



## Street Banner Sponsorship Information

Austin Transportation Department

[www.atxbanners.org](http://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

