

Dickson Street Cross-Street Banners

Cross-street banners are a great way to advertise an event. These guidelines can assist your group in design and fabrication as you promote your event in Downtown Fayetteville or on the University of Arkansas campus.

Cross-Street Banner Guidelines

- It costs **\$150.00** to install a banner on Dickson Street payable to the Fayetteville Advertising & Promotion Commission.
- Cross-street banners can only be installed at two locations on Dickson Street, at the intersection of Arkansas Ave and Dickson St and the intersection near Church and Dickson Street.
- Banner reservations will be on a first-come, first-served basis.
- An event banner can be hung for no more than two weeks prior to the event.
- Banners must be dropped off at the Fayetteville Visitors Bureau (21 S Block Ave) one week prior to installation and must be picked up one week after the event at the Fayetteville Visitors Bureau, or they will be discarded.

****Banner Payments are due on the Friday prior to installation****

Cross-Street Banner Design

- Sponsors may be listed in plain font, preceded by the words “Sponsored by:”
- Only the logos of the hosting nonprofit organization(s), the event, or any governmental entity are allowed.
- **Banner Size - must fall between 2 – 3 feet top to bottom (height), and 18-20 left to right (width).**
- Banners must be two-sided with grommets every 3 feet, and have **vent holes to allow the wind to flow through the banner.**
- Banners should be made of durable material, such as 16oz banner vinyl.
- Banners must have ‘grommet’ holes along the top and bottom of banner for installation.

Something to Consider - Banners present a very special design challenge. The most successful banners are often extremely simple, colorful, and bold in design. Banners should be free of clutter so the reader can easily see the event name and how to find more information. Sponsor names should be kept minimal and in a lower corner of the banner. Remember, many people that see your banner on Dickson Street will be driving in their car. They have little time to capture all of the information while driving in a safe manner. Text and design features should be minimal. A good guideline is for text to be no more than 20% of the overall banner.

To check on space availability, contact the Fayetteville Visitors Bureau at 479-521-5776.