



Banner Sponsorship Program

The City of Cadillac in partnership with the Downtown Development Authority (DDA) is launching a Banner Sponsorship Program. Businesses in the Downtown Corridor (Nelson to Chapin) are now eligible to sponsor banners displayed on the light poles. Art displays and seasonal banners will be rotated in 3 seasons: Spring, Summer, and Fall (winter displays are already determined). Businesses are eligible to sponsor banners which will display their business name on the bottom of the banner. All designs will be chosen by the City of Cadillac and DDA and displayed randomly throughout the Corridor. Banners will be used for approximately 3 seasons, or until the banner is worn out, whichever comes first.

Each year businesses may sponsor one season’s banners. 2022 Sponsorship will be for fall banners. All businesses interested in sponsoring a banner in the Downtown Corridor with a fall themed design, will complete the application below and submit it to the City Municipal Complex with the fee.

APPLICATION: DUE JUNE 15 AT CITY MUNICIPAL COMPLEX, 200 N LAKE STREET.

Program Guidelines:

- Businesses may sponsor up to two (2) banners per season (businesses may petition the DDA to sponsor additional banners.)
- One time Banner Sponsorship fee of \$100.00per banner is required upon submission of the application.
- Banners will be displayed in the Downtown Corridor (Nelson to Chapin) and Commons at random
- Business names will be printed in standard format spanning approximately 25% of the bottom of the banner
- Selection is first come. Approximately 40 banners for each season, the first applicants will have banners for this season and the others will be used for the next season.

Please specify what business name you would like displayed on the banner:

Please indicate how many banners your business would like to sponsor: _____

By signing this application, I agree to pay the designated cost per banner and agree to all the Program Guidelines outlined above. I understand this program may be terminated at any time and is subject to change by the DDA at any time.

Applicant Name

Business

Contact Email

Contact Phone Number

Signature

Date

INTERNAL USE ONLY

Payment: _____ Date Received _____