



City of Saratoga Median Banner Application

Median Banner Applications are required for individuals or groups wanting to advertise their community events at any or all of the City's seven median banner 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 \$35 charge per location. Checks can be made payable to the City of Saratoga. Payment and the banner design must be submitted with the application. For more information, please contact Janet Costa in the City Manager's Office at 408.868.1216 or jcosta@saratoga.ca.us. You can also view design guidelines and examples of successful designs online at www.saratoga.ca.us/banners.

Applicant Information	
Name:	
Organization:	
Phone:	Email:
Address:	

Event Information		
Event Name:	Event Date:	
Event will be Held in Saratoga:	Yes	No
Event is Open to the Public:	Yes	No
Please Describe your Event:		
Describe How Your Event Will Build a Sense of Community:		

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):

Please List Desired Dates of Banner Installation (Example: Monday, January 1 - Sunday, January 14):

Additional Requirements and Information

Event Requirements:

All banners placed in City medians to announce an event should promote community identity and civic pride and beautify City streets. Median banners must announce an event that:

- Will be held in Saratoga
- Is open to the public
- Uses any funds generated by the event organizer only for cost recovery and use by, or donation to, a non-profit
- Does not promote the sale of a good, service, or commodity except as incidental to promoting community identity and civic pride

Banner Requirements:

- Banners must be between three (3) feet in height and six (6) feet in length
- Banners must be made from a heavy-duty canvas or vinyl material
- One-half (1/2) inch inside diameter metal grommets are to be placed at all four corners of the banner
- Half-moon cuts must be made in banners to allow for proper airflow to prevent ripping and/or tearing
- Banners must be two-sided as to be seen from both directions of traffic
- Banners may not include reflective material, flashing or moving parts, streamers, balloons, flares, pennants, twirlers, or similar attention-getting devices
- Private median banners may be posted no earlier than 14 days before the date of the event

Application Process:

Applications must include payment and a copy of the banner design. Staff will inform the applicant if/when their application is approved.

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 are 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 email sent on a Sunday and a letter delivered on a Friday when the City offices are closed would be considered to be received on the first day that the City offices are open following the date on which the email 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, and Design to:

Saratoga City Manager's Office | Attn: Janet Costa

13777 Fruitvale Avenue | Saratoga, CA 95070

Email: jcosta@saratoga.ca.us | Phone: 408.868.1216 | Fax: 408.867.8559