

Contact Us

Guidelines have been prepared by the City's Public Affairs & Marketing Unit to assist you to get the most out of this exciting medium.

These guidelines encourage displays, which enhance the city's visual attractiveness and convey information about the arts, cultural events, festivals and sporting activities.

For further information please contact:

Public Affairs & Marketing Unit
City of Sydney
Town Hall House
456 Kent Street
GPO Box 1591, Sydney NSW 2001
Phone: 1300 651 301 Fax: 02 9265 9780
Email: banners@cityofsydney.nsw.gov.au
www.cityofsydney.nsw.gov.au/banners

The City Banner Program.

Reach your target market from high profile locations...

...viewed by over 600,000 people daily.





Achieve high-impact results through a high-impact medium.

"THE CITY OF SYDNEY BANNERS ARE OUR MOST ANTICIPATED VISUAL MARKETING TOOL. AS SOON AS THE FLAGS GO UP AROUND THE CITY THERE IS A SENSE OF ANTICIPATION AND EXCITEMENT. THEY SIGNAL TO THE PEOPLE OF SYDNEY AND TOURISTS ALIKE THAT SYDNEY FESTIVAL IS ABOUT TO COMMENCE. THEY HAVE BECOME VERY MUCH THE FABRIC OF THE FESTIVAL."

BRETT SHEEHY
DIRECTOR
SYDNEY FESTIVAL

Introduction

So you want to leverage off your upcoming event — and in a way that effectively promotes your brand?

The City Banner Program will help you...

■ Create awareness throughout the entire City of Sydney — a strong mental association between your brand and sponsored event.

■ Position your corporate identity alongside prominent Sydney landmarks.

■ Capitalise on this not-for-profit opportunity to achieve impressive exposure. For minimum expenditure!

■ Highlight company direction by informing your market of your association —

establishing what you stand for.

The City Banners provide a vibrant, attractive and cost effective method of establishing a visual presence throughout this great city.

Not only do the banners contribute to the appeal of the landscape — they also work!

Linking your sponsor's name with the cultural energy of Sydney can send a powerful message about brand identity and direction. Plus, you'll achieve

influential recognition for your sponsors. The banners generate increased event attendance, translating into even greater exposure.

Situated across a variety of prominent sites, the banners are seen daily by over 600,000 residents, workers and visitors. This makes them a consistent and potent medium.

Operated on a not-for-profit basis, the City Banner Program aims to recover operating costs, providing the user with


maximum exposure for minimum expense.

What other original and creative medium can boast such impressive exposure for such minimal expenditure?

Attractive, remarkable and with a distinct message, City Banners allow you to achieve high-impact results, through a high-impact medium!

Who are the banners for?

Do you have a message for the people of Sydney, and the millions who visit us annually? Then the City Banner Program is for you.



"THE CITY BANNER PROGRAM HAS BEEN AN IMPORTANT AND SUCCESSFUL ELEMENT IN OUR 2003 WINTER MARKETING CAMPAIGN. THE BANNERS WERE A VIBRANT AND CONSTANT REMINDER THAT THE OPERA WAS 'IN TOWN' AND HELPED CREATE AN AWARENESS THAT THE COMPANY WAS PERFORMING IN TWO VENUES ACROSS THE CITY. THE BANNERS CREATED A CORRIDOR BETWEEN OUR TRADITIONAL HOME OF THE SYDNEY OPERA HOUSE AND THE CAPITOL THEATRE. WE RECEIVED MANY POSITIVE COMMENTS. THE CITY BANNERS WERE A GREAT SUCCESS AND WE WILL DEFINITELY BE USING THEM AGAIN".

AMANDA SMITH
MANAGER, MARKETING SERVICES
OPERA AUSTRALIA

City Banners encourage public awareness of everything from musicals such as 'Cabaret' and 'Chicago', to community events such as Senior's Week and The Chinese New Year Festival.

