



# Banner Use Policy

October 2018

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## Contents

2	Contents
2	Contact
3	Details
3	Application Process
3-4	Design Guidelines
4	Design Approval Process
4-6	Production Guidelines
6-7	Production Advice
7	Banner Costs
7	Installation and Removal
7	Cancellations

## Contact

For further information about the Banners or to apply for banner usage, please contact Meat Market's Presenter Services Coordinator on [meatmarket@melbourne.vic.gov.au](mailto:meatmarket@melbourne.vic.gov.au) or 03 9329 9966.

## Details

Meat Market manages seven banners on the streets surrounding the pavilions. These are located on:

- Blackwood Street x 2
- Corner of Blackwood and Courtney Streets x 3
- Courtney Street x 2

Use of these banners is subject to artwork being approved by Meat Market, as well as availability of the banners and is at the absolute discretion of Meat Market Venue Management. Artwork must promote the event or activity relevant to the booking.

For further information about the banners or to apply for their use, please contact Meat Market's Presenter Services Coordinator; [meatmarket@melbourne.vic.gov.au](mailto:meatmarket@melbourne.vic.gov.au) or 9329 9966.

## Application Process

When booking your event, please advise in writing that you would like to use the banners.

The cost for banner use will be added to your quote, and invoiced with other event charges. You need to submit artwork for approval at least 1 month prior to your bump-in. If approved, your banners must be delivered to Meat Market one business day prior to your bump in.

Our team will install your banners during your bump-in, and remove them during your bump-out. You must take banners with you during your bump-out, and any banners left behind at Meat Market will incur a disposal charge.

## Design Guidelines

Designs must be approved by Meat Market prior to production.

Banner artwork must promote the event associated with your booking and not the brand.

To help make the design more effective, it is essential that:

- One bold striking image or design is used and graphics are kept simple
- Font size is large enough to be readable against a bright sky and at a distance
- Colour selection is important to guarantee visibility against both the sky and city landscape. White, yellow and other pale colours are not recommended as they soil very easily. If this occurs, all costs associated with cleaning and repair work will be your responsibility. Black, grey and other dark backgrounds can blend into the general cityscape and will be approved at our discretion
- The title of the event should be included at the top of the artwork. If you'd like to re-use banners, we recommend other event information such as dates is omitted
- Long text, slogans and phone numbers are best avoided as they're hard to see from afar
- Websites, social media handles and similar information used as a 'call to action' are allowed
- You're responsible for all design and production costs for banners

Meat Market

5 Blackwood Street, North Melbourne 3051 - Ph 03 9329 9966 – [meatmarket@melbourne.vic.gov.au](mailto:meatmarket@melbourne.vic.gov.au)

Details subject to change without notice – revised September 2018 – please confirm all requirements prior to hire period

- If you've received City of Melbourne funding or grants, or subsidised rates, your banners must include the City of Melbourne and Meat Market logos

Multiple designs will not incur extra installation costs as long as all banners and posters are installed simultaneously. You must provide a detailed installation spreadsheet, including images of the banners to be installed by location, to Meat Market with the delivery of the banners.

## Design Approval Process

You must submit designs for our approval a minimum of one month prior to your bump-in date. Artwork can be submitted as a low-resolution PDF or jpeg file via email to [meatmarket@melbourne.vic.gov.au](mailto:meatmarket@melbourne.vic.gov.au).

Approval is required for all your designs, even if your banners have been used previously. We will provide feedback on designs within five working days of receiving your designs. Final approval must be granted by Meat Market before production can commence.

Your banners from previous years can be reused with approval, providing they are clean and free of fading, rips or tears.

Meat Market reserves the right to reject any design that does not comply with the design guidelines or if the physical condition does not meet our quality standards.

