

TERMS & CONDITIONS FOR THE DISPLAY OF VERTICAL BANNERS ON SMART POLES

1. BANNER SPACES MANAGED BY PMD

- 1.1 URA(PMD) manages the banner display spaces on smart poles along the Marina Bay waterfront promenade. The banner spaces are listed in Table 1. The location map of banner spaces and approximate smart pole locations are available in Appendix A.

Table 1

Location	Smart Pole ID no.
Marina Bay waterfront promenade	Set A (SP01, SP03, SP05, SP07, SP09, SP11, SP13, SP15, SP17, SP19, SP21, SP23, SP25, SP27) Set B (SP02, SP04, SP06, SP08, SP10, SP12, SP14, SP16, SP18, SP20, SP22, SP24, SP26)

- 1.2 A successful applicant shall install banners only on alternate (available) smart poles (either Set A or B).
- 1.3 PMD may also install its own Marina Bay banners on the smart poles. In such instance, the successful applicant shall install his/her banners on all remaining available smart poles.
- 1.4 A maximum of two (2) events is allowed to co-share banner spaces along the waterfront promenade.
- 1.5 URA shall allocate the banner spaces on a first-come-first-served basis.
- 1.6 Requests for additional banner spaces will not be entertained.
- 1.7 The banner spaces on smart poles are reserved exclusively for events held at either of these locations at Marina Bay:
- a. The Promontory
 - b. Waterfront promenade
 - c. Event Square
 - d. The Lawn
 - e. Bayfront Event Space
- 1.8 The use of banner spaces on smart poles along the waterfront promenade is not chargeable.

2. BANNER DISPLAY PERIOD

- 2.1 The banner display period shall be for a **maximum of twenty-eight (28) days** from the first day of the display approved by URA, with the exception for the banners for URA-organised and national events such as Marina Bay Singapore Countdown, i Light Singapore and National Day.
- 2.2 The banner display period stated is **inclusive of** the time required for the installation and removal of the banners.
- 2.3 The **first date** of the display of the banners **shall not be more than twenty-eight (28) days before the first date of the event.**

3. SITE SURVEY

3.1 The applicant shall carry out a site survey of the smart poles prior to the submission of the application to URA to:

3.1.2 Determine the location and number of smart poles available for the display of banners.

3.1.3 Record identity numbers of the smart poles with reference to the application details.

3.1.4 Consider the ideal banner size (refer to Section 4 for more information), installation and dismantling methods etc.

The site survey can help applicant to determine the above mentioned, which may change over time due to temporary maintenance works, construction etc.

3.3 The applicant shall take photographs to record the conditions of the smart poles and submit to URA, the details of any defects and damages found on the smart poles. These details shall include the location and identity of the smart poles, the types of damages and defects and the date they were found etc.

3.4 The applicant shall be responsible to make good any defects, scratches or damages on the smart poles at their own cost and expense during the installation and/or after the dismantling of the banners.

4. BANNER DESIGN GUIDELINES

4.1 The applicant shall comply with the banner design specifications listed in Table 2, Appendices B and C.

Table 2

S/n	Item	Specifications
4.1.1	Banner Size	(a) Standard size: 1 metre wide by 3 metres long. Refer to Appendix A for an image of the smart pole
4.1.2	Event Organiser and Sponsor Name and/or Logo	(a) All sponsor and organiser logos shall be placed at the bottom of the banner design space. Only event logos may appear in the main body of the banner design space. (b) The names and logos of event organiser(s) and sponsor(s) shall cover only a maximum of 15% of the banner design space . (c) 15% of the banner design space . In the event where there is only one sponsor or organiser logo , the sponsor logo space should be limited to 5% of banner design space . (d) 5% of banner design space .
4.1.3	Marina Bay (MB) Brand Signature Marina Bay (MB) Tagline	(a) The MB brand signature shall be placed at the top of the banner and cover at least 10% of the banner design space ; and should be in full coloured version against a white background. (b) The MB tagline ' Explore.Exchange.Entertain. ' shall be placed at the bottom of the banner and shall cover at least 2.5% of the total banner design space . Note: The applicant shall also comply with the "Marina Bay" brand signature guidelines stated in Appendices B and C .

