

## PORT CREDIT BIA

### PORT CREDIT EVENT OVERHEAD BANNER POLICY

- Effective: March 1, 2011
- Subject: Procedures, policies and guidelines for the use of, hanging of and producing of special overhead event banners on the east and west sides of Port Credit, along Lakeshore Road.
- Purpose: The Event Overhead Banner (EOB) policy provides this community service to allow the display of event banners for tourism related events to be hung on the east and west end of Port Credit. The event must use both east and west ends of Port Credit.
- Definition: The “EOB” are two sided banner signs, meeting requirements and specifications as per the attached schedule (#06-02-06), for the purpose of promoting community events. Individuals or individual businesses will not be considered. The banners can be hung 12 days prior to the event and must be removed on the day after the event has ended.
- Additional: The PCBIA maintains the initial authority to book, review and approve organizations using the Event Overhead Banners. Once approved, the organization must then adhere to the City of Mississauga’s “Corporate Policy & Procedure # 06-02-06” for the full application process.

#### **Procedures for displaying the “EOB”:**

1. applications must be received at the PCBIA office at least sixteen (16) weeks prior to the event with all applicable forms completed
2. requests will be accepted up to one year in advance of your event, on a first request basis
3. applications must be accompanied with a cover sheet, on official event letterhead, outlining the purpose of the use of banners
4. a \$125 cheque plus HST, made out to the PCBIA for administration costs, must accompany the application.
  - a. If the event is approved, the cheque becomes non refundable
  - b. If the event is denied, the cheque becomes refundable
5. once received, the PCBIA will review the application and notify the sender via mail within two to four weeks of receipt of the application on pending status of application (approval, more information required or denied)
6. once approved by the PCBIA, the applicant must file all documents as outlined in the City of Mississauga’s “Corporate Policy & Procedure #06-02-06” adhering to

their 12 week deadline as it relates to the “Road Occupancy Permit” (included schedules here within)

7. the applicant must show proof of two (2) million dollar liability insurance policy before the permit is issued by the City of Mississauga
8. the applicant must rent both banners, located on the east and west ends of Lakeshore Road, within PCBIA’s jurisdiction
9. should two events wish to share the banner, the PCBIA reserves the right to review this request and provide direction
10. Contact and cost of hanging banners:
  - a. Mr. Nick Marcinkiewicz at: 416 471 9430
  - b. Nick is the sole supplier of banner install and removal
  - c. Nick requires 30 days notice prior to the event
  - d. The 2011 cost for each event banner is \$250 install; \$250 removal; times two banners (one for east and one for west end)
  - e. Banners can be hung a maximum of 12 days prior to your event and must be removed the after your event terminates
11. Banner creation and design:
  - a. No official company has been selected, however the PCBIA urges you to Shop Locally
  - b. Applicants’ chosen company must adhere to the strict guidelines (see attached specification sheet) of sign creation due to the stresses of wind and weather
  - c. Each banner must be printed on both sides
  - d. Commercial content must not exceed more than 20% of the size of banner (ie: logo can’t be more than 20% of banner size so as to properly promote the event)
  - e. The PCBIA is not responsible for storing any banners
  - f. The PCBIA reserves the right to review the banner artwork and make suitable adjustments if the wording or sizing is not deemed to be appropriate, prior to the banner being printed (ie: applicant to send final draft to PCBIA prior to printing). The PCBIA is not responsible for proof reading and accuracy of the message
  - g. PCBIA is not responsible for loss, damage, theft, etc of the EOB’s
  - h. It is the responsibility of the applicant to arrange the banner to be dropped off to Nick in order to coordinate delivery, installation and removal details

Contact information for PCBIA as follows:

Port Credit BIA Office  
c/o General Manager  
RE: Event Overhead Banner  
105 Lakeshore Rd. W.  
Port Credit, Ontario  
L5H 1E9  
Tel: 905 278 7742  
Email: [info@portcredit.com](mailto:info@portcredit.com)  
Web: [www.portcredit.com](http://www.portcredit.com)

To signify your understanding of this agreement, please sign and date.

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BIA Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Client Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Cheque #