

CITY OF FLAGSTAFF BANNER PROGRAMS

POLICY SUMMARY

The City of Flagstaff's Downtown Banner Program and Civic and Non-Profit Banner Program allow for the placement of banners on select street poles in the historic downtown area and elsewhere to promote public cultural events and activities or to increase public awareness about an issue of importance to the community to ensure consistent messaging, consistent application of brand standards, and compliance with City of Flagstaff banner placement and design requirements.

ENTITIES AFFECTED BY THIS POLICY

Office of the President
Printing Services
University Marketing

WHO SHOULD KNOW THIS POLICY

University officials wishing to participate in City of Flagstaff banner programs

DEFINITIONS

Flagstaff Downtown Banner Program: A fee for placement program operated by the City of Flagstaff through which qualifying banners that promote public activities, events, programs or other cultural or recreational activities or civic messages of benefit to the community are displayed on street poles located in the City of Flagstaff's historic downtown district.

Civic & Non-Profit Banner Program: A no-cost for placement program operated by the City of Flagstaff through which qualifying banners that enable civic or non-profit organizations, or organizers of events for which a Special Event permit has been approved by the City's Recreation Services Section, to appropriately advertise their events.

POLICY

A. Application to Display NAU Banners

Northern Arizona University participation (an)-ppTJ0 Tc o1.1 (s)nd by2.2 (l) .1 (cn)-h.4(an)-e5 Tc 0.005 Tw 755 0 Td.831 5mBT

Responsible unit or official making the request and the primary point of contact
Purpose or goal of placing the banners on the University's behalf
A concise but complete description of the proposed banner messaging
Source of funding and official responsible for ensuring on-time payment of all fees
The desired banner quantity (downtown limit is 15 / non-

Sources

[City of Flagstaff Downtown Banner Program](#)

[Civic and Non-Profit Banner Program](#)

APPENDIX*

[City of Flagstaff Downtown Banner Program Guidelines](#)

[City of Flagstaff Downtown Banner Location Map](#)

[Civic and Non-Profit Banner Program Guidelines and Locations](#)

*Disclaimer: all documents, links, or other materials included in this policy's appendix are provided solely for the user's convenience and are not part of official University policy.