



WELCOME BANNER PROGRAM



STAND OUT



Gaslamp's Welcome Banner Program is the ideal way to promote special events.



Location

Immediately adjacent to the Convention Center, the Gaslamp Quarter is proud to be backdrop and playground for convention-goers.



Aesthetics

Welcome Banners create a lively streetscape, promote arts and culture, and reinforce a sense of place for visitors.



Engagement

The more comfortable guests are made to feel, the more productive and engaged they are with the business of their trip.

WHY GASLAMP QUARTER?

WE ARE A PROVEN PARTNER IN PROMOTION

1

The Gaslamp Quarter Association's mission is to promote the National Historic District using advocacy, community relations, and promotional programs to **present an exciting, sophisticated, world-class destination** for residents and visitors to San Diego.



The Gaslamp Quarter is San Diego's premier dining and entertainment district. With over 150 restaurants, bars, and nightclubs, the Gaslamp Quarter welcomes nearly 10 million annual visitors. With its authentic Victorian charm, this National Historic District will capture your heart and introduce you to San Diego's unique culinary and craft scene rich with American, Spanish, and Asian influences.

WHY GASLAMP QUARTER?

2

Our Welcome Banner Program is **budget conscious**. We have crafted easy-to-understand programs at affordable prices and are willing to customize a solution at nearly any size and distribution.



"Turnkey" Programs are designed to give you the right amount of exposure in the best locations for your budget.

3

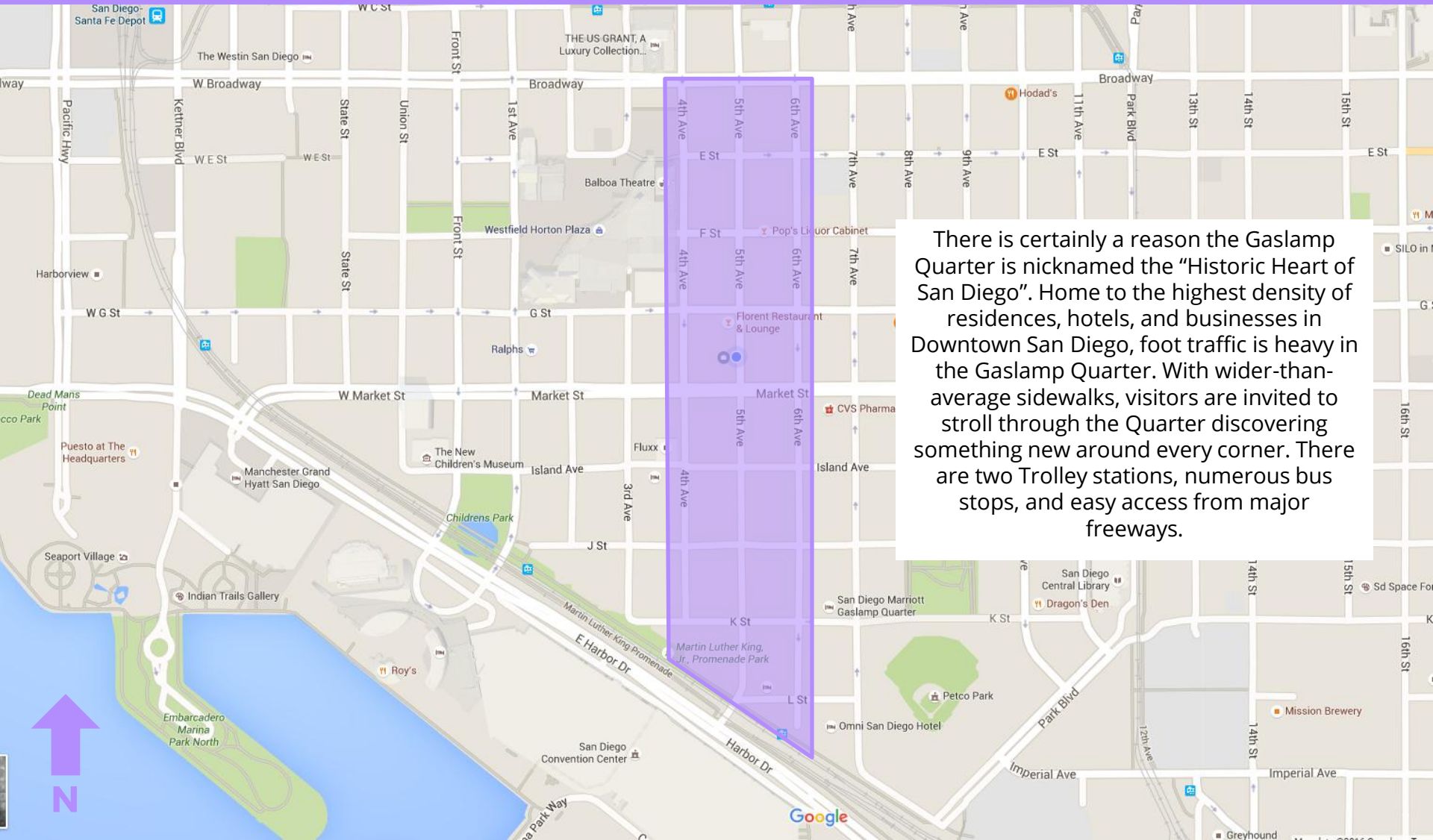
Over two decades of experience in running the Welcome Banner Program means you get the **best program support**. We have a simple application process and knowledgeable staff and contractors.



