MAIN STREET BANNER & DOWNTOWN SIDEWALK SIGN FRAMES
POLICIES, PROCEDURES, SPECIFICATIONS

- Use of the Main Street banner space is open to for-profit business and organizations, non-profit organizations, and community groups that are promoting community-based, non-political events.
- Use of the Sidewalk Sign frames is open to non-profit organizations, and community groups that are promoting community-based, non-political events ONLY.
- Banners and signs promoting events sponsored by businesses may not prominently display the names of corporate or business sponsors.
- All applications must be submitted through an online form; [www.addisoncounty.com/main-street-banner](http://www.addisoncounty.com/main-street-banner). You will receive confirmation of your reservation within five (5) business days.
- You can pay by check or credit card (we'll invoice you).
- You are required to provide two (2) separate certificates of insurance, one naming the Addison County Chamber of Commerce as additional insured, and another naming the Town of Middlebury, 77 Main Street as additional insured; prior to the start of your reservation. The certificate must show general liability limits of at least $1,000,000 per occurrence.
  - Send both certificates to:
    ACCOC: c/o Maria Benoit
    93 Court Street Middlebury, VT 05753
    Email: maria@addisoncounty.com
    Fax: 802-388-8066
- When more than one party requests use of the banner space or sidewalk sign frames for the same period of time, the following prioritization, in descending order, will be used to make assignments:
  - ACCOC member non-profits
  - ACCOC member for-profits
  - Non-member businesses/organizations
  - Events taking place in downtown Middlebury
  - Events taking place elsewhere
  - Special events, rather than on-going public awareness campaigns
- If you need to cancel your reservation, please notify us by email or phone immediately. If cancelled less than two (2) weeks in advance of your scheduled date your fee will only be refunded if we can fill the space. Those cancelling more than two (2) weeks in advance will receive a full refund.

MAIN STREET BANNER SPECIFICATIONS

- Rental fee for the banner space is below. The fee covers administrative costs, labor and liability insurance for hanging the banner and maintaining the banner wire and brackets.
  - For-profit organizations: $200/week
  - Non-profit organizations: $165/week
  - 10% discount for ACCOC members
- For ease of installation, uniformity in banner dimensions is required: *2’ height x 18’ length*. The location of the banner wire is a high wind location, especially during the winter and spring. It is
important that banners be properly constructed in order to endure the wind conditions. The following standards are required for all banners:

- Constructed of either open mesh material of at least 15 oz. per sq. yd.
- Vinyl with a -20 degree cold crack. Vinyl banners must have wind vents cut into them.
- Grommets must be installed along the top and bottom edge of the banner 18” on center and at each corner with large snap hook carabiners in each grommet. Due to the heavy wind the corner grommets should be reinforced. You will be charged an additional $75 if the banner is delivered without snap hooks.

- If the banner is deemed to be of inferior quality, condition or construction, ACCOC and/or its contractor reserves the right to refuse installation.
- Banners should be dropped off at Peck Electric, 300 Foote Street, Middlebury, no later than the Friday prior to your scheduled date and no earlier than a week before your scheduled date. Neither ACCOC nor Peck Electric is responsible for any damage to the banner.
- The banner should be picked up from Peck Electric within five (5) business days after your end date. Neither ACCOC nor Peck Electric is responsible for storing your organization’s banner.
- Sometimes weather, mechanical failure of the mounted brackets or poor health of people authorized to hang the banner make it inadvisable or impossible to hang the banner on the exact date for which its use is assigned. Refunds will be made if the banner is not displayed for a minimum of three (3) days. Refunds are not offered if such a delay occurs, but the banner is displayed for at least three (3) days of the assigned time period.

**SIDEWALK SIGN SPECIFICATIONS**

- Rental fee for sign frames is below. The fee covers administrative costs and maintenance.
  - Non-profit organizations only: $100/week
  - 10% discount for ACCOC members
- Sidewalk sign frames are available May through September.
- Signs must be 36" high x 24" wide up to 3/8" thick and printed 2-sided on coroplast. (Thick cardboard is allowed but since there is no glass for protection, cardboard signs will most likely only be usable once.) Four (4) signs are required for the four (4) frames.
- **Signs are installed by the organization** into the sidewalk frames mounted at the designated locations ([see map](#)). Signs should be installed on Monday morning after 8:00 a.m. of your scheduled week and must be removed no earlier than Sunday evening or Monday morning before 8:00 a.m. Signs left in frames after 8:00 a.m. can be removed by the next user and left at the Town Managers office.

**Recommended vendors are below.** Please mention the Addison County Chamber referred you.

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Contact Information</th>
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<tbody>
<tr>
<td>802 Print</td>
<td>P: 802-598-0967</td>
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<tr>
<td>P: 802-773-6143</td>
<td></td>
</tr>
<tr>
<td><a href="mailto:greg@print802.com">greg@print802.com</a></td>
<td></td>
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<tr>
<td>Awesome Graphics</td>
<td>P: 802-483-6866</td>
</tr>
<tr>
<td>P: 802-388-7951</td>
<td></td>
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<tr>
<td><a href="mailto:tami@awesomegraphics.com">tami@awesomegraphics.com</a></td>
<td></td>
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<tr>
<td>Mitchell’s Screen Printing &amp; Embroidery</td>
<td>E: <a href="mailto:maria@addisoncounty.com">maria@addisoncounty.com</a></td>
</tr>
<tr>
<td>P: 802-483-6866</td>
<td>E: <a href="mailto:info@mitchelltees.com">info@mitchelltees.com</a></td>
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Questions? Contact Maria Benoit

P: 802-388-7951
E: maria@addisoncounty.com

Revision date: April 29, 2021