



### Light Pole Banner Sponsorship Form

Last fall, Town Green, The City of New Haven, Market New Haven, and Visit New Haven rolled out over 2 dozen colorful “Welcome to New Haven” light pole banners to welcome visitors and enliven the streetscape. We’re offering a unique opportunity to place your logo and promote your business on these banners. Businesses can simply provide their logo and be offered a choice of location and color.

These banners will be highly visible to over 6,000 residents, 20,000 college students, 82,000+ employees and 2.6 million visitors. We’re proud of our dining, shopping, culture and events with over 350 retail businesses, 130 restaurants and over 110 cultural institutions.

**Banner Information:** (Specs: 2’x6’ or 24”x72”). **Forms due May 1, 2017 for 2017-2018 season. Targeted install date: November 2017**

Cost Per Pole (see attached design)	Half Pole = 1 Banner (logo on 1 side of pole) \$400 (plus \$25.40 CT sales tax) = <b>\$425.40</b>  Whole Pole = 2 Banners (logo on both sides of pole) \$725 (plus \$46.04 CT sales tax). = <b>\$771.04</b>
Number of Poles Requested	

Choice of Color/s (select from: green, blue, red, magenta, purple, orange) – design included in packet	
<b>Choice of Location:</b> Pole Number/s (first come/first served) <b>Pole Locations Are NOT Guaranteed but we will try to get you as close to your desired location as possible.</b>	

Name of Business:
Street Address:
Phone Number:
Contact Name & Position:
Email:

Please email hi-res logo in .eps vector format to: [win@downtownnewhaven.com](mailto:win@downtownnewhaven.com). Please make check payable to: **Town Green District, 900 Chapel St., Suite 703, New Haven, CT 06510.** *Thanks for your support!*

**Show your love of New Haven and help Town Green welcome the world to Downtown New Haven by sponsoring one (or more) of these beautiful banners!**

**Further Details:**

- Banners are installed once a year.
- Banner sponsorships last for 1 year and then require renewal.
- Banners will not be printed until payment is received in full. If you are tax exempt, please send your Tax ID number.