4.1.4	Event Name and/or Key Message	<p>(a) The key message / event name shall cover at least 50% of the banner design space.</p> <p>(b) The event name must be prominently displayed in all banner designs. If the event name appears over an image, the font size and font colour should be of maximum visibility. Prominence should be given to event name as opposed to event logo, images and taglines. As a guide, the font size should be between 500 -700 pts (depending on the font type used).</p> <p>(c) Event date and venue must also be clearly indicated on the banner. If event date and venue details appear over an image, the font size and font colour used should ensure maximum visibility. As a guide, the font size for the event date and venue details should be about 300-400 pts (depending on the font type used). This is to ensure maximum visibility to motorists and pedestrians.</p> <p>(d) Third party company name(s) and/or logo(s) are not allowed on the banners.</p>
4.1.5	Banner Content	<p>(a) The banner content shall include Event Name, Event Date & Event Venue</p> <p>(b) The banner shall not contain too much text and/or complex background images as this will result in the banner being too cluttered and hence ineffective in communicating key event information.</p> <p>(c) Each banner design shall contain only the details of <u>one</u> (1) event.</p>
4.1.6	Banner Dimensions	<p>(a) The banner dimensions must be clearly shown in the banner artwork. Refer to <u>Appendix B</u> on dimensions for standard sized banners.</p>
4.1.7	Prohibitions	<p>(a) The design and colour of the banner shall not be similar to any road-related signs, traffic signs and traffic lights to avoid confusion to motorists.</p> <p>(b) Commercial messages such as information on ticket prices or call-to-action are not allowed in the banner design. However, informational messages such as website address or hotlines specific to the event can be included. For example, SISTIC hotline: 6348 5555 or SISTIC website: http://www.sistic.com.sg</p>

5. BANNER PRODUCTION

5.1 The applicant shall produce the banners based on the following guidelines:

- 5.1.1 Use lightweight opaque material such as PVC or more superior material for the banner. The applicant is advised to take into consideration the wind conditions at Marina Bay when choosing the materials for the banner.
- 5.1.2 Use electrostatic, direct-to-media, high grade silkscreen printing or a more superior printing technique to produce the banners to ensure clarity of the text and images on the banners and to prevent fading.
- 5.1.3 Incorporate a sturdy wooden/plastic/metal strip at the bottom to hold the material.
- 5.1.4 Incorporate an eyelet with steel/wire cable to be securely tied to the smart poles to prevent flagging. The applicant is responsible for ensuring that loosely secured banners are rectified before they pose a danger to motorists or pedestrians.

6. BANNER INSTALLATION & DISMANTLEMENT

6.1 The requirements for installing and dismantling the banners are listed in Table 3.

Table 3

S/n	Item	Requirements
6.1.1	Banner Installation Methods	<p>(a) Vertical banners must be hung on the metal rods/fixings provided on the smart poles</p> <p>Important Note</p> <p>(c) (i) No drilling, riveting or welding is allowed for mounting supports on the smart poles</p> <p>(ii) Banners and any accessories used to restrain flagging shall be securely installed to the smart poles by using a suitable mounting method, so as not to cause any dislodgement. A sturdy wooden/plastic/metal strip can be incorporated at the bottom of the banners to hold the banner to make sure it is straight. The banners shall not interfere with any of the electrical parts of the smart poles and become hazardous to the workmen or the public.</p> <p>(iii) All banners and their structures shall not block/obstruct pedestrian footpaths, walkways and smart pole lights.</p>
6.1.2	Permitted Hours for Banner Installation and Dismantlement	<p>(a) Works must be carried out only during off-peak hours, between 2300hrs of the first/last day of the allocated banner display period to 0600hrs of the following day.</p> <p>All vehicles must be mounted with flashing arrows to direct traffic moving away from the work zone.</p> <p>(b)</p>
6.1.3	Maintenance of the Banners	<p>(a) The applicant is responsible for the cleanliness and good condition of the banners during the display period.</p> <p>(b) The applicant shall undertake to make daily inspection to ensure that the banners/structures are adequately secured, clean and safe.</p> <p>(c) The applicant shall ensure that torn and tattered banners are removed and replaced immediately.</p>
6.1.4	Making Good the Smart Poles	<p>(a) The applicant will be responsible to make good any defects, scratches or damages on the smart poles at their own cost after the removal of the banners.</p>

