

**TOWN OF TAOS  
PARKS DIVISION**



**BANNER USE AND REGULATIONS**

**GENERAL CONSIDERATIONS**

All requests for use of the banner space over Kit Carson Park Entrance, Highway 64, Civic Plaza Extension and on the light poles on Taos Plaza must be made through the Parks Department at Kit Carson Park. The office is located at 211 Paseo del Pueblo Norte. All banners will be erected by Parks Staff. PLEASE NOTE: Failure to comply with the following instructions will delay or may cause the banner not to be erected.

**BANNERS MUST COMPLY WITH THE FOLLOWING:**

1. The banner must be no larger than 10' long x 3' wide for banners over the **Kit Carson Park Entrance** and on **Civic Plaza Extension**.
2. The banner must be 24' long x 3' tall **ONLY** for banners over **highway 64**.
3. The banners for the plaza must not exceed 18" wide x 31 ¾" Tall in and will not exceed 18 total banners (For exact dimensions please see the Parks Superintendent)
4. Banners to be placed over highway 64 shall be constructed of 18 ounce double sided vinyl banner material, nylon webbing all around, reinforced corners, grommets at two feet on center top and bottom and "D" rings on the corners.
5. The banner must be delivered to the Kit Carson Park office one week prior to the scheduled time the banner is to be erected. The banner must be picked up after the event at the Parks office within one week of removal, after one week the Department nor the Division will not be liable for the banner in any manner.
6. Placement of the banner is on a first come basis, the banner may be erected 7 days prior to the event and will be removed no later than 3 days after the event. Prorating will not be done, the banners are placed for a seven day period from Monday to Monday.
7. There is a \$50.00 set up fee for banners over the entrance of Kit Carson Park the Civic Plaza Extension and the light poles on Taos Plaza.
8. There is a \$120.00 set up fee for banners over Highway 64.
9. Banners placed over Highway 64 will be subject to weather conditions i.e high winds can damage the banner and or rip and fall into oncoming traffic. The Parks Superintendent will make the decision as to whether to remove the banner during poor weather conditions to prevent damage.
10. Text on the banner must be for the event and sponsor only.
11. Banners supporting community efforts shall also be allowed if time and space permits. Community efforts include such community directed activities as "Congratulations Seniors, Don't Drink and Drive; Trek for Trash; "Holiday Greetings".
12. No religious or political advertisements shall be allowed on banners. Political advertisements are those attempting to solicit votes or support for, or in opposition to any candidate or any political party under whose designation any candidate is seeking nomination or election.

13. Messages concerning a public question on the ballot in an election shall not be allowed.



Sample: Highway 64 Banner



Sample: Kit Carson Park Entrance



Sample: Civic Plaza Extension

**APPLICATION FOR BANNER USE**

TOWN OF TAOS  
Parks Division  
211 Paseo del Pueblo Norte  
Taos, New Mexico 87571



PHONE (575) 758-8234  
FAX (575) 758-2493  
gmartinez@taosgov.com

\_\_\_\_\_  
**Name (Person/Organization)**

\_\_\_\_\_  
**Contact**

\_\_\_\_\_  
**Mailing Address**

\_\_\_\_\_  
*Location of Banner*  
\_\_\_\_\_; **Highway 64**  
\_\_\_\_\_; **Civic Plaza Extension fence**

\_\_\_\_\_  
**City, State, Zip**

\_\_\_\_\_  
**Phone**

\_\_\_\_\_  
*Size of Banner(s)*

\_\_\_\_\_  
**Activity or Event**

\_\_\_\_\_ **X** \_\_\_\_\_

\_\_\_\_\_ **X** \_\_\_\_\_

\_\_\_\_\_  
**Date Needed**

- **Please attach copy of program or brief description of banner**

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**HOLD HARMLESS AGREEMENT**

The undersigned acknowledges being informed and provided with a copy of the policies, rules and regulations of the Town of Taos and the Buildings and Grounds Department. The undersigned agrees to abide by all such policies, rules and regulations.

The undersigned hereby releases the Town of Taos, it's governing body and any/or all it's employees from any claims, demands, rights and causes of action of whatever kind and nature arising from any activities listed herein.

- (A) The undersigned agrees to be financially responsible for any and all damages(s) which may result
- (B) I have the Rules and Regulations for the banners. I fully understand and will comply with all the requirements.

\_\_\_\_\_  
**SIGNATURE OF ORGANIZER**

\_\_\_\_\_  
**DATE**

Department Use Only

Fee: \$ \_\_\_\_\_ Check Number: \_\_\_\_\_ Date: \_\_\_\_\_

Date Banner Received: \_\_\_\_\_, Initials: \_\_\_\_\_ Date Banner Placed: \_\_\_\_\_, Initials: \_\_\_\_\_

Date Banner Removed: \_\_\_\_\_, Initials: \_\_\_\_\_ Date Banner Picked Up: \_\_\_\_\_, Initials: \_\_\_\_\_

\_\_\_\_\_  
Signature – Parks Superintendent