



TOWN OF NEW CASTLE

200 South Greeley Avenue, Chappaqua, New York 10514 • (914) 238-4771 • Fax (914) 238-2354 • town.new-castle.ny.us

Policy for Banners Across South Greeley Avenue

Banners are considered to be announcements of events that are of more than routine significance and of a town-wide nature. Because hanging such banners involves an expense for the town since it entails the use of town personnel, the Town Board has adopted the following policy governing their use.

1. Advertising banners are limited to major town-wide events that are sponsored by the Town of New Castle or by non-profit Town groups.
2. **Reservation applications must be made in writing (see page 2) and must be approved by the Town Board, either at a work session or at a regular Town Board meeting.** Eligible applications will be approved on a first-come, first-served basis, so it is advisable to apply **at least two months in advance.**
3. Every application **must be accompanied by cash payment or a check made payable to the Town of New Castle in the amount of \$125.00** to cover in part the cost of hanging the banner. If an application is denied the fee will be refunded.
4. Banners **may be in place for 10 days prior to the date** of a particular event, or, if space will be available, up to two consecutive weeks to advertise an on-going program. They will be removed on the morning of the first business day following the approved period. Unless they are picked up from the Receptionist in Town Hall within a week, they will be discarded.

Banner specifications

Banners must be **at least 20 but no more than 40 feet long**, and should be at least **two to three feet high** in order to have maximum readability by the public. They should be as attractive as possible, with large, clear letters and minimal text.

1. Banners must have **half-circles (half moons) cut out of them** at intervals so that there is little chance that they will become sails in strong winds.



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BANNER APPLICATION FORM

(please print)

Subject of Banner _____

Place event is to be held _____

Dates and times of event _____

Reservation period
Requested _____

Sponsoring Group _____

Sponsor contact #1

Name _____

Phone: _____ (home); _____ (office); _____ (e-mail)

Sponsor contact #2:

Name _____

Phone: _____ (home); _____ (office); _____ (e-mail)

\$125.00 fee enclosed (check one): cash _____

check (give account and number) _____

Date of Application _____

Revised April 2013

The Town of New Castle is an Equal Opportunity/Affirmative Action Employer