

## Lismore CBD Banners Booking Guidelines – July 2023

### 1. Banner Programming Overview

As part of Lismore City Council’s current business renewal initiatives, temporary promotional banners are being installed in various locations around the CBD to celebrate our community and promote key local event and attractions.

We aim to attract people back into Lismore CBD to enjoy local culture and events, shopping and food, sports and natural attractions. These temporary banner displays will revitalise our streetscapes with life and colour, showcasing local community spirit, vibrancy and innovation.

Local events and organisations can apply for temporary promotional banners to be produced and installed in the CBD, according to these guidelines. Promoted events may be of a cultural, social or recreational nature, and must encourage a high level of community participation with strong benefits for Lismore.



Examples of Lismore Block banners (left) and greater CBD banners (right) installed May 2023.

### 2. Banner Display Dates and Locations

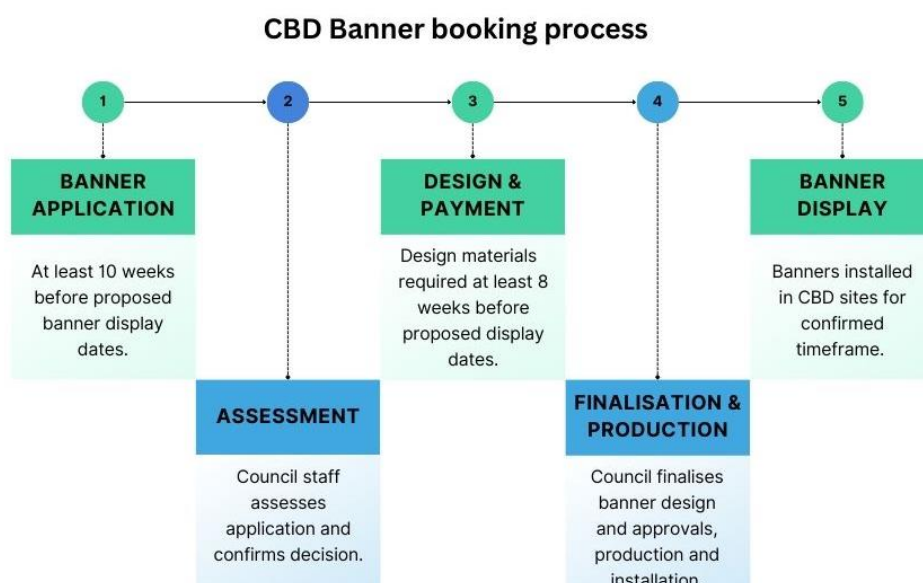
Seasonal campaigns are programmed for banners and associated marketing campaigns, with some banner sites available for booking.

The temporary CBD drop banners are installed on various poles around the central Block and greater CBD, including sites in South Lismore, North Lismore and East Lismore. These sites are grouped into zones according to the ‘CBD Banner sites and Zones’ map in Section 7. Programmed campaigns for 2023-24 (*noting opportunities for bookings in italics*) include:

- Spring (September-November) – Love Local focus. Featuring Bundjalung culture, local business community, signature events, sporting activities, and key natural and community attractions. *Limited banner bookings available.*
- Christmas (December) – MERRY CHRISTMAS & LOVE LISMORE artworks.
- New Year (January-April) – focus to be announced. *Limited banner bookings available.*
- Winter (May-August) – Connection and Culture focus. Featuring Bundjalung artwork, cultural organisations, signature events, and sporting activities. *Limited banner bookings available.*

### 3. Application Process

1. Complete the simple application form (<https://forms.lismore.nsw.gov.au/forms/18339>) at least 10 weeks prior to your proposed dates to allow time for assessment, design, production and installation details.
2. Lismore City Council's Destination and Economy team will consider your application. Staff will determine banner selection and site programming, timelines and other logistics. Decisions made are subject to resource restraints and consideration of concurrent factors, such as local events and promotional campaigns.
3. For accepted banner applications, confirmation will be emailed with instructions to supply the following:
  - **Banner design** elements – either:
    - Your design artwork using Lismore City Council's Banner Template, as a working Illustrator file that includes high quality artworks, OR
    - Your high quality images, logo files and text details, with which Lismore City Council's designer will create the final banner artwork.An overview of the banner design standards, specifications and visual examples is provided in Section 6 below
  - **Confirmation** that you have permissions to use images, including photographs of people and parental consent for children's photos (where applicable), and any credit details that may be required for small-text inclusion
  - **Payment** of invoice accompanying confirmation email (unless in-kind sponsorship has been confirmed in writing through Lismore City Council's Destination and Economy team).
4. Lismore City Council staff will liaise with applicants regarding the approved banner design, production and installation details leading up to the display period. Guided by Lismore City Council's designer and printer requirements, Lismore City Council staff will work on your banner design to ensure it meets Lismore City Council's branding and production requirements. We will contact you with queries if necessary.



