

**HOLDEN MUNICIPAL LIGHT DEPARTMENT**

**POLICY/APPLICATION**

***INSTALLATION, REMOVAL AND SCHEDULING OF CROSS-STREET BANNERS***

AGENCY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_  
\_\_\_\_\_

CONTACT PERSON/TITLE \_\_\_\_\_

TELEPHONE AND EMAIL: \_\_\_\_\_

PREFERRED DATES: \_\_\_\_\_

ALTERNATE DATES: \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

*Applicant: Please read the following Policy that details our requirements for cross-street banners:*

**Requests and Scheduling**

The cross street banner location is 1130 Main Street, Holden. To request a banner installation, contact the Holden Municipal Light Department, One Holden Street at 508-829-0275. Indicate the preferred as well as alternate dates. A banner installation may be reserved up to one year in advance. When more than one banner is requested to be installed, the additional banner(s) will be installed on an availability basis. Preference will be given to the first banner of an agency, over the multi-banner installation.

**Cost**

The HMLD will install and remove one banner per year for a non-profit agency or Key Account at no cost. Any additional banners shall be charged the cost for installation and removal. The cost is \$200.00 per banner.

**Installation Period**

Banners shall be installed for a period not to exceed seven (7) days, unless by express written permission by the Town Manager.

**Insurance Requirements**

Prior to any installation, the Holden Municipal Light Department shall receive an insurance certificate for the period of the banner installation. The certificate shall designate the Holden Municipal Light Department as an additional insured entity under the terms of the agency's policy. The general liability insurance shall be for a minimum of \$550,000.

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### Liability

The HMLD assumes no liability in the installation, removal or storage of banners. The HMLD shall not provide any services pursuant to this Policy without having received from the requesting agency an indemnity agreement in a form satisfactory to the Holden Municipal Light Department and the required fee (if any).

### Delivery

All banners shall be delivered to the Holden Municipal Light Department no more than one week in advance of the scheduled installation date and shall be picked-up within one week after removal.

### Banner Specifications

All banners shall conform to the HMLD's specifications (see below) and must be in good condition with no tears or severely worn areas. Non-conforming banners shall not be installed.

Banner Height: Minimum of 2 ft.; maximum of 4 ft.

Banner Width: Minimum of 20 ft.; maximum of 25 ft.

Construction: Minimum of 16 oz. vinyl material  
Air holes (8 inch diameter semi-circular slits) staggered throughout  
(approximately every 2 to 3 feet)  
Reinforced Corners  
Webbing sewn into edges  
'D' Rings on all 4 corners  
Grommets located approximately every 24" along top

The design (photo or mockup) needs to be provided with the application and is subject to review and approval by the Town Manager.

The requesting agency will be responsible for complying with any and all Town ordinances or regulations pertaining to such banners.

### Availability and Installation

This service is available only to local, non-profit agencies or to HMLD Key Accounts for celebratory purposes (not advertising of products or services). The HMLD does not guarantee installation and removal of banners at specified times. System emergencies and inclement weather may force a change in schedule. The HMLD will, however, make reasonable efforts to meet the requested schedules.