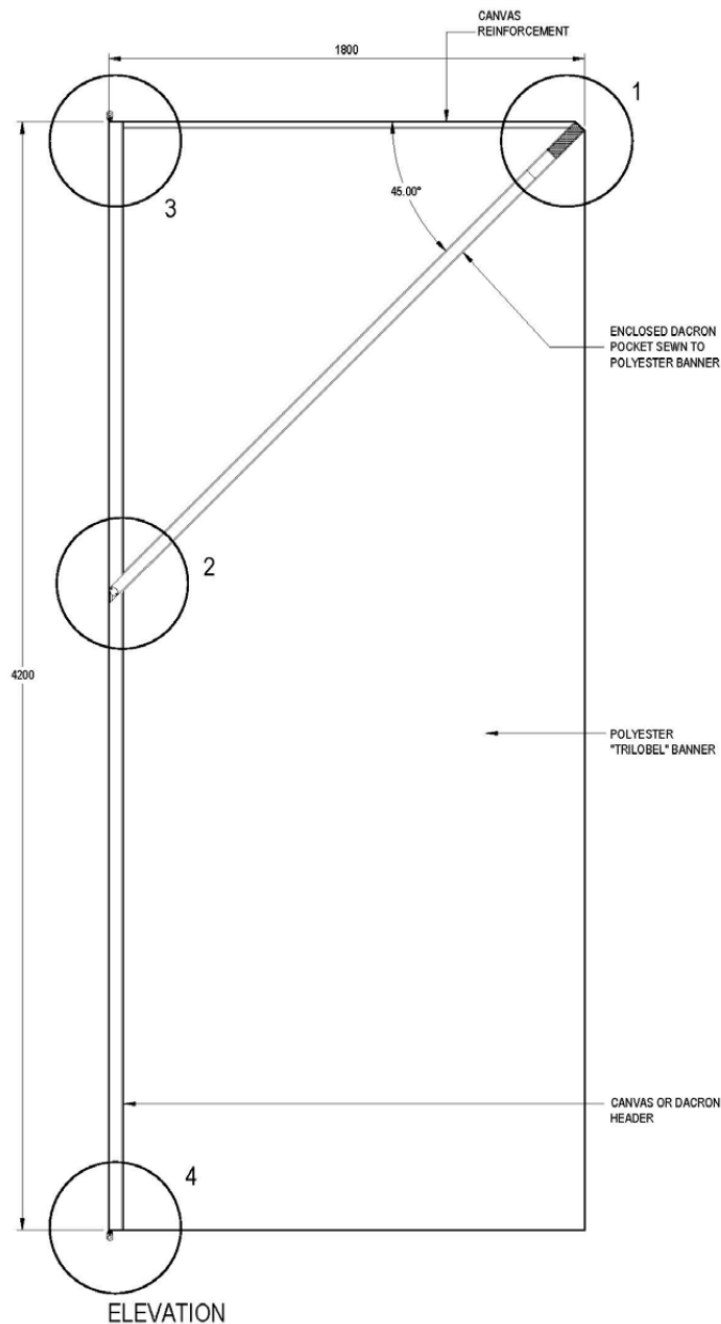
Should banners and posters be produced without the approval of Meat Market, you will be responsible for all costs associated with re-designing and reproducing these to meet our approval.

## Production Guidelines

Banners and posters not produced to the following specifications will not be installed.

Meat Market's banners are City Super Banners – examples are below. The dimensions are 4200 mm high by 1800 mm wide. They are manufactured from a trilobal and textured polyester, preferably with a gloss finish, and must be hemmed on all edges. These banners are tied to poles using a stainless steel sister clip at the top and bottom of the banner. To further strengthen the banner a sail tape pocket to suit a fibreglass rod needs to be included diagonally across the banner from the half-way point. Polyester spine tape has to be put down the length attached to the pole.

