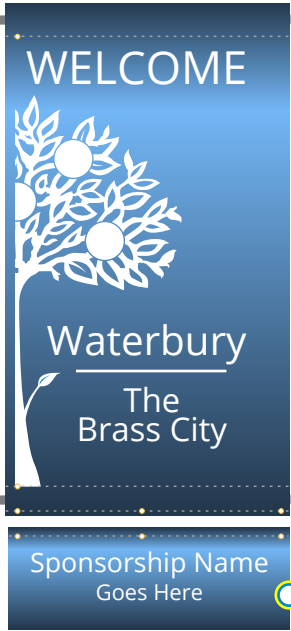


PROGRAM:

Many communities have successfully implemented an Adopt-a-Banner light pole program whereby local businesses and community groups help defray the overall cost of a lightpole banner program by sponsoring or “adopting” a pole banner.



Typically the programs are a fee-based arrangement, where the sponsors pay to have their business name or logo either put on a small banner that is attached to the main pole banner or they can have their name or logo imprinted on the lightpole banner itself.

The small sponsor banners work well where it's expected that sponsors might change out after each season of use.



Some communities and businesses prefer the method of printing a business name or logo directly onto the banner.

revenue

For the community group or association that is initiating the downtown banner program there is an important financial incentive available with an Adopt-a-Banner program. While there are a number of variables to consider this chart shows how it's possible to both defray the initial cost of a banner program as well as provide an ongoing revenue stream back to the initiating organization.

Initial Cost for (50) 28" x 60" light pole banners and brackets.....	\$6,350
<i>Assumes sponsor imprinted on banner</i>	
Installation of 50 banners.....	\$2,500
Total initial cost.....	\$8,850
Potential Sponsorship Revenue at \$250 per banner.....	\$12,500
<i>The price that initiating organizations charge for sponsorship can vary but a conservative price would be \$250 per banner.</i>	
YEAR 1 Positive revenue stream to initiating organization.....	\$3,650
<i>(For ongoing years adopters may choose to renew their sponsorship)</i>	
YEAR 2 Positive revenue stream to initiating organization.....	\$12,500
YEAR 3 Positive revenue stream to initiating organization.....	\$12,500
TOTAL Positive revenue stream to initiating organization.....	\$28,650

Give us a call and we would be happy to discuss program options with you and assist you in putting together a successful and dynamic promotional program for your downtown district.