

# Cathedral City's Banner & Electronic Sign Sponsorship Program

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## What is it?

Beginning of the week of November 1, 2022, Downtown Cathedral City will transform into a spectacular art scape of colorful new banners promoting the City's new amphitheater, businesses and organizations, and our Arts and Entertainment District serving our residents.

These two-feet by four-feet colorful banners will attract the attention of an average of 42,000 automobiles that travel daily up and down East Palm Canyon Drive (HWY 111). They will provide top of the mind awareness of your business or organization's name.

## How long will the banners stay posted?

The banners will go up on or before November 1, 2022 and will be displayed until October 31, 2023.

## Why should my business participate?

- **Traffic Driven Promotion - Top of the Mind Awareness**

Literally, it is a traffic driven promotion. Besides I-10, East Palm Canyon Drive (HWY 111) has the most traffic of all roads traveled in the Coachella Valley. As people drive by, they will read your business name. The banner is printed on both sides.

*Is it lunch time and you're a restaurant? Are you selling real estate?  
Car's AC on the blink and it needs auto repair? Need insurance?*

- **Supports the Special Events in Cathedral City**

Proceeds from the banner program help support the City's Special Events.

- **Logo Rotation on the New East Palm Canyon Drive Electronic Billboard**

When space is available, your logo will be added into the "Thank You" rotation on the electronic billboard. The logos will be divided into 4 groups. If you purchase 4 or more banners, you will be placed in all 4 groups. Rotation happens throughout the year.

## How much does it cost?

For 12 months of sponsorship, the cost of the banner including production is only \$500. Purchase 4 or more banners and each banner costs \$450 including production for an entire year!



## How do I select my banner location?

Go to [www.discovercathedralcity.com/banners](http://www.discovercathedralcity.com/banners) and select your top 3 picks based on availability. Please know that pole choices are not guaranteed, but we will do our best to honor your choices.

1. Select the section of East Palm Canyon Drive (blue, green, yellow, or orange)
2. Select the pole number
3. Select the interior (closest to the road) or exterior banner position

