

DOWNTOWN  
**SAN DIEGO**  
PARTNERSHIP

DOWNTOWN SAN DIEGO PARTNERSHIP

# STREET BANNER PROGRAM







# ABOUT

Downtown San Diego is the region's commercial, arts, culture, and entertainment epicenter surrounded by a robust residential and business community. The dazzling cityscape and unique neighborhoods attract visitors from around the globe. The Downtown San Diego Partnership Street Banner Program offers a highly visible marketing tool to capture this large audience by showcasing your organization or event along several key corridors for both pedestrian and vehicle traffic in Downtown.

# ELIGIBILITY

Per the City of San Diego, an eligible banner program is one that promotes an upcoming public or private event, or significant milestone for the City of San Diego. The banners shall not be used for commercial or political advertising, except that logos and trademarks of sponsoring organizations shall be permitted. The total area of logos and trademarks shall be limited to 5 percent of the banner area. Banners cannot be political or religious in subject matter.

# LOCATIONS

## HARBOR DRIVE - 1

The gateway to Downtown from the San Diego International Airport and the most highly trafficked placement area. This banner district stretches from the airport to the Embarcadero and includes part of Seaport Village. Poles are located on the street medians as well as on the sidewalks along Harbor Drive.

## MARKET STREET - 3

The cross-town route to the harbor in Downtown San Diego. Banners run through Downtown's historic district from Tenth Avenue to Sixth Avenue and Fourth Avenue to Columbia Street.

## CONVENTION CENTER - 5

Take advantage of this key Downtown destination with banners right in front of the San Diego Convention Center. These placements are located on Harbor Drive from First Avenue to K Street.

## BROADWAY - 2

The ceremonial main street in Downtown San Diego, Broadway includes the largest sized banners of any placement area in the program. The banner poles are located on the median between east- and west-bound traffic on Broadway from Third Avenue to Kettner Boulevard.

## B STREET - 4

Covers the unofficial theatre district Downtown from Third Avenue to Eighth Avenue. This placement area is perfect for promoting cultural and theatrical events.



| Locations        | Broadway | Harbor Drive | Market Street | B Street          | Convention Center |
|------------------|----------|--------------|---------------|-------------------|-------------------|
| Single or Double | Double   | Double       | Single        | Single and Double | Single and Double |
| # of Banners     | 50       | 134          | 48            | 26                | 12                |
| # of Poles       | 25       | 67           | 48            | 23                | 11                |
| Size             | 48 x 144 | 30 x 94      | 24 x 52       | 18 x 36           | 30 x 94           |





# SAMPLE ESTIMATES

Based on 30 days of full display.

| Location          | Display Fee<br>(30 day/Full) | Printing + Tax | Installation & Removal | City Banner Permit | Total    |
|-------------------|------------------------------|----------------|------------------------|--------------------|----------|
| Broadway          | \$1,600                      | \$9,159        | \$2,200                | \$375              | \$13,334 |
| Harbor Drive      | \$2,850                      | \$11,551       | \$3,752                | \$375              | \$18,528 |
| Market Street     | \$850                        | \$2,586        | \$1,920                | \$375              | \$5,731  |
| B Street          | \$800                        | \$1,345        | \$728                  | \$375              | \$3,248  |
| Convention Center | \$1,700                      | \$1,099        | \$750                  | \$375              | \$3,924  |

## CONTACT US

Interested in learning more about the banner program, placement areas or how to get started? Contact us below.

**Sarah Brothers, Downtown San Diego Partnership**

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619-234-0201

For assistance managing the banner process including submission of City permit, production schedules, design, and manufacturing, please contact our preferred banner consultant, SD Street Banners.

**Stephanie Warner, SD Street Banners**

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