
EXTERIOR BANNERS/TEMPORARY SIGNAGE/ELECTRONIC DISPLAYS

Banners and Temporary signage may be scheduled through the Auraria Campus Event Services (ACES) Office to be placed at specified locations on the exterior portions of campus for the purpose of providing information about campus events and services. Banners, signs, and other types of temporary signage/advertising for campus programs and services must be sponsored by institutionally recognized departments or offices; institutionally recognized student organizations; or any student organization sponsored by the aforementioned. Institutional departments and student clubs and organizations will be allowed to hang banners or place temporary signage on a space available basis. Banners and temporary signage must meet the following regulations:

1. Banners and temporary signs must advertise open campus sponsored, campus oriented events or campus services. Banners/signage may generally be placed no more than two weeks prior to the day of the event or period of time of services. Some types of signage may only be appropriate for shorter time periods. For example: “A” frame or “yard/realtor type” signage used as wayfinding on the day of an event. ACES staff will help determine appropriate time frames for banners and signage. There may be exceptions made for these display time periods by ACES. If the event is ongoing, a banner may only be hung for a maximum period of two weeks, with the exception of established series events directly sponsored by the Student Activities / Life Offices of the Institutions or other campus multiple event producing departments or organizations.
2. Maximum banner/signage size permitted is limited to fifteen feet horizontal length by four feet in vertical height. Certain locations have smaller dimensions available. Please see the attached map for approved banner/signage locations. Banners/signage cannot be attached to light posts, sign posts not designated for temporary signage, trees, other plant materials, artwork of any kind, or buildings or other structures not specifically identified for temporary signage. Exceptions must be granted by ACES. Banner/signage must be constructed of materials that are suitable for long term exposure to outdoor conditions.
3. All banners and signage must contain the name and contact information of the organization sponsoring the event(s). Exceptions must be granted by ACES.
4. Banner and signage space must be reserved through the ACES Office at least two business days before the reserved posting date. Space is reserved on a first-come first-served basis and is subject to availability. ACES staff will hang the banner, unless prior arrangements have been authorized by ACES.
5. While ACES staff will be diligent in their efforts to preserve banners and signage, the staff are not responsible for returning banners to sponsoring organizations, nor damage incurred in its removal nor for the period in which it is hung. Banners must be picked up by the sponsoring organization within two business days following the advertised event.

6. Banners placed during student elections and student referendums may come under special guidelines dependent upon location of polling place. Individuals are required to check with their institutional election commissioners.
7. Please see the attached map for exterior Banner and Temporary Signage locations. Not all locations are suitable for all types of banners or signs. For specified banner/signage locations that are considered “outward” facing, additional restrictions will apply. Outward facing banners and signs are only to be placed for large scale institutional events (such as institutional recruitment events) and may only include information about the event. No commercially sponsored banners or signage will be permitted at outward facing locations unless specifically approved in advance, in writing, by the Auraria Executive Committee. Under no circumstances can the total commercial sponsorship group occupy more than 15% of the total sign. ACES staff can provide specific information about each location.
8. In the Tivoli parking lot and on City of Denver streets that border the campus, there are light pole banners that contain vertical advertising banners. The Tivoli lot light pole banners are not generally available to schedule; however, the city light pole banners may be scheduled through Excel Energy Corporation. For more information contact ACES staff.
9. An external LED Board is available to advertise certain types of large and/or wide interest campus events and other important information. Contact ACES staff for the guidelines for use of the LED Board on the west side of the Events Center Building. The LED Board associated with the Parking and Transportation Centre is not generally available for campus event information. For information regarding this board, contact the Parking Office Special Events Coordinator.
10. ACES staff, in consultation with the affected Student Activities/Life Offices or appropriate departmental offices, reserves the right to rearrange banners and signs, if needed, to maximize advertising potential for all parties or for other needs as are deemed appropriate.
11. The Director of ACES may authorize modifications of the above policies to maximize the advertising opportunities for campus entities programming on the campus.

Submitted by the Guidelines for Use of Facilities Signage and Wayfinding Subcommittee:

Jim Fraser Chair

Date