The Décor Plan is the certified installation contractor for the GQA and has years of experience in navigating city permits and other requirements. Contact Stephanie Warner - stephanie@thedecorplan.com (858) 218-6251 - <http://thedecorplan.com>

LOCATION

BANNERS MAY BE FOUND ON EVERY BLOCK



There is certainly a reason the Gaslamp Quarter is nicknamed the "Historic Heart of San Diego". Home to the highest density of residences, hotels, and businesses in Downtown San Diego, foot traffic is heavy in the Gaslamp Quarter. With wider-than-average sidewalks, visitors are invited to stroll through the Quarter discovering something new around every corner. There are two Trolley stations, numerous bus stops, and easy access from major freeways.

“Millennials don’t see the convention center as the place where the event is happening. They look at the whole city as the venue.”

-Center for Exhibition Industry Research



HOW OUR PROGRAM WORKS

SIMPLE REVIEW AND APPROVAL PROCESS



**Application &
Deposit**



**Approval &
Permitting**



**Insurance &
Production**

a. APPLICATION & DEPOSIT



Program applicants should first contact the Gaslamp Quarter Association to inquire about program availability. Next, applicants must submit a completed contract and deposit (20% of GQA fee) to reserve a space. The remainder of fee (80%) is due to the GQA no later than seven days prior to the start of the program. Lastly, applicants must provide a letter from the event organizers authorizing them to promote on their behalf.



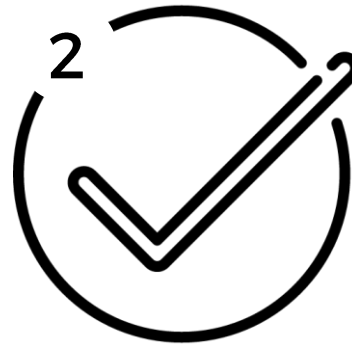
After submitting the deposit and application, applicants may begin designing their banner artwork. In the meantime, the GQA recommends the applicant make contact with the Décor Plan to discuss permitting and installation.

b. APPROVAL & PERMITTING



GQA Approval

The GQA must approve all artwork prior to submittal to the City of San Diego. The GQA is happy to provide feedback and suggestions.



City Approval

Proposed banner designs must be sent to the City of San Diego's Development Services Department for a review.



Permitting

City staff will approve designs and issue a permit allowing a program to be displayed at a cost of \$200.

The City of San Diego's Development Services Department may be found at 1222 First Avenue, MS-301, San Diego, CA 92101; by phone at (619) 446-5000.

As a reminder, The Décor Plan will gladly handle this process on your behalf for a small fee.

c. INSURANCE & PRODUCTION

Once the banners are properly permitted, applicants will need to submit to the GQA proof of comprehensive liability insurance to cover all aspects of mounting a banner program, in the amount of \$2,000,000, naming the Gaslamp Quarter Association, its officers, employees and agents (as well as the City of San Diego).

INSURANCE NAMING...



APPLICANT



GASLAMP QUARTER ASSOCIATION



CITY OF SAN DIEGO



Banners meant for the Gaslamp Quarter must be 24" wide by 52" tall. Most designers/manufacturers use vinyl. The majority of the banners have a three inch top sleeve with a grommet at the top & bottom of the pole side seam. Applicants are welcome to have banners produced by any vendor.

The GQA recommends the following local producers:

Siegan Design - 868 Sixteenth Street, San Diego, CA 92101, (619) 232-9664;

Elite Signs - 356 Brightwood Avenue, Chula Vista, CA 91910, (619) 600-4359;

Flag Crafters - 1095 Bay Boulevard, Chula Vista, CA 91911, (619) 585-1044.

PRICING

GQA FEES FOR TURNKEY PROGRAMS

BLOCK PARTY	CONFERENCE	FESTIVAL	CONVENTION	TAKEOVER
~20 Banners	90 Banners	180 Banners	270 Banners	360 Banners
1 Day Program	10 Day - \$3,375	10 Day - \$6,750	10 Day - \$10,125	10 Day - \$13,500
\$1,000	30 Day - \$5,625	30 Day - \$11,250	30 Day - \$16,875	30 Day - \$22,500
<i>Special installation that adds a finishing touch to private and corporate block parties</i>	<i>Small-sized footprint ideal for small conferences and gatherings</i>	<i>Highly-targeted campaign along significant travel and access routes</i>	<i>Medium-sized program for conventions and tradeshows with corporate sponsors</i>	<i>Complete buyout of all banners for major special events</i>

Fees paid to the Gaslamp Quarter Association are based on the number of banners and the duration of the program. The Welcome Banner Program accommodates all types of special events, but we have crafted these “turnkey” programs to help event planners make a quick and easy selection.

Interested in something more unique? Custom programs are available upon approval. Please use the worksheet included in the Program Application to estimate costs.

PRICING

ESTIMATED COSTS

	Length	GQA Fee	Banner Production (\$45/banner)	Installation & Removal (\$20/banner)	City Permit	Estimated Total
Block Party	1 Day	\$1,000	\$972	\$400	\$300	\$2,672
Conference	10 Day	\$3,375	\$4,374	\$1,800	\$300	\$9,849
	30 Day	\$5,625				\$12,099
Festival	10 Day	\$6,750	\$8,748	\$3,600	\$300	\$19,398
	30 Day	\$11,250				\$23,898
Convention	10 Day	\$10,125	\$13,122	\$5,400	\$300	\$28,947
	30 Day	\$16,875				\$35,697
Takeover	10 Day	\$13,500	\$17,496	\$7,200	\$300	\$38,496
	30 Day	\$22,500				\$47,496

In addition to the GQA fees for renting the banner poles, event planners should be aware of the costs for producing, permitting, and installing the banners. The Décor Plan estimates that banners can be produced by several local printers from around \$45 a banner and they will install the banners at \$20 a banner. The City of San Diego requires all banner programs to apply for a permit (\$200), and The Décor Plan will happily take care of the necessary paperwork and application fee on your behalf for an additional \$100.