Downtown Banner Pole Program

Interest Application • Modesto Downtown Improvement District

Complete this form to tell us about your organization and the banner placement you have in mind. This is an initial inquiry, not a commitment. Once we receive it, we will confirm eligibility, review pole availability, and contact you about next steps.

Please read the Banner Pole Program Guidelines before applying, and submit this form at least 90 days before your target installation date.

1. Organization and Contact

Organization name	
Contact name and title	
Phone	
Email	
Mailing address	
Website	

Organization type (check one)

- ☐ Nonprofit or charitable organization
- ☐ Cultural or arts organization, museum, or performance venue
- ☐ Educational institution
- ☐ Public festival, parade, or community event
- ☐ Civic organization or campaign
- ☐ Other (please describe):

Is your organization a registered nonprofit?

- ☐ Yes. Please attach documentation of nonprofit status, such as an IRS determination letter. Nonprofits are exempt from the pole lease fee.
- ☐ No. A lease fee of $10 per pole applies.

2. Your Banner Request

What will the banners promote? (organization, event, or campaign)

Event date(s), if tied to a specific event

Number of poles requested (minimum 10, maximum 25)

Preferred installation date

Preferred removal date or length of placement (up to 12 months)

Preferred streets or area of downtown (not guaranteed)

Sponsor names or logos to appear on the banner, if any

Is this a one-time or recurring placement?

- ☐ One-time
- ☐ Recurring each year

Do you already have banners?

- ☐ Yes, we have existing banners (30" x 94")
- ☐ No, we will need new banners produced

Design status

- ☐ A draft design is attached
- ☐ A design is in progress
- ☐ We have not started a design

Briefly describe the banner design or message

3. Acknowledgment

- ☐ I have read the Downtown Banner Pole Program Guidelines. I understand that banners may not contain commercial advertising, political messages, or religious messages, and that DID has sole authority over approval of participants, banner content, and pole placement.
- ☐ I understand that my organization pays for banner production, installation, and removal through Sierra Display, DID's contracted vendor.

Name Date

Return this form and any attachments to: Sandra Hilton-Kaepp, Executive Director | Sandra@modestodid.com