



**BANNER PLACEMENT APPLICATION**

**NOTE: "COMPLETED APPLICATION AND FEES", MUST BE RECEIVED BY THE CITY OF FLORENCE PRIOR TO RESERVATION OF ANY LOCATIONS AND/OR DATES. *Reservations are on a first come first serve basis, no exceptions. No reservations will be allowed more than 12 months in advance.***

The fee for each banner location placement is (\$30 per week/per location). Banner(s) to be displayed a maximum of 14 days and must be picked up by applicant within 30 days after last display date, if not, banners are subject to being discarded.

Application Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ Event Date (s): \_\_\_\_/\_\_\_\_/\_\_\_\_ to \_\_\_\_/\_\_\_\_/\_\_\_\_

Organization Name: \_\_\_\_\_

Organization Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ Email: \_\_\_\_\_

Purpose of Event: \_\_\_\_\_

**NUMBER OF BANNERS : ( \_\_\_\_\_ )**

**TOTAL FEE: \$ ( \_\_\_\_\_ )**

**Second Loop Rd (SC51) @ Edisto Dr. Fee**

(W1) \_\_\_\_/\_\_\_\_/\_\_\_\_ to \_\_\_\_/\_\_\_\_/\_\_\_\_ = \$ \_\_\_\_

(W2) \_\_\_\_/\_\_\_\_/\_\_\_\_ to \_\_\_\_/\_\_\_\_/\_\_\_\_ = \$ \_\_\_\_

**Second Loop Rd Subtotal = \$ \_\_\_\_**

**W. Evans St.(S-31) @ Franklin Dr. Fee**

(W1) \_\_\_\_/\_\_\_\_/\_\_\_\_ to \_\_\_\_/\_\_\_\_/\_\_\_\_ = \$ \_\_\_\_

(W2) \_\_\_\_/\_\_\_\_/\_\_\_\_ to \_\_\_\_/\_\_\_\_/\_\_\_\_ = \$ \_\_\_\_

**W. Evans St Subtotal = \$ \_\_\_\_**

**Palmetto St. (US 76E) @ Jeffries Creek Fee**

(W1) \_\_\_\_/\_\_\_\_/\_\_\_\_ to \_\_\_\_/\_\_\_\_/\_\_\_\_ = \$ \_\_\_\_

(W2) \_\_\_\_/\_\_\_\_/\_\_\_\_ to \_\_\_\_/\_\_\_\_/\_\_\_\_ = \$ \_\_\_\_

**Palmetto St. Subtotal = \$ \_\_\_\_**

**Irby St. (US 52E) @ Jeffries Creek Fee**

(W1) \_\_\_\_/\_\_\_\_/\_\_\_\_ to \_\_\_\_/\_\_\_\_/\_\_\_\_ = \$ \_\_\_\_

(W2) \_\_\_\_/\_\_\_\_/\_\_\_\_ to \_\_\_\_/\_\_\_\_/\_\_\_\_ = \$ \_\_\_\_

**Irby Street Subtotal = \$ \_\_\_\_**

Completed "Banner Placement Application" and payment must be returned to Compliance Assistance a minimal of four (4) weeks prior to display dates. Please make your check payable to "City of Florence" and return along with the request forms to:

**Mr. Malcolm Cook**  
**Department of Public Works & Utilities**  
**324 W. Evans Street, Florence, SC 29501-3430**

Banner(s) shall be delivered to Public Works a minimum of three (3) business days prior to the first date of display.

**Mr. Malcolm Cook**  
**Department of Public Works & Utilities**  
**1440 S. McCurdy Road, Florence, SC 29506**

It is understood that all banners must comply with the applicable regulations of the Zoning Ordinance of the City of Florence, specifically Section 1203.10 as amended by Ordinance 84-4: Section 1203.1. The banner(s) shall not be a traffic hazard as defined by Section 1203.1 of the Zoning Ordinance of the City of Florence. Only signs for civic organizations, charitable organizations, community programs, churches, governmental programs, of eleemosynary organizations are permitted. The verbiage to be placed on the banner(s) must accompany the banner request form. The event advertised must be a special public function and must be for a specified duration as stated above.

# BANNER REQUIREMENTS

**Effective July 12, 2017, and beyond, all banners considered for display must meet ALL the following requirements:**

**Applicant to Initial each item:**

- \_\_\_\_\_ Banner(s) shall not have any logos.
- \_\_\_\_\_ Banner(s) must have a white background with black or blue lettering.
- \_\_\_\_\_ Banner(s) maximum size shall be thirty feet (30') in length by two feet-six inches (2'-6") in height.
- \_\_\_\_\_ Banner(s) must have an eyelet every twenty-four inches (24") fortified by a one inch folded seemed edge along the boundaries of the rope lines.
- \_\_\_\_\_ Banner(s) must have wind flues to be hung.
- \_\_\_\_\_ Banner(s) must be picked up within 30 days after they have been taken down from placement location.

## **IMPORTANT!!!**

**PLEASE SHOW THE EXACT WORDING TO BE PLACED ON THE BANNER(S) IN THE BANNER DISPLAY BOX BELOW. BANNER APPLICATION WILL NOT BE PROCESSED NOR WILL BANNER BE INSTALLED WITHOUT THIS INFORMATION BEING PROVIDED AT TIME OF PAYMENT.**

**HOLD HARMLESS AND INDEMNIFICATION**

In consideration for the placement of the above referenced banner(s), \_\_\_\_\_  
\_\_\_\_\_ (**organization**), agrees to indemnify, defend and hold harmless the City, its officers, agents and employees from and against any and all claims, demands, actions, causes of action, losses, damages, of expense (including court costs and attorneys' fees) that may be asserted against the City, of any of its officers, agents of employees arising out of bodily injury (including death resulting therefrom) sustained by any person or persons or on account of damages to property arising out of or occasioned by the rendition of service referenced above whether on, off, or about the location or placement of the banner and the \_\_\_\_\_ (**organization**) will defend on behalf of the City any suits brought jointly against the City and (organization), of against the city alone of any or all of the aforesaid causes. Should the (organization) in judgement of the City, ignore or fail to properly handle any such claims or suites in that event the \_\_\_\_\_ (**organization**) will reimburse the City of attorneys' fees and other expenses incurred by the City in handling or defending any such claim or suit including any amount paid by the City in settlement thereof or in satisfaction of any judgement rendered in any suit. The \_\_\_\_\_ (**organization**) agrees to maintain and keep in full force during the duration of the banner placement and to make available for inspection to the City upon request sufficient liability insurance.

Furthermore, \_\_\_\_\_ (**organization**) does hereby release and forever discharge the City of Florence, its employees, agents, officials and/or representatives from any and all rights, claims and damages including but not limited to personal injury, mental injury, and property damage arising out of the above referenced banner placement. I fully understand the terms and conditions of the above and this is signed freely, voluntarily, and not under duress. I have read the above or it has been read to me completely in its entirety.

IN WITNESS WHEREOF, the undersigned have executed the above freely on this date, \_\_\_\_\_.

Witnesses as to the organization:

\_\_\_\_\_  
Witness & Date

\_\_\_\_\_  
Signature & Date

\_\_\_\_\_  
Witness & Date

\_\_\_\_\_  
Title

\_\_\_\_\_  
Organization

**“Banner Placement Request” is hereby approved by:**

\_\_\_\_\_  
Date

\_\_\_\_\_  
Malcolm Cook, *Field Service Manager*