These celebrated organisations have all used the program to advantage:

- | Art Gallery NSW
- | Australia Day Council
- | Australian Museum
- | Australian Rugby Union
- | Red Cross
- | Royal Australian Show
- | Salvation Army
- | SOCOG
- | Sydney Festival
- | Sydney Swans
- | Tennis Master's Cup

...and the list goes on

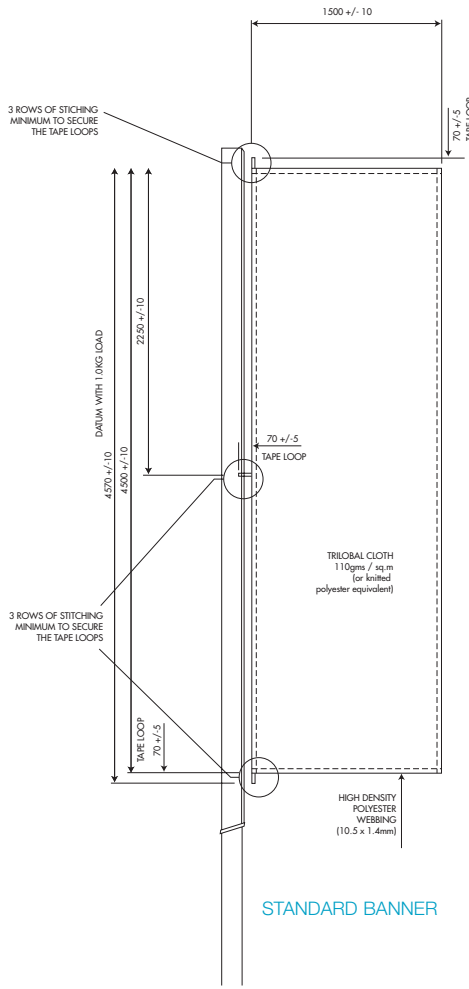


CITY BANNERS ADORNING MARTIN PLACE ON ANZAC DAY IN RECOGNITION OF AUSTRALIA'S HERITAGE.

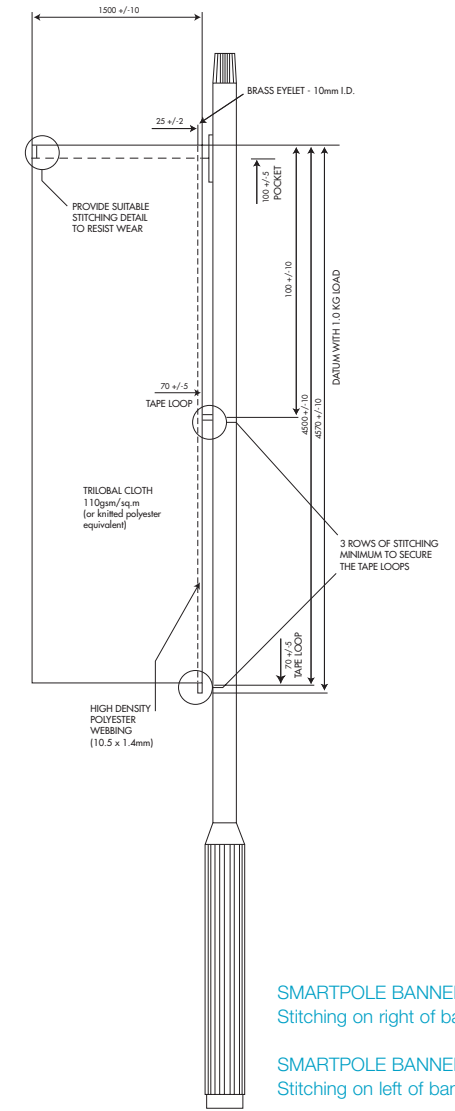
Kinds of banners...

There are three types of banners available through the program:

- Smartpole banners are attached top and bottom.
- Standard banners are affixed at one side.
- All banners measure 4.5m x 1.5m.



STANDARD BANNER



SMARTPOLE BANNER A
Stitching on right of banner

SMARTPOLE BANNER B
Stitching on left of banner



THE SPRING BANNERS MADE AN IMMEDIATE IMPACT WHEN THEY WERE UNVEILED IN 1998. THE BANNERS ARE USED ANNUALLY IN CONJUNCTION WITH THE CITY'S LIVING COLOUR FLORAL PROGRAM, PROVIDING BURSTS OF VIBRANT COLOUR THROUGHOUT THE CITY STREETS.

Design guidelines

Can I have any design I like?

Banners are a decorative medium, intended as an adjunct to other promotional material, and they require specialist design. These guidelines have been prepared to assist you to get the most out of this unique medium.

Dimensions

For all banner types are:
Length 4.5m; Width 1.5m.

CONTACT CITY OF SYDNEY FOR A LIST OF FITTING AND FIXTURE DETAILS.

