

2024/2025

CBD FLAGS AND PROMOTION PROGRAM



2024/2025 CBD Flags and Promotion Program Booking Form

Promoting in the heart of the city

Dubbo Regional Council is supportive of community initiatives which enliven and make great use of the CBD. Through the CBD Flags and Promotion Program, we offer a range of assets to support you in the promotion of your activity.

By completing this booking form, you are registering your interest in hiring one or more of the available assets. Submitting a booking form does not guarantee your success in booking the preferred assets, please await confirmation via email. Please read the CBD Flags and Promotion Program Terms and Conditions before submitting this application to ecdev@dubbo.nsw.gov.au

Activity information

Name of activity:

Date/s of activity:

Do you already have collateral to be installed on this asset e.g. banners or posters? Yes No

Has your event applied for funding through the Dubbo Regional Council event funding streams? Yes No

Hirer's contact details

Applicant's Name:

Contact number:

Contact email address:

Hirer's business details

Organisation trading name:

Organisation registered name:

ABN:

Postal address:

Is your organisation registered for GST? Yes No

Has your organisation been invoiced by Dubbo Regional Council previously? Yes No

Confirmation of your booking will be sent to the email address listed above. Once artwork has been approved by the hirer, an invoice will be sent to you using the details from this form.

By completing this application form, your organisation agrees to the terms and conditions outlined.

Print name:

Signature:

Date:

Pricing

ASSET	INCLUDING DESIGN AND PRINTING	BYO PROMOTIONAL ASSETS
	PRICING PER PHASE*	PRICING PER PHASE**
Dubbo CBD Flags		
Dubbo CBD Rotunda Flags - Rotunda only, max 1 design	\$2,110	\$1,320
Main Street Only Flags - Excl. Rotunda, max 3 designs	\$5,020	\$3,140
Full Street Flags - Incl. Rotunda and Main Street, max 3 designs	\$7,130	\$4,460
Wellington CBD Flags		
Main Street, Cameron Park Flags, max 3 designs	\$4,800	\$2,200
Wellington Bridge Banner		
Wellington Bridge Banner - Commercial	\$2,130	\$1,100
Wellington Bridge Banner - Community	\$1,540	\$600

Please note that all prices include GST.

*Rates include design, print, installation and removal of collateral as per the terms and conditions.

**This option suits operators who already have existing collateral to install. Rates include installation and removal, and exclude design, print and production.

Installation phases

CBD STREET FLAGS

PHASE	BOOKING DEADLINE	ARTWORK DEADLINE	INSTALLATION DATE	REMOVAL DATE
ONE	20 May 2024	1 June 2024	1 July 2024	30 August 2024
TWO	22 July 2024	1 August 2024	31 August 2024	30 October 2024
THREE	16 September 2024	1 October 2024	31 October 2024	30 December 2024
FOUR	21 October 2024	1 November 2024	31 December 2025	28 February 2025
FIVE	20 January 2025	1 February 2025	1 March 2025	30 April 2025
SIX	24 March 2025	1 April 2025	1 May 2025	30 June 2025

For more information

Please contact Dubbo Regional Council's Economic Development team at ecdev@dubbo.nsw.gov.au

Terms and Conditions

Bookings

All local businesses and events held within the Dubbo Regional Council (DRC) Local Government Area (LGA) are eligible to partner with DRC, and for an investment of the determined charges, promote their business or event via the assets aforementioned.

A local business is a business that has a physical presence and operates from a permanently staffed address within the boundaries of the DRC LGA.

Hirers have the option to use one or more assets at any one time during the installation phase, providing the assets are available at time of booking. To confirm participation hirers are required to complete a booking form. Submission of a booking form does not guarantee your participation, please await email confirmation from DRC of your booking being approved.

Hirers booking assets using an event funding stream from DRC will have priority over other bookings, otherwise bookings will be taken on as a first come first served basis. Some rates include design, production, installation and removal. Design includes one to three designs and one revision to chosen design, a fee of \$88 (inc. GST) will be charged per additional revision.

The maximum phase that collateral can be booked in advance is six months, and the booking is subject to availability of assets.

Design and production

Images must be provided to the specifications below and approved by DRC prior to production. Images required for artwork must be:

- ▶ Professional, portrait layout images
- ▶ Images with simple/clean backgrounds
- ▶ Focus on faces and emotions to engage viewer
- ▶ At least 300dpi in resolution
- ▶ Large format files – no smaller than 3MB

DRC has the right to refuse elements of a design, should they:

- ▶ Promote the manufacture, distribution, or wholesaling of tobacco or tobacco related products
- ▶ Imply that DRC supports the excessive consumption of alcohol or gambling
- ▶ Be in conflict with DRC's policies and responsibilities to the community
- ▶ Denigrate, exclude, or may offend minority community groups
- ▶ Not reflect DRC or community standards
- ▶ Personally benefit individual employee/Councillors or their family/friends
- ▶ Imply DRC endorsement of contentious community issues
- ▶ Include web addresses, social media handles or phone numbers
- ▶ Contain more than three logos

DRC has the right to determine participation and content on all artwork, should imagery or content not align with the guidelines.

Hirers eligible for services through an event funding stream from DRC must incorporate the DRC logo into at least one banner design.

Artwork must be approved and sent to production by the deadline applicable to the selected installation period. Once artwork has been approved no changes will be permitted.

DRC does not take responsibility for delays in design, production, or installation if the deadlines are not met.

Installation and removal

On the occasion that an event concludes before a removal date, your collateral will be removed at the earliest convenience of DRC and made available for your collection. Please note that in the unlikely event of high winds or severe weather, DRC reserves the right to temporarily remove collateral in the interests of public safety. No refunds will be given if this occurs.

Hirers should allow up to three days variance in the installation and removal dates of banners by DRC.

Payment

The hirer will sign off on a final version of their collateral via email. Once approval has been received an invoice will be issued to the hirer. Payment must be made in alignment with the deadlines on the invoice.

Cancellations

Failure to approve artwork by the deadline applicable may result in DRC cancelling the booking.

Bookings cancelled after acceptance of deadlines as indicated in the terms and conditions may be subject to a cancellation fee of 100%.

Return of collateral

Upon conclusion of the phase removal date the collateral will become the property of the hirer and can be collected from the determined location by DRC.

It is the hirer's responsibility to collect their collateral upon removal. Failure to do so within 30 days will result in the disposal of the collateral. No refunds will be given if this occurs.

Re-installation of collateral

Collateral remain the property of the hirer and may be re-used providing they are washed and in good condition. Due to workplace health and safety. DRC reserves the right to decline re-installation if they are not considered to be in good condition.

DRC will need to sight and assess your collateral to ensure it is in good condition before your fees are confirmed and billed. Collateral can be re-installed a maximum of three installation periods, providing they meet re-installation criteria.