

**TOWN OF BRATTLEBORO**  
**Policy for Use of Banners Over Main Street**

**GENERAL:** The placing of banners over Main Street is a privilege extended to all non-profit agencies in the Town of Brattleboro area on a first-come, first-serve basis.

1. Maximum size and minimum specifications as to the construction of the banner shall conform to Fire Department standards:
  - A) All banners brought to the central Fire Station for hanging across the street shall be ready to be hung.
  - B) **All banners shall be made of heavy-duty mesh** to withstand the wind and weather.
  - C) The length of the banner shall be 25 feet.
  - D) The width of the banner shall be 34 inches. All printed material to be within the 34 inches with no add-ons.
  - E) Eyelets (grommets) at the top of the banner shall be 16 inches apart (approximately 17 in all).
  - F) There must be appropriate clips (heavy duty) attached to the grommets for the banner to be hung.
2. Maintenance and storage of banner is the responsibility of the owner or agency. The banner must be picked up within one week from the time it is taken down.
3. Banner shall be delivered by the agency to the central fire station on Elliot Street not less than seven days prior to the date the banner is to be placed.
4. Banners may be placed over Main Street for a limit of one week. Banners will be permitted to occupy space on the street longer than one week only if the space is not requested by another agency that has not exhibited a banner within the previous six months. Two banners may be hung at one time.
5. The Brattleboro Fire Department shall be responsible for hanging and removing all banners requested to be placed over Main Street. This work shall be done at the convenience of the Fire Department but will generally be done early Sunday mornings.
6. The Brattleboro Fire Department shall have the authority to refuse hanging banners that do not meet specifications.
7. There shall be a \$150.00 user fee for placing an authorized banner over Main Street for local organizations.
8. There shall be a \$300.00 user fee for placing an authorized banner over Main Street for organizations located outside of Brattleboro.
9. All entries must sign a hold harmless agreement holding the Town of Brattleboro harmless from any liability in the event of the banner causing damage to persons or the property- of others.
10. If the Brattleboro Fire Department must go remove the banner due to banner failure, it will be the responsibility of the banner permit holder to pay the associated expenses. These expenses include but are not limited to personnel hours, equipment use, and clean up.