



- 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

