

A. Ray Olpin University Union
Lamppost Banner Pole Procedure

1. Introduction

- a. This procedure is intended to facilitate the fair allocation and efficient use of lamppost banner poles at the University of Utah campus, managed by the A. Ray Olpin University Union. This procedure will provide for the uniform and consistent administration of lamppost banner poles.
- b. As used in this procedure, unless the context otherwise requires:
 - i. "Union" refers to A. Ray Olpin University Union
 - ii. "Student Organization" means a student organization currently recognized by the Associated Students of the University of Utah (ASUU) or other official departments of the University of Utah.
 - iii. "Group" means a student organization or University department.
 - iv. "Booking" means any use or planned use of the Union banner poles
 - v. "Reservation" means arrangements for one or multiple bookings of the Union banner poles.

2. General Guidelines

- a. Union banner poles are reserved in the order in which requests are received, with consideration being given to the size of the reservation, type of program, and space available. Union Administration reserves the right to assign, and if necessary, reassign lamppost banner poles to assure the maximum and most appropriate utilization of lamppost banner poles.
- b. Union Administration reserves the right to deny any reservation requests.
- c. Union Administration is not responsible for any lost or stolen banners.
- d. Banner poles are not available to non-university groups including local or national political candidates or parties, or to ASUU elections by individual candidates or parties. The ASUU Elections Registrar, however, may use banner poles to encourage participation.
- e. Banner poles are available to any student organization or University of Utah department.
- f. All banners will be installed and removed by the Union Administration/Facilities team.
- g. Banners for lampposts must follow the provided specifications outlined by the Union Administration. Please see last page in document for further details.
- h. Banners need to be reviewed by the Union to ensure compliance with University policies and practices.

- i. Banners must clearly display the group responsible for the event or campaign being advertised.

3. Reserving A. Ray Olpin University Lamppost Banner Poles

- a. The Union Administration Office is the official agency responsible for coordinating the use of all lamppost banner poles. Reservation requests for use of the lamppost banner poles must be submitted to the Union Administration Office.
- b. University groups may reserve lamppost zones through the Union Administration Office.
- c. Reservation requests may be submitted by phone or writing via online application at union.utah.edu.
- d. Questions or concerns about reservations concerning banner poles can be submitted via email to info@union.utah.edu or by phone 801-585-5035.
- e. Reservations for lamppost banner poles must be made at least one month in advance prior to the desired advertisement campaign.
- f. Reservations are considered complete once payment is received by the Union Administration Office.
- g. Groups are required to reserve their selected banner pole zone(s) for a spring, summer, or fall semester. (Specific dates will be set according to the University of Utah academic calendar). Additional semesters may be reserved thirty days before desired reservation.
- h. Groups are able to reserve a maximum of two banner pole zones. Additional zones may be approved by Union Administration.
- i. Banners must be delivered to the Union Administration office (Union Building Room 255) one week before reservation starts.
- j. Banners will not be removed from poles until the next reservation, however the Union Administration reserves the right to remove banners or postings after the expiration of the agreed upon reservation.

4. Cancellations

- a. Cancellations must be given to the Union Administration Office immediately.
- b. An authorized officer from the group must cancel the reservation.
- c. Groups will be held responsible for all charges incurred prior to cancellation because of any commitments made to banner pole reservations.
- d. If a group fails to cancel a reservation at least thirty days prior to scheduled reservation, the group will be assessed the full cost of the reservation.
- e. If a group fails to use a reserved banner pole zone and did not cancel the banner pole reservation, the group shall be assessed the full cost of the reservation.

LAMPPOST BANNER SPECIFICATIONS

Banners must be printed on vinyl with metal grommets.

Banners must follow the dimensions below.

26"



3" pocket



● Grommet

● Grommet

3" pocket



28"