You must provide Lismore City Council all banner content at least 8 weeks before the proposed installation dates, to allow time for design development and proof approval, banner production and installation. Content received after this timeframe may impact the deliverability of the banner.

## 4. Application Requirements

To be eligible to apply for banner displays:

- The applicant must be a non-profit organisation or a commercial organisation promoting a community event
- The applicant is preferably based in the Lismore Local Government Area
- Proposed events must take place in the Lismore Local Government Area, encourage a high level of community participation, and have confirmed necessary approvals from Lismore City Council. See Lismore City Council's [event planning information and requirements here](#)
- If the applicant has previously received financial or in-kind support from Lismore City Council, all required acquittals must have been completed.

Organisations / individuals and events that are not eligible to make an application include:

- Commercial venues (i.e. pubs or licensed venues)
- Business operations
- Garage sales
- Political activities or projects that could be perceived as benefitting a political party or political campaign.

*Lismore City Council reserves the right to refuse permission for banner designs displays on any grounds. This includes refusing designs that, in the opinion of Council, have poor appearance or project an offensive message.*

## 5. Banner costs

Lismore City Council charges cost-recovery fees for banner bookings, which include design, production, installation and administration costs. Please see current fees [available on Lismore City Council's website here](#).

### **Proposing Council sponsorship for banner costs**

Subject to budget constraints and assessment of need and benefit, in-kind support to cover banner fees may be offered to events and non-profit organisations.

If you seek in-kind support for banner costs, please ensure to make this clear in your application. You will need to note whether the banners promote an event and/or non-profit organisation, and outline the envisioned economic benefit for Lismore and how this is measured.

Lismore City Council staff will review your application, and confirm the decision and details within 10 working days.

## 6. CBD banner design standards and specifications

Lismore City Council provides a banner design template which includes a simple branded footer with Lismore City Council logo and [visitlismore.com.au](http://visitlismore.com.au) website, with space and specifications for you to design promotional artwork for your event / program or organisation. Please see examples and specifications provided in these guidelines, and note that Lismore City Council's banner template colours may change for various seasons and promotional campaigns.

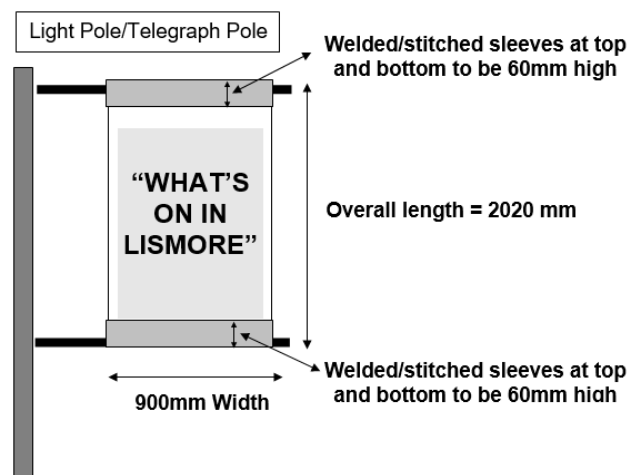
To maximise the impact of banner displays, the following standards are recommended:

- **Text** - clear and minimal wording, using large font with good colour contrast, so banners are easy to read from afar
- **Imagery** - bold and simple graphics that are appealing and engaging when viewed in the streetscape. The image needs to fit the vertical / portrait format of the banners, or be effectively cropped to suit this layout
- **Your logo/s** take up less than 10% of the total banner area.

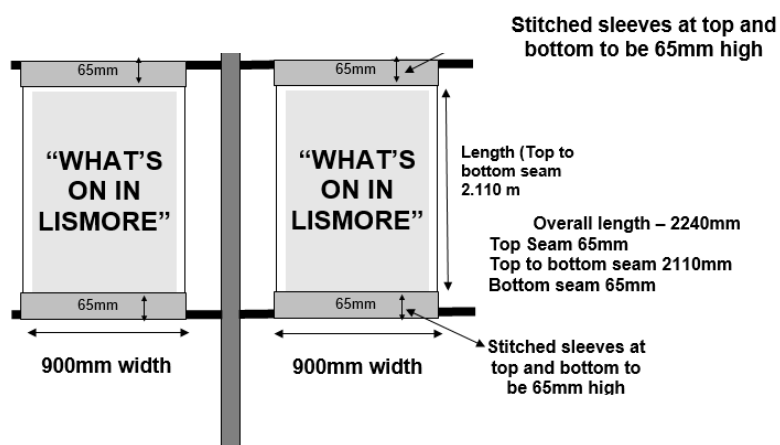
### Lismore City Council's banner template examples