6.2 Approval by the Building Construction Authority (BCA)

Where applicable, the applicant shall obtain an advertisement licence from [BCA's Advertising Licensing System \(ALS\)](#) before installing the banners. Such approval may be subjected to licence fees payable to BCA.

6.3 Responsibility lies with the applicant to ensure that all banners are installed in a safe and proper manner. URA will not be liable for any damages or injuries caused by the banners.

6.4 Any banners and/or additional banners that are not approved will be classified as illegal advertisements and enforcement action will be taken against the applicant.

6.5 The applicant shall be responsible to address any public complaints that may arise from the installation/display of the banners and/or any related enquiry on the banners.

6.7 The applicant shall be responsible for any incident or damage and shall indemnify the Government Agencies, URA against all proceedings, action, claims, demands, damages, injury to persons and expenses whatsoever and howsoever arising out or in connection with damage to the smart poles/property/surrounding properties or injury to person(s) from the banner display and during installation/dismantling works.

6.8 The applicant shall bear all costs related to the banners including the design, production, installation, dismantlement, rectification etc.

6.9 **Banner Removal and/or Re-installation**

6.9.1 URA reserves the right to request the applicant to remove and/or reinstall immediately:

- (a) Banners that are torn;
- (b) Banners found to be hazardous; (e.g. loosely mounting);
- (c) Banners material and/or print of the content on the banners are not up to standard;
- (d) Banners not installed in a safe or acceptable manner (for e.g. slanted banner); and
- (e) Banners that do not comply with the design approved by URA or Marina Bay brand signature guidelines.

7. **APPLICATION GUIDELINES**

7.1 **Application Form**

All applications must be submitted via the URA event application form found on the [website](#).

7.2 **Banner Artwork**

7.2.1 The artwork shall be **A4-sized** and **drawn-to-scale** (with the dimensions clearly indicated) **in gif, jpeg or pdf format**. The maximum artwork allowed on each (A4 page) shall not exceed 2 designs.

7.2.2 The information in banner artwork must be consistent with the application form details.

7.2.3 Banner artwork must be approved prior to application approval. URA reserves the right to dismantle banners whose designs have not been approved.

7.2.4 The applicant is allowed to submit up to **a maximum of five (5) designs** for each application but all these artworks shall only be for one (1) event. Exception shall be made on a case-by-case basis.

7.2.5 URA will only consider banner artwork that is **fully compliant with the banner design specifications** (as stated in Section 4).

7.2.6 URA reserves the right to reject banner artwork that are not up to an acceptable standard or request the applicant to make variations to the banner artwork until they are of an acceptable standard.

7.3 **Submission of Documentation and Banner Artwork**

7.3.1 The Application Form (duly completed and signed) must be submitted **at least one (1) month** before the intended banner display date/installation date.

7.3.2 The finalised banner artwork must be submitted to URA for approval **at least two (2) weeks** prior to the (approved) commencement of banner display period stated in the application form.

7.4 **URA Acknowledgement of Receipt**

URA will send an acknowledgement of receipt of the application via email to the applicant via email within seven (7) business days upon receipt and full compliance of application submission requirements.

7.5 **URA Letter of Approval**

7.4.1 URA will assess applications on a first-come-first served basis and subject to availability.

7.4.2 URA will issue an approval letter upon review and evaluation of the application.

7.6 **Modification to Application**

7.5.1 No modification to the application is allowed after it has been approved, unless otherwise allowed by URA.

7.5.2 Any modification to the application prior to URA's approval shall be in writing and submitted **at least one (1) month** before the intended banner display date/installation date.

