



# Downtown Brainerd Banners

### Help Beautify Downtown Brainerd for the next five years

Help Beautify Downtown Brainerd by sponsoring a banner pair. Banners will be up for five years, with one of the two banners in your pair displaying your company's name, like Indigo Signworks (winner of the banner design contest) shown above. The sponsorship fee is \$150 each year for five years.

This opportunity is being offered first to businesses and organizations in the banner area, then to the entire Main Street area, and if any spaces are still available, to the greater Brainerd Lakes Area business community.

It is difficult to measure the impact banners and other beautification has on a community. We know that an attractive business district attracts visitors as well as new business to the area. **You don't get a second chance to make a first impression.**

**Please fill out the donation form below indicating how many banner pairs you'd like to sponsor.**

## Sponsorship Form

       **Yes! I would like to sponsor Downtown Brainerd Banners 2010-2014.**

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Signature: \_\_\_\_\_ E-Mail: \_\_\_\_\_

*(See reverse for details.)*

       Yes! We will sponsor        banner pairs at \$150 per pair each year for five years.

I want to . . . (please check **one**)

       be invoiced annually or

       pay the full 5 years up front and receive a \$50 discount (\$700 total)

### Payment Information

Total Amount: \_\_\_\_\_ Check Number \_\_\_\_\_ (Please make check payable to the Brainerd Lakes Chamber)

Credit Card:        Master Card        Visa

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ 3-digit CVV: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Make checks payable and mail with this agreement to:

Brainerd Lakes Chamber

Attn: Emily Northey

P.O. Box 356, Brainerd, MN 56401

You may fax your form to (218) 829-8199 Attn: Emily

### Questions:

Emily Northey, (218) 822-7126

[enorthey@explorebrainerdlakes.com](mailto:enorthey@explorebrainerdlakes.com)





- Placement of a sponsor's banner in front of a competitor will be avoided if possible.
- If you want your sponsored banner in front of your business, we'll try to make that work. If you don't select that it to be placed near your business, then it will be placed randomly.
- Brainerd Main Street will maintain banners for five years, meaning if they rip, fade, or tear we'll get a new banner up in its place.
- We are working with the Brainerd Parks & Recreation Department to hang the banners.
- Twenty-five poles will display banners as a result of this program.
- Banner sizes are 24" x 40", triangle-shaped, two-sided.
- The first year the donation proceeds will pay for the banners. After that, the donations will be put towards Brainerd Main Street projects.
- If a sponsor cancels before the fifth and final payment, a \$200 cancellation fee will be charged.
- We will continually evaluate the program and welcome constructive criticism, ideas for growth, and even compliments!

## Map of Downtown Brainerd Banner Locations

