does not control or permit space in the adjacent Town Square Park or any other location in the Municipality of Anchorage. Accordingly, ACPA will not provide space for banners to be hung on the Alaska Center for the Performing Arts building for events being held in Town Square Park or elsewhere in the Municipality of Anchorage. Persons or entities wishing to use Town Square Park should contact Anchorage Parks and Recreation.*

### **SIZE AND CONSTRUCTION**

1. Cables/hooks have been installed on the east face of the building between each of the columns at the top. Because of the MOA's 100 square foot limitation, all banners cannot exceed 10' X 10'.

Banner Spot A: 6'\*10'

Banner Spots 1 – 5: 10'\*10'

2. Banners must have a minimum of Size #4 (1/2" inside diameter) brass grommets in place in each of the four (4) corners through doubled extra-strength double-stitched corners, within 1" of the edge of the material.
3. Banners must be constructed of strong, weather-resistant material and all printing or color material must be weather resistant as well. Banners shall be edge seamed and double stitched to prevent fraying. Larger banners should have a poly, nylon or rope piping or at least 1/4" and 500 pound tensile strength double-sewed around the entire banner at the outer edge to prevent stretching and to prevent grommets from pulling out.
4. Renters need to know that wind is a major concern in the placement and strength of banners and their success. In the past some have ripped and others have stretched. In particular, Space # 1 (the most northern slot on the east face of the ACPA) is exposed to extremely strong wind gusts from the east and will need special reinforcement and/or wind relief ports.
5. ACPA is NOT responsible for damage to banners from wind, weather or other forces or persons

outside the immediate control of ACPA and its staff. If any repairs are required, special rates may apply, and in all cases, wind, weather, equipment availability and other staff obligations will take priority over banner repairs and adjustments.

6. Although banners can be repainted and used more than one time, they MUST be in good condition in order to be approved for hanging. This means "in like-new condition," i.e., no frayed edges and not stretched out. If you have questions about the usefulness of a used banner, please consult ACPA staff before having it repainted.

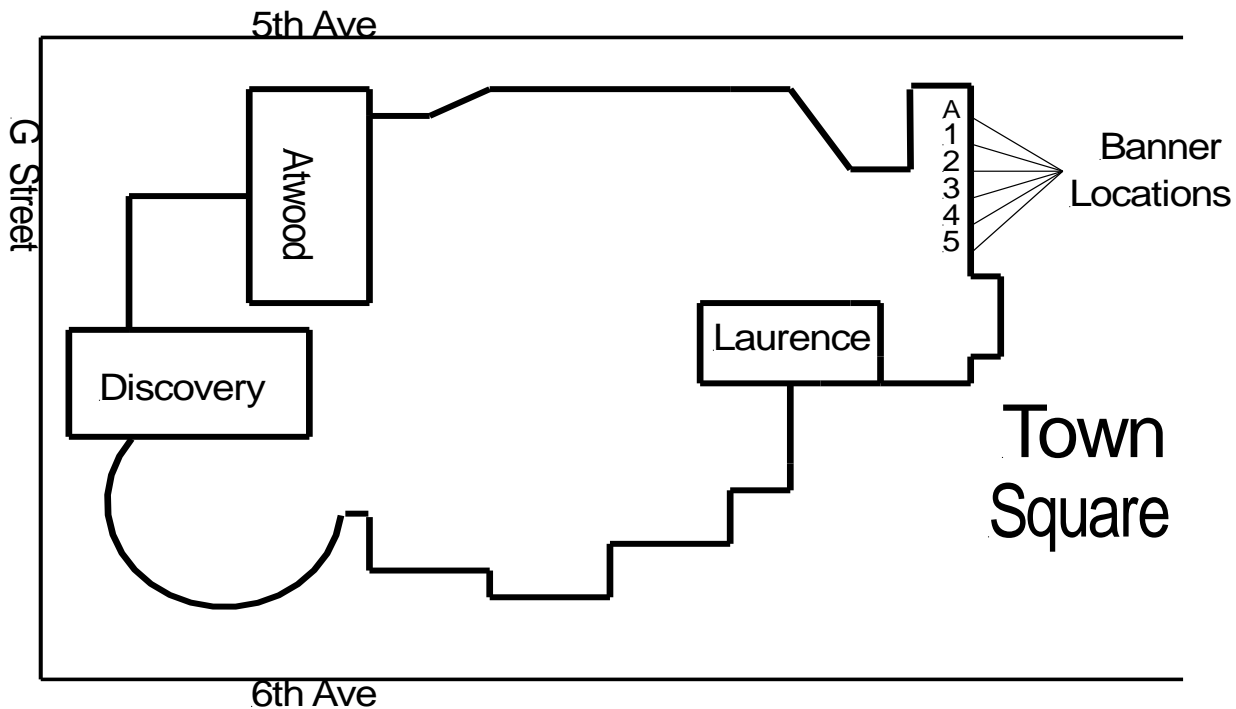
### **SCHEDULING AND DELIVERY**

1. Banner space must be approved and scheduled through the ACPA Events department at 907-263-2909. Space is scheduled when the completed ACPA Banner Application Form is received, reviewed and approved by the ACPA Events department.
2. To receive approval of copy and artwork on banners, submit the design ATT: ACPA Events Department (fax 263-2927 or email: [jherr@alaskapac.org](mailto:jherr@alaskapac.org)). See note #2 below under Copy and Artwork.
3. Banners must be delivered to the ACPA Security Office five (5) working days prior to the date of hanging. Banners not arriving five days prior to event will be hung when ACPA staff is available and weather permitting. This allows ACPA staff enough lead-time to hang the banner while still accounting for potential bad weather and other staff obligations.
4. Any time there is an adjustment, repair, unscheduled installation or removal, certain overtime labor costs will be applicable. Such costs would be added to the event closeout. ACPA reserves the right to remove damaged banners and charge appropriately for the labor when they become unsightly or threaten public safety or ACPA's structure or trim.
5. Single event banners may be hung no earlier than one (1) month prior to an event. However, if it is a ticketed event, tickets to the event must be available from the time banner is hung. Season banners may be hung beginning with an organization's public announcement of their season and must be in conjunction with actual season ticket sales. Generally, no client banners will be hung for longer than 30 days.
6. Banners will be taken down as soon after an event as possible. Generally, ACPA staff will take banners down as new banners arrive to replace them. However, no banner will remain in place for more than one (1) week past the close of an event.

### **COPY AND ARTWORK**

1. No commercial advertising is allowed on the banners. Preference is that the banners indicate the name of the event, the dates and times. Presenting/producing organization and major sponsor's name with appropriate logo is allowed. However, the purpose of the banners is to advertise an event, NOT a sponsor/vendor.

2. ACPA has editorial control over banners. All copy and artwork on banners must be approved in writing BEFORE ordering. BE AWARE THAT ANY BANNER THAT WAS NOT APPROVED IN ADVANCE MAY NOT BE HUNG.



In general, ACPA would like very attractive, artistic banners to be hung. Obviously, the purpose is to attract attention to the building as well as the specific events. There are a number of local printers that can provide production services for banners per the specs provided. Prices range from \$350 to \$2500 depending on design/color and design support needed. Banners can be re-used/painted over. If any questions or concerns arise about this banner policy, please contact ACPA's Event Department at 907-263-2909.

Banner A: 6'\*10'

Banner 1 – 5: 10'\*10'