**Diagram B/1 –Super Banner example**

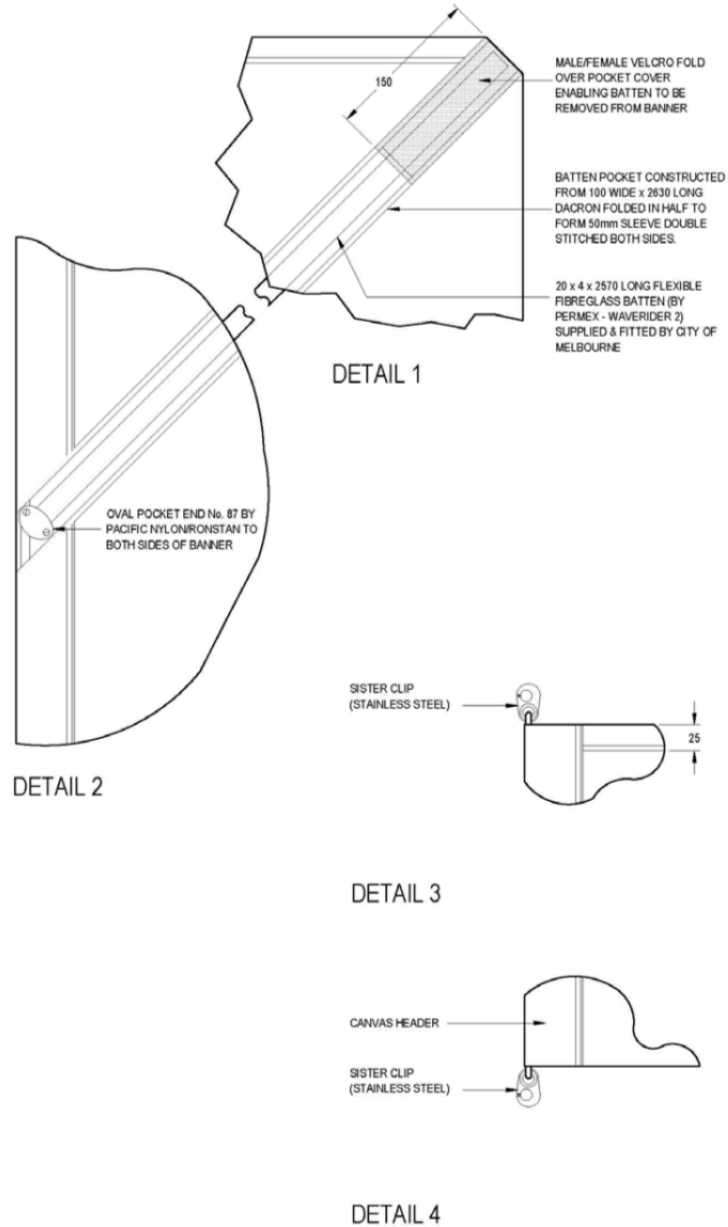


The diagrams below show a more detailed close up of the City Super Banners. There is a 150 mm male or female Velcro fold-over pocket cover that enables the batten to be removed from the banner. The batten pocket is constructed from Dacron which is 100 mm wide by 2630 mm long and folded in half to form a 50 mm sleeve, which is double stitched on both sides. The Batten (Waverider 2 made by Permex) is made from long flexible fibreglass and measures 20 mm by 4 mm and is 2570 mm long. The batten is supplied and fitted by Meat Market.

At the base of the supporting strut, the technical specifications state: Oval pocket end Number 87 by Pacific nylon/ronstan to both sides of banner.

There are also two sister clips made of stainless steel at either end of the banner along the side that attach to the pole.

**Diagram B/2 –Super Banner**



**Production Advice**

The production cost of banners may vary, and we encourage you to obtain a range of quotes to find the one which best suits your needs.

Meat Market’s preferred and recommended supplier is:

- **Evan Evans:** <https://www.evanevans.com.au/>

The following companies have also produced banners for Meat Market and City of Melbourne in the past:

- Selby's: <http://www.selbys.net/>
- Corporate Flag and Banner Company: <http://www.cfb.com.au/index.html>
- Melbourne Visual Events: <http://www.mve.com.au/solutions.html>
- Flagworld: <http://www.flagworld.com.au/>

You are responsible for all banner production costs, and the banners remain your property.

## Banner Costs

The fee for hire, installation and removal of Meat Market banners is \$500 for up to seven banners. Banners remain in place for the duration of your Meat Market event hire.

All installation and removal will be conducted by Meat Market staff.

Cleaning of banners is not included in this cost.

These costs apply until 30 June 2019. Meat Market reserves the right to amend banner prices at any stage without notification.

## Installation and Removal

You must deliver your banners to Meat Market one working day prior to your bump in.

At the end of your booking, you must collect your banners. If you do not collect your banners during your bump-out, a disposal charge will apply.

We will make every endeavour to install your banners on the agreed date. Installation can also be dependent on traffic, weather conditions, and other external factors.

Should construction or maintenance work be undertaken to the banner poles and render them unavailable, we will contact you to shorten the length of duration if we can. Meat Market will not refund costs should sites be rendered unavailable after installation.

Meat Market does not take responsibility for lost, stolen or damaged banners.

Please note banner installation will not start until your artwork is approved and payment made.

## Cancellations

All cancellations of banner hire are subject to the conditions of cancellation set out in your Venue Hire Contract.