



OUTDOOR BANNER PROGRAM



DOWNTOWN INDY, INC.'S OUTDOOR BANNER PROGRAM IS INTENDED TO PROVIDE PRIDE IN THE COMMUNITY, BEAUTIFY DOWNTOWN AND PROMOTE COMMUNITY ACTIVITIES AND PROGRAMS CONSISTENT WITH THE CITY'S IMAGE.

BANNER OPPORTUNITIES

- ✓ **POLE BANNERS - Downtown**
More than 250 light poles (two banners per pole) located throughout the Downtown area, including Monument Circle and around the convention center.
- ✓ **POLE BANNERS - Georgia Street**
42 poles (one banner per pole) located from Pennsylvania Street to Capitol Avenue. (Different dimensions than other banners.)

- ✓ **WALLSCAPE - Georgia Street**
- ✓ **ARCH BANNERS**
- ✓ **BOARDWALK BANNERS - Georgia Street**

-- see attached pages for full details --

DOWNTOWNINDY.ORG

317.237.2222



**CONTACT US
FOR PRICING &
AVAILABILITY**

DOWNTOWN & GEORGIA STREET POLE BANNERS



WHY

- ✓ The program encompasses more than 250 light poles throughout Downtown Indianapolis, which can be used in minimum postings of 25 poles or a maximum of more than 200 poles collectively to create a unified and dynamic program, delivering high reach and frequency to both event attendees as well as residents.
- ✓ With more than 200,000 office workers and 26 million visitors each year, Downtown & Georgia Street Pole Banners are an ideal marketing method.

HOW

- ✓ Organizations must be a member of Downtown Indy, Inc.
- ✓ Banner approval is based upon pole availability and adherence to guidelines in accordance with requirements established by City of Indianapolis and IPL. Don't worry, we'll help you with this.
- ✓ Banner design is produced by you and printed through one of our preferred banner production vendors.
- ✓ An invoice will be issued as soon as your banners are installed.
- ✓ The chosen sign production vendor must agree to installation and removal dates issued by Downtown Indy, Inc.

WHERE



WHAT

PRICING: \$75-85/POLE*

* Monument Circle & Convention Center areas are priced at \$85

- ✓ Downtown Banners: 30 inches wide by 78 inches long with 70 inches design space
- ✓ Georgia Street Banners: 26 inches wide by 55.5 inches tall; design space 25 inches by 45 inches.
- ✓ Rental term: Displayed for a calendar month or less depending on scheduled programs with a 45 day maximum (*Monument Circle 30 day maximum*)
- ✓ Price negotiated per usage based on factors that include:
 - Civic sponsored event
 - Rental of Georgia Street

WHO

Contact **VAL RUESS** at (317) 237.2214 or val@downtownindy.org for pricing or additional information.



GEORGIA STREET ARCH BANNERS



WHY

- ✓ With a height of more than 10 feet and a width of 6 feet, it provides visibility and entrance for any event.
- ✓ With more than 200,000 office workers and 26 million visitors each year, Arch Banners are an ideal marketing method.

HOW

- ✓ Organizations must be a member of Downtown Indy, Inc.
- ✓ Banner design is produced by you and printed through banner production vendor.
- ✓ An invoice will be issued as soon as your banners are installed.

WHAT

PRICING: \$500/EACH (includes labor/installation; does not include production)

- ✓ 135 inches wide by 70 inches tall, printed full color on mesh, heat seamed & grommeted every 12 inches.
- ✓ Price negotiated per usage based on factors that include:
 - Civic sponsored event
 - Rental of Georgia Street
 - Participation in Downtown Indy, Inc. Street Pole Banner Program

GEORGIA STREET BOARDWALK BANNERS

WHY

- ✓ A spectacular, pedestrian and vehicle-level view along the most used events corridor in the city.
- ✓ Delivers high reach and frequency to both event attendees as well as residents.
- ✓ Compliments existing activations along Georgia Street enhancing messaging and call-to-actions.

HOW

- ✓ Organizations must be a member of Downtown Indy, Inc.
- ✓ Banner design is produced by you and printed through banner production vendor.
- ✓ An invoice will be issued as soon as your banners are installed.

WHAT

PRICING: \$250/WEEK (plus labor & production)

- ✓ These banners are placed above the center boardwalk of Georgia Street at 9 feet 4 inches by 4 feet
- ✓ Price negotiated per usage based on factors that include:
 - Civic sponsored event
 - Rental of Georgia Street



WHO

Contact **BOB SCHULTZ** at (317) 237.2212 or bob@downtownindy.org for pricing or additional information.



GEORGIA STREET WALLSCAPE



WHY

- ✓ A spectacular, pedestrian and vehicle-level view along the most used events corridor in the city
- ✓ Thousands walk and drive along Georgia Street, which connects the Indiana Convention Center and Pan Am Plaza to the heart of the entertainment district and Circle Centre mall
- ✓ Delivers high reach and frequency to both event attendees as well as residents
- ✓ Compliments existing activations along the West Block enhancing messaging and call-to-actions
- ✓ Rental of wallscape includes the space only. Installation and removal should be part of production quote

HOW

- ✓ Organizations must be a member of Downtown Indy, Inc.
- ✓ Wallscape use applications are to be completed and submitted with final artwork and specs for review and approval by Downtown Indy, Inc. (contact us below.)
- ✓ Wallscape approval is based on availability and adherence to guidelines in accordance with requirements established by City of Indianapolis' Department of Code Enforcement
- ✓ Wallscape design is produced by you and printed through an approved sign production vendor
- ✓ The chosen sign production vendor must agree to installation and removal dates issued by Downtown Indy, Inc.

WHERE



WHAT

- ✓ 210 feet wide by 16 feet 6 inches high single-sided print
- ✓ Smaller signage (individual panels) may be available, depending on agreement
Approximately 30 feet wide by 16 feet 6 inches high single sided print(s)
- ✓ 10 ounce mesh banner material
- ✓ Rental term: 7-14 days
- ✓ Price negotiated per usage based on factors that include:
 - Civic sponsored event
 - Rental of Georgia Street
 - Participation in Downtown Indy, Inc. Street Pole Banner Program

★ GEORGIA STREET WALLSCAPE

WHO

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