

Street Banners: Sponsorships

Nonprofits, cultural arts groups, and community event organizers are encouraged to obtain sponsorships to underwrite the costs of using the City of Austin Street Banner Program.



Event organizers and their sponsors benefit from the visibility and impact of high-profile banners.

Banners build awareness and brand identity as they enliven everyone's experience of Austin streets.

A sponsor name or logo may be displayed at the bottom of the banner.

For Companies: Why Sponsor Banners for Community Events?

Street Banner sponsorships offer your company/organization the opportunity to:

- Demonstrate good corporate citizenship
- Utilize the power of cause-related marketing, co-brand with events/nonprofits
- Support events that raise essential funds for nonprofit causes
- Help organizations that educate, engage and benefit the public

Direct marketing benefits include:

- Display company logo on banners
- Add a place-based, geographic channel to other PR and communication efforts
- Affiliate with an event or cause that unites business and community leaders
- Create a sustained presence in Austin during special events that draw thousands of people
- Photos of banners around Austin provide content for social media
- Energize and motivate employees, build company pride

Restrictions | Street Banners are intended to promote nonprofit, philanthropic, educational, music, arts and culture, public health, and community-oriented special events and messaging. The primary message on the banner must be for this purpose; it cannot be commercial or political in nature. Sponsorships are not allowable for tobacco products.

Specifications | The sponsor name or logo may be displayed at the bottom of the banner across the full 32" width. It is limited to 15% of the total banner area. Please refer to Lamppost Banner Specifications sheet for details.