### Greater CBD banner specifications (zones B – I on attached map)

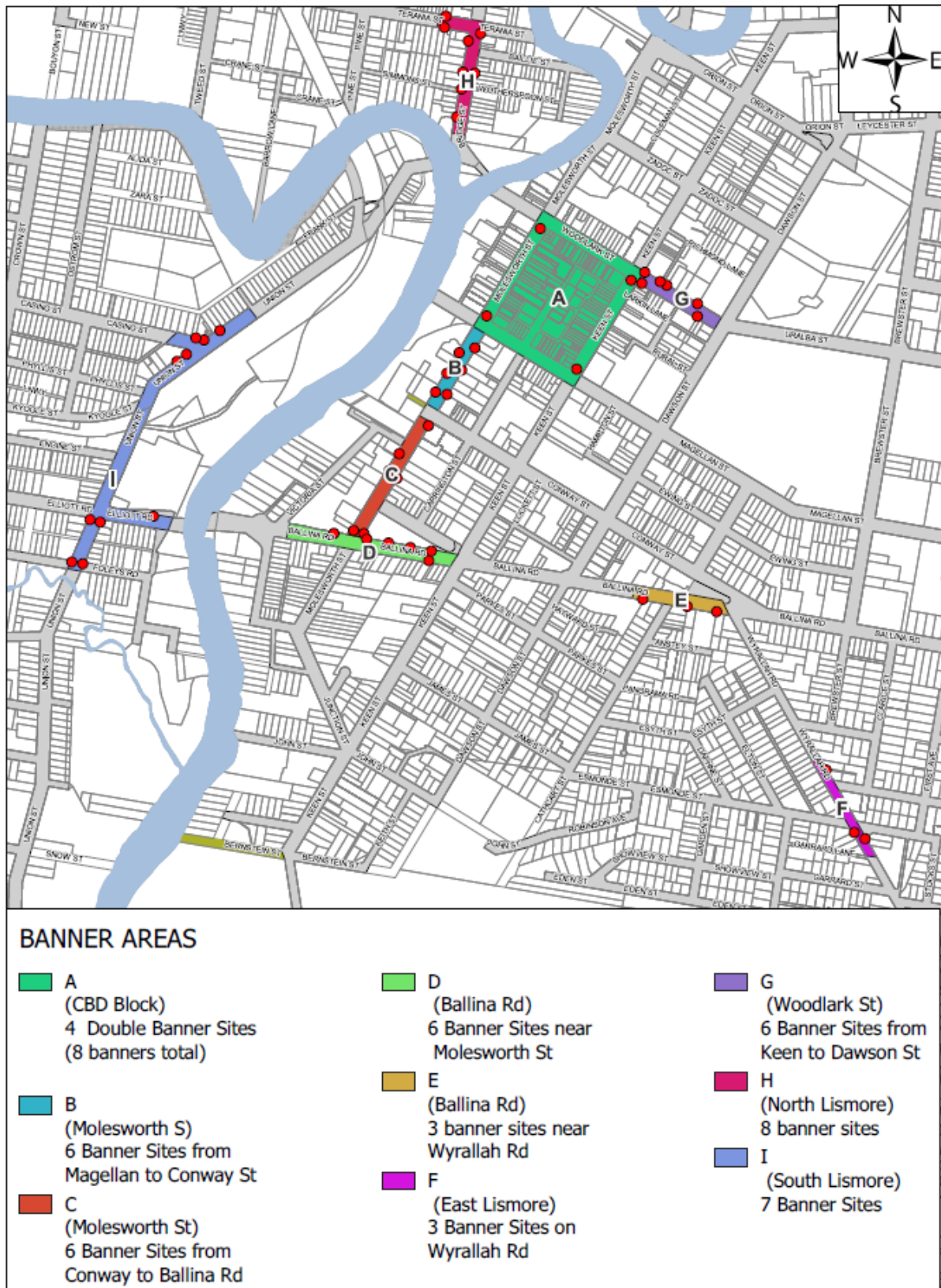


### CBD Block Banners (zone A on attached map)





## 7. CBD Banner sites and zones



## 8. Further details

- Council will not approve banners which do not comply with the specifications and procedures outlined within this Guideline document. Lismore City Council staff will contact you if there are queries or concerns about your proposed banner booking or design
- Banners will be produced and stored at Lismore City Council Sign Shop, 116 Brunswick Street. If you wish to store banners between repeat use, please request this in your proposal, and note that Council coordinates installation, deinstallation and associated costs
- Single use banners can be returned to organisations upon request
- These Guidelines may be updated to improve process and outcomes – please refer to [lismore.nsw.gov.au/Business](https://lismore.nsw.gov.au/Business) for the latest information
- Contact Lismore City Council's Destination and Economy team at [business@lismore.nsw.gov.au](mailto:business@lismore.nsw.gov.au) or (02) 6625 0500 with queries or suggestions.