



Street Banner Sponsorship Information

Austin Transportation Department

www.atxbanners.org

Event organizers and their sponsors benefit from the visibility and impact of high-profile banners.

Eye-catching banners build brand identity as they enliven city streets and create a sense of place.

Nonprofits, cultural arts groups, and community event organizers are encouraged to obtain sponsorships to underwrite the costs of using the City of Austin Street Banner Program.

Restrictions

Street Banners are intended to promote nonprofit, philanthropic, educational, music, arts and culture, and community-oriented special events and messaging. The primary message on the banner must be for this purpose; it cannot be commercial or political in nature. Sponsorships are not allowable for alcohol or tobacco products.

Technical Specifications

- Lamppost banners: sponsor name or logo may be displayed at the bottom of the banner across the full 32" width but is limited to the lower 12" of the banner.
- Over-the-Street banners: sponsor name or logo may be no larger than a 3'x4' patch.

For Companies: Why Sponsor Banners for Community Events?

Street Banner Sponsorships in Austin offers your company/organization the opportunity to:

- Demonstrate good corporate citizenship in the community
- Utilize the power of cause-related marketing
- Support an event or campaign that unites the business community, Austin opinion leaders, visitors and festival-goers, and all Austinites
- Support nonprofits in educating, engaging and providing benefits to citizens
- Stimulate dialogue and action, or foster creativity and community effort
- Support events that raise critical funds for nonprofits

Direct marketing benefits include:

- Enhance brand equity and reputation.
- Logo appears in prominent position on banners
- Energize and motivate employees, enhancing productivity, recruiting and company pride
- Have sustained presence in Austin during special events
- Photos of banners around the city provide great visuals for social media
- Add a place-based, geographically focused dimension to PR and communication efforts

