

Event Services

221 Squires Student Center (0138)
540.231.5005
eventservices@vt.edu



STUDENT AFFAIRS
STUDENT ENGAGEMENT
AND CAMPUS LIFE
VIRGINIA TECH.

Banner Guidelines

Guidelines

- Banner space is for the use of registered student organizations and University departments only. The individual making the reservation must be an Authorized Contact.
- Reservations for all locations will be made for a minimum one week period from Tuesday to Monday. The maximum hanging time is two weeks at one location with no more than two locations at a time.
- Banners may only advertise events or functions sponsored by officially registered Virginia Tech student organizations or University departments.
- If any banner is hung without approval or banner space regulations are violated, the banner will be removed and a fee of \$15.00 per banner will be charged directly to the sponsoring organization/department.
- Damages to any buildings resulting from a banner hung or removed incorrectly, or from any inappropriate materials used, are to be repaired by University personnel only. All costs associated with repairs will be charged to the sponsoring organization/department. Student Engagement and Campus Life and Virginia Tech will not assume liability for any lost, damaged, or unclaimed banners.

Banner Regulations for Squires Atrium (Ring Side)

- Reservations must be approved by the Assistant Director of Event Services and will only be made for days correlating to a reservation in a major venue. Only one banner per event will be hung at a time.
- Banners must be professionally made and have grommets in the upper corners and along the top of the banner.
- Main Railing: Minimum length is 8 feet; maximum length is 17 feet. Maximum height is 3.5 feet.
- Columns: We suggest 36X60
- Banners not meeting these requirements will not be hung.

Banner Regulations for Squires Student Center Atrium

- The sponsoring organization is not responsible for hanging or removing banners at this location. Banners must be delivered to the Event Services by 3:00 p.m. the Monday before the reservation begins. Banners delivered after 3:00 p.m. will not be hung. Banners not picked up from the Event Services by 4:30 p.m. on Friday after the conclusion of a reservation will be discarded with or without prior notice.
- Banners reserved for Squires Student Center are hung from the 2nd floor atrium. Banners must be 4'H x 5' W. If they do not meet these dimensions' banners will not be accepted.

Banner Regulations for Derring Hall, Litton Reaves, & War Memorial Hall

- Sponsors are responsible for the hanging and removal of their banners from the building.
- Banners must be hung from the building exterior only (except at War Memorial). Access to offices, classrooms, or building roofs is not permitted.
- Banners to be hung on these buildings must be 4'H x 5' W.
- Banners must not cover any windows of the building from which they are being hung.
- DERRING: The event sponsor may hang the banner on the balcony facing the Commuter Lot and Prices Fork Road or on the opposite side facing Pamplin. Collectively, there are a total of 12 banner spaces with good viewing area. The easiest way to display the banner is to take the stairs to either the 2nd or 3rd floor landing and tie the banner to the railings that border the building. The event sponsor will need to supply their own rope to secure the banner to the railing.
- LITTON REAVES: Banners are displayed from the covered entrance of the building. There is no access to this location from inside of the building. To display the banner from Litton Reaves, the event sponsor will need to bring a ladder, two individuals and approximately 6 ft. of string. The banner must be hung outside with a ladder (one person should hold the ladder while the other hangs the banner). On top of the covered entrance, there are cinderblocks holding metal poles. Tie the banner to the length of the metal pole. Litton Reaves can accommodate two banners at a time. For more information on ladder safety please refer to the EHSS website http://www.ehss.vt.edu/programs/LAD_program_online.php.
- WAR MEMORIAL: The event sponsor will need to go to the third floor of War Memorial to hang the banner outside of the window. Approximately 6 ft. of rope/string is needed. War Memorial can accommodate two banners at a time; one on either side of the building

Making Your Banner

- Acrylic/waterproof paint should be used for its resistance to inclement weather (outdoor banners only).
- No boards or rods should be attached to any banner prior to hanging.
- Banners must fit specific dimensions 4' H x 5' W
- It is recommended that banners are not made of paper.

All University Policies for Advertising apply to Banners which can be found at <http://www.policies.vt.edu/>

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