



City of Saratoga

MEDIAN BANNER APPLICATION

Median Banner Applications are required for individuals or groups wanting to advertise their community events in any or all of the seven identified City median locations. Applications must be submitted to the City Manager's Office no earlier than 180 days or no later than ten days before the proposed date of installation. There is a \$30 charge per location. Payment must be received with the application and made payable to the City of Saratoga. For more information, please contact Kristin Borel in the City Manager's Office at (408) 868-1216 or kborel@saratoga.ca.us.

APPLICANT INFORMATION

Name:

Organization:

Phone:

Email:

Address:

EVENT INFORMATION

Event Name:

Event Date:

Please Check All That Apply:

1) Event will be held in Saratoga YES NO 2) Event is open to the public YES NO

Please Describe Your Event:

Please Describe How Your Event Will Build A Sense Of Community:

Please Describe How Any Proceeds Made From Your Event Will Be Used:

MEDIAN BANNER LOCATIONS

Please List Desired Banner Locations By Number (Examples: 1, 2, 5 or 1-7):

Desired Dates of Banner Posting (Example: Monday, January 1 – Sunday, January 14):

ADDITIONAL PERMIT REQUIREMENTS

Applicants must turn in a sketch or mock-up of banners with application. Applications will not be accepted if a sketch or mock-up is not included. Staff will inform the applicant if and when their application is approved.

Applicants must follow guidelines set forth in the Median Banner Policy, which will be made available to all individuals or groups. To ensure that banners are highly effective and meet City requirements:

- a) Banners must be between three (3) feet in height and six (6) feet in length.
- b) Banners must be made from a heavy-duty canvas or vinyl material.
- c) One-half (1/2) inch inside diameter metal grommets are to be placed at all four corners of the banner.
- d) Half moon cuts must be made in banners to allow for proper airflow to prevent ripping and/or tearing.
- e) Banners must be two-sided so as to be seen from both directions of traffic.
- f) Banners may not include reflective material, flashing or moving parts, streamers, balloons, flares, pennants, twirlers or similar attention-getting devices.

ADDITIONAL INFORMATION

Duration of Banner Posting: Private median banners may be posted no earlier than 14 days before the date of the event.

Application Process: Applications that do not conflict with dates and locations of City signs on the schedule approved by the City Manager at the time the application is received will be accepted on a first-come, first-served basis. If multiple applications for the same banner location for the same day received on the same day, the conflict shall be resolved by a random drawing. The day an application is received is the first City business day that City staff have an opportunity to review the application (Example: an e-mail sent on a Sunday and a letter delivered on a Friday when the City offices are closed would both be considered to be received on the first day that the City offices are open following the date on which the e-mail was sent or letter delivered).

INDEMNIFICATION AGREEMENT

Applicant does hereby agree, on behalf of itself and its successors and assigns, to indemnify, defend and hold the City of Saratoga, its officers, officials, agents, employees, boards, commissions, and volunteers free and harmless from and against any and all claims, demands, causes of action, damages, liabilities, costs of expenses (including the cost of attorney’s fees for defending any action brought against the City or any of its, officers, officials, agents, employees, boards, commissions, and volunteers), arising out of or in any manner relating to any form of loss, injury, or damage sustained by Applicant or any person as a result of the use for which the application has been applied by City from the activity sponsored by such applicant or the use and occupation of the facility / park premises.

_____ Applicant Name

_____ Applicant Signature

_____ Date

RETURN COMPLETED MEDIAN BANNER APPLICATION & PAYMENT TO:

Saratoga City Manager’s Office | Attn: Kristin Borel

13777 Fruitvale Avenue | Saratoga, CA 95070

Email: kborel@saratoga.ca.us | Fax: (408) 867-8559 | Phone: (408) 868-1216