7.5.3 URA reserves the right to reject any request to modify the application.

7.7 **Withdrawal of Application and Cancellation of Approved Application**

7.6.1 Any withdrawal of the application or cancellation of approved application by the applicant must be made in writing to URA **at least three (3) weeks** before banner installation date/display date.

7.6.2 URA reserves the right to cancel any approved applications at any time due to unforeseen circumstances such as emergencies and maintenance works etc. URA shall not be liable for any cost, expense or damages incurred by the applicant in such circumstances.

7.8 **Advanced Request**

7.7.1 Applicant may make advanced application request in writing to URA **no more than nine (9) months** before the intended banner display date/installation date.

7.7.2 The intended banner display date/installation date shall be **no more than twenty-eight (28) weeks** before the first date of the event.

8. PUBLIC LIABILITY / INSURANCE

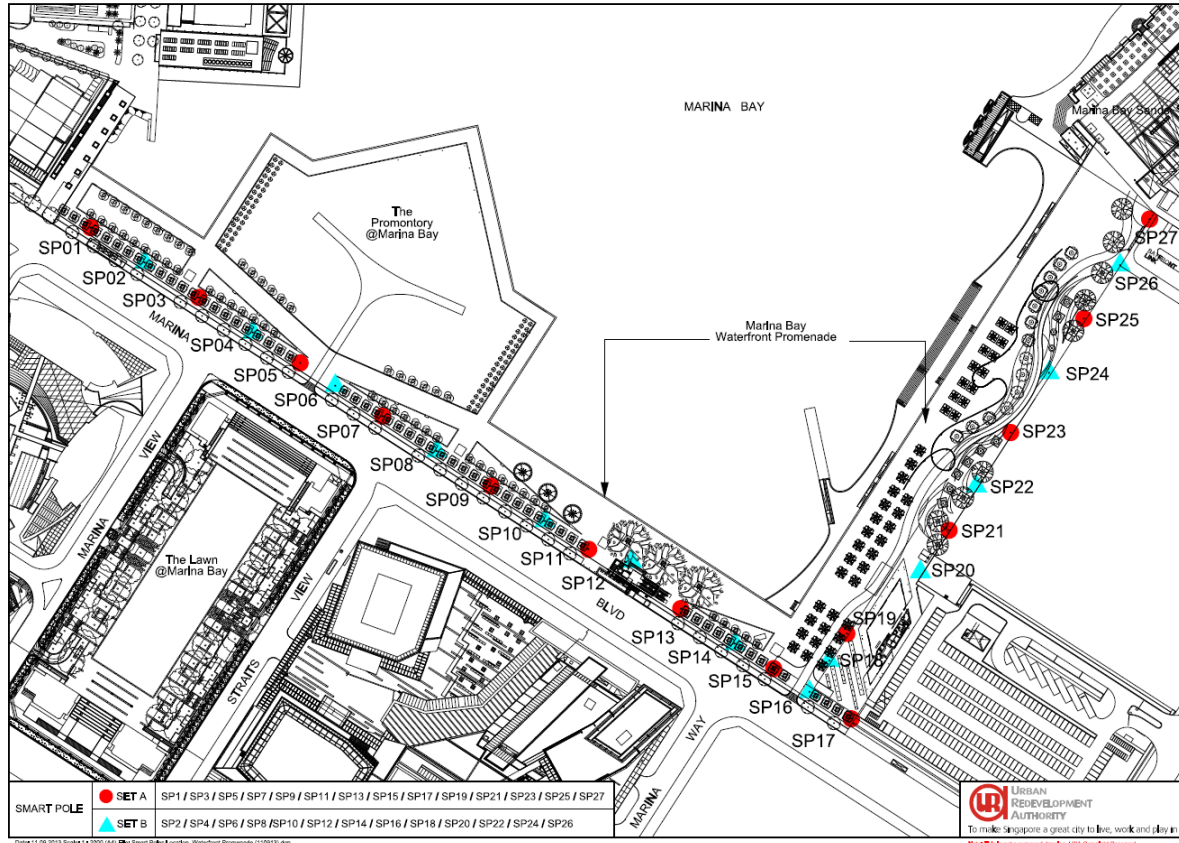
8.1 The applicant shall be responsible to ensure that all banners are installed in a safe and proper manner. URA will not be liable for any damages or injuries caused by the banners.

