City of Sonora
Banner Policy

This policy applies to any and all banners proposed to be placed across a roadway within the City Limits of the City of Sonora.

Banner Construction:

All banners shall be constructed of 13 to 16 oz. banner material. Banner shall be hemmed on all sides with all corners reinforced. Brass or stainless steel grommets are the only hardware allowed. Grommets should be no more than 2 feet apart. No snaps are allowed and wind pockets are not required. The allowable banner size is 12 to 18 feet in length and 32 to 36 inches in height. All banners must be lettered on both sides. ***Any banner which is not in compliance with the City Banner Policy will not be installed.***

Banner Location:

There exists one location within the City Limits where banners may be placed across a roadway. This location is on the City provided cables on South Washington Street between the Bank of America Building and 211 S. Washington St.

Banner Installation:

The City of Sonora will be the only entity authorized to hang and remove banners. All banners will be hung and removed on **Tuesdays**. Banners must be received at City Hall by noon the **Friday** prior to the banner's scheduled installation. If the banner is not received as required the City will not provide additional hang time.

The City reserves the right to remove the banner at any time if the need arises. The City is not responsible for any damage which occurs to the banner while in the City's possession. Banners will not be hung prior to 17 days before an event and will be removed the **Tuesday** following the event. In no instance will a banner be allowed to hang longer than 21 days.

Banners not picked up within 10 business days of their removal date will be disposed of by the City, no exceptions.

Eligible Activities:

Banners will only be allowed for community oriented events occurring within Tuolumne County that are available to the general public (political banners are prohibited). Banner space is allocated on a first come, first serve basis. Events occurring within the City Limits will take priority over those occurring outside of the City. City sponsored and co-sponsored events will take priority over all events. Only one banner per event per year will be allowed. Each organization or group will be allowed to hang banners, for any and all events, only three times per year (January 1st to December 31st). All banners must be for a date specific event and the date must be placed on the banner.

Fees:

All fees are due with the application. No dates will be reserved in advance of payment, all dates will be booked at the time application and fees are received by the City.

$150.00 Events occurring within the City Limits of Sonora

$240.00 Events occurring outside of the City Limits of Sonora

Application Process:

Applications and payments for Banner Installation will not be accepted more than 12 months prior to the first day of the advertised event. For those perpetual special events that occur within the City and can demonstrate a minimum of 30 continuous years of conducting the event, organizers will be entitled to reserve their banner space two years prior to the first day of the advertised event, with all other terms and conditions of the Banner Policy remaining in effect.

Submit the application along with the appropriate fees to:

City of Sonora
Community Development Department
94 N. Washington Street
Sonora, CA 95370.

The City of Sonora reserves the right to deny banner placement for any organization or event. Any disputes arising from the Banner Policy will be reviewed by the City Administrator whose decision will be final.

For Further Information call 532-3508