How much graphic area can I allocate to my organisation's branding?

- Each banner should have a maximum of 10 per cent of total area allocated for direct sponsorship recognition.

How do I maximise the effect of my banners?

- Graphics should be simple and bold.
- Use text only where it forms part of the established image of the event or logo
- Avoid dates and venue information, which are difficult to read
- Avoid white backgrounds, which soil easily and are difficult to see against the city backdrop

Production costs

Varies according to the complexity of the design, the number of colours used, and the quantity of banners produced. As a guide, 100 banners with a three-colour design will cost around \$150 per banner.

All costs relating to the artwork and production of banners are to be met by the hirer.

Approved banner designs

Public Affairs & Marketing has a folder of approved banner designs that can be viewed on request or by visiting the City's website at <http://www.cityofsydney.nsw.gov.au/banners>

SEE SMARTPOLE AND BANNER POLE INSTALLATION SPECIFICATIONS FOR FULL DETAILS OF BANNER CONSTRUCTION.

Banner material

Banners must be manufactured from durable trilobal material, and hemmed on all edges.

Banner installation

All banners are installed and dismantled by Council's preferred supplier in compliance with the City's competitive tendering policy.

Hire period

The maximum recommended period for banner hire is four weeks, due to deterioration of banners through weather conditions.

How long do the banners take to install?

- Hirers should allow up to two days variance in the

duration of their hiring, as the installation of banners is reliant upon traffic, weather and the number of banners being installed.

- All banners must be delivered together to the installer at least four to five days prior to the installation date.
- As a guide, approximately 500 banners can be installed per day.
- Late delivery and incorrectly labelled boxes/bags of banners will incur an additional fee.

Do I get my banners back?

- Banners remain the property of the hirer, and may be re-used providing they are judged to be in good condition by the City's Public Affairs & Marketing Unit.
- Once dismantled, banners must be collected from the installers' offices within 14 days.
- Hirers will be charged a disposal fee for banners that are not collected.
- City of Sydney does not take any responsibility for lost, stolen or damaged banners.

For details regarding deposits and cancellation fees, please contact the City's Public Affairs & Marketing Unit.

Where can I get my banners produced?

The City of Sydney uses the services of the following banner manufacturers:

Screen Graphics

11- 13 Fox St
Granville NSW 2142
Ph: (02) 9682 5548
Fax: (02) 9682 5465

Selby's

Unit 1, 287 Victoria Rd
Rydalmere NSW 2116
Ph: (02) 9638 3747
Fax: (02) 9638 3179

Southern Cross Flags

8 Hannabus Place
Windsor NSW 2756
Ph: (02) 9894 6699
Fax: (02) 9552 1168
Mob: 0412 212 597

PLEASE NOTE:

The City of Sydney does not endorse these manufacturers and obtaining a variety of quotes is encouraged. Banners remain the property of the hirer and if the hirer wishes, may be re-used providing they are judged to be in good condition by the Public Affairs & Marketing Unit.



THERE ARE MANY INGENIOUS WAYS TO INFORM SYDNEYSIDERS THAT THE CITY NIGHT MARKETS ARE IN TOWN. FEW, HOWEVER, HAVE CREATED THE SAME IMPACT AS THE CITY BANNERS.

Additional banners

Other banner poles throughout the city:

CUSTOMS HOUSE POLES

There are 14 Smartpoles used for Customs House events.

TOWN HALL BANNER POLES

Six banner poles are available for hire directly in front of Town Hall.

These poles are generally for City or Town Hall events.

SYDNEY OPERA HOUSE

There are six banner poles directly outside the Sydney Opera House. These poles are generally reserved for the Opera House. For further information, please telephone (02) 9250 7111.

Exclusions

BANNERS ON BUILDINGS OR BRIDGES

For all signage, temporary or permanent, a Development Application (DA) may need to be submitted to the City of Sydney. This DA must be accompanied by drawings of the proposed sign and written consent from the owner of the building.

For any sign that is not an under-awning or painted on the wall, a Building Application (BA) must be submitted after DA approval.

BANNERS ON TOWN HALL

Banners of any type are generally not permitted on the Town Hall building.

CONSTRUCTION WORK

Due to construction and maintenance, up to 10% of the banner poles and smart poles may not be available on the day of installation. Public Affairs & Marketing reserves the right to provide alternative banner locations where possible in these circumstances.