8.2 Public liability insurance and other insurance shall be readily available when requested by URA.

9. ENQUIRY

For enquiries on the display of banners on smart poles, please contact the URA Place Management Department via ura_marinabay_events@ura.gov.sg.

**LOCATION MAP –
APPROXIMATE LOCATION OF THE SMART POLES**



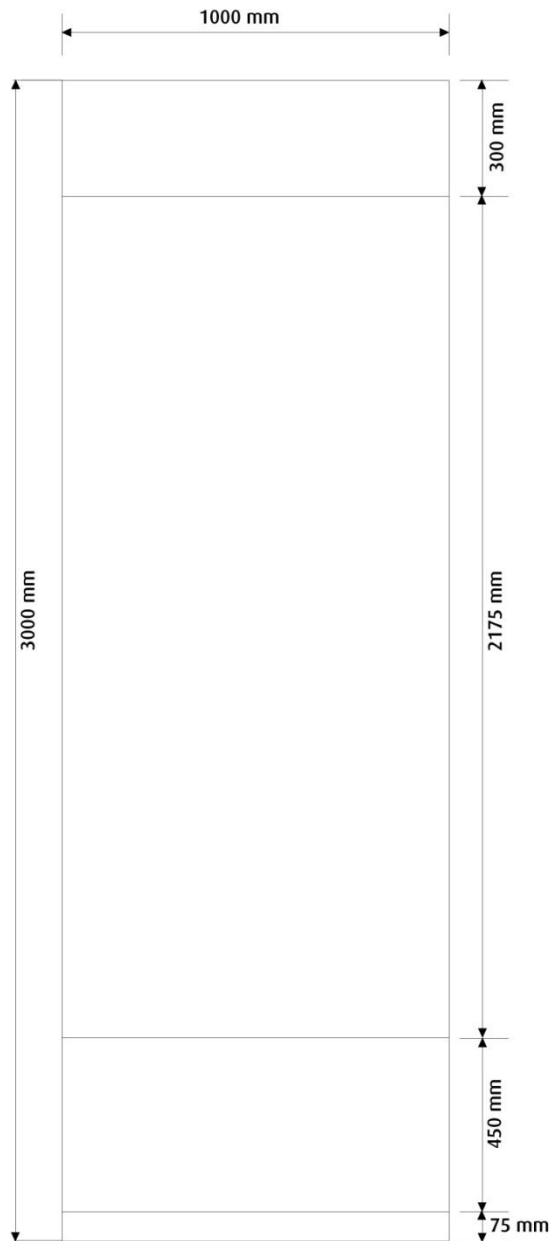
Smart pole along the waterfront promenade



**BANNER ARTWORK SPECIFICATIONS –
FULL COLOUR OF MARINA BAY SIGNATURE**



**BANNER ARTWORK SPECIFICATIONS –
DIMENSIONS FOR STANDARD SIZED BANNERS**



Standard Sized Banner on Smart Pole

'MARINA BAY' BRAND SIGNATURE

The applicant shall comply with the following conditions when applying the Marina Bay brand Signature:

1. **Size.** The brand signature must never be modified in any way. That is, do not squash, stretch, or try to redraw it.
2. **Full Colour Version.** The Marina Bay brand signature shall appear in white background to ensure maximum visibility.
4. **Background Colour.** The 'Marina Bay' brand signature (full colour) may appear against light colour backgrounds in situations when applying the brand signature on white is not feasible. However, light background colours that clash or contrast with the brand signature must be avoided.