

DSP Appreciation Week Lamp Post Banner Toolkit

- Contact City/Town for licensing for lamp post banner display
- Get banner dimensions confirmed from town/city

Ex: <https://www.manchesternh.gov/Departments/City-Clerk/Licenses-and-Permits/Banner-Permits>

- Decide number of banner sponsorships depending on lamp post availability and cost of license.
- Promote banner sponsorship opportunity
- Request proclamation from the city/town

Ex: <https://www.manchesternh.gov/Government/Mayor-and-Aldermen/Mayors-Office/Request-a-Proclamation>

The Concord Collaboration will request the statewide proclamation.

- Design banners (some printers will assist with this – if you choose to use Spectrum Printing, you can request the same banner design that the Concord Collaboration uses.)
- Have banners printed
- Coordinate with city/town for banner drop off/pick up
- Press release identifying sponsors
- Hold town/city proclamation event during DSP Appreciation week – invite community to attend.

Promote DSP appreciation within your community!