



1246 Roslyn Lane
La Jolla, CA 92037
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LA JOLLA STREET BANNER PROGRAM APPLICATION

La Jolla Village Merchants Association (LJVMA) Inc. has an established street banner program to provide organizations which sponsor events with a colorful, exciting and extremely effective means of conveying information regarding the event to visitors and residents. Please complete the following information in order that we may assist you in the process:

APPLICANT INFORMATION

Name of Organization: _____ Date: _____
Address: _____
City: _____ State: _____ Zip: _____
Contact Person: _____ Title: _____
Phone: _____ Fax: _____
Email: _____

EVENT INFORMATION

Name of Event: _____ Event Dates: _____
Requested time to banner: From: _____ To: _____
Requested amount of banners: (minimum of 15 banners required) _____

Note: 100 poles are available for banners. Eighty of these poles display 30"x 94" banners. Twenty poles display 30"x 84" banners.

BANNER INFORMATION

All programs are responsible for complying with all La Jolla and City of San Diego requirements regarding content (non-political, non-religious and non commercial)

APPROVAL PROCESS

La Jolla Village Merchants Association, Inc. will review each application. If the Banner Program is approved, applicant is responsible for arranging and paying for all aspects of the banner program: design, production, installation and coordination, City of San Diego Permit, as well as required insurance. Our full service banner consultant handles every aspect of the execution of this process, with the exception of the actual banner design.

APPLICATION FEE: The LJVMA display fee for use of 100 poles is **\$1,000.00**. Payment is due upon approval of the application.

ESTIMATED STREET BANNER PROGRAM SCHEDULE:

The earlier an application is received, the better likelihood of obtaining the desired time reservation for display. Applications may be received up to one year in advance of event.

La Jolla Village Merchants Association, Inc. reserves the right to determine appropriateness and scheduling of a banner program, as well as the amount of banners an applicant is allowed. In the event of conflicting applications, LJVMA will grant approval to the program based on the importance of the event to La Jolla or San Diego, and other appropriate factors. In addition, LJVMA maintains a year round display of narrow side banners on forty of the poles. The banners displayed by participating organizations will share pole space with these smaller side banners, unless stated otherwise. LJVMA will not remove the side banners to accommodate the wishes of a participant. Should an organization opt not to share pole space, the opportunity to utilize these poles will be forfeited.