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A Successful Event Starts With A Vinyl Banner

A friend of mine is in charge of an annual festival down by the harbor in Charleston, South Carolina where we live. The event kicks off the summer and raises money for a non-profit organization in the Lowcountry. Each year she arranges for food vendors, live music, and miscellaneous activities for children and families. Charleston is known for having a great deal of outdoor festivals and celebrations nearly every weekend, but in years past, her event was the only one to occur each first Sunday in May.

We all know the old saying, "April showers bring May flowers." Well that was certainly the case this past year, as it rained nearly every day in April. All of the outdoor events were either canceled or rescheduled. Unfortunately, an extremely popular event was rescheduled for...you guessed it...the first Sunday in May!

My friend has always had great attendance at this event, and has always raised a lot of money for the non-profit. But this year, she was worried about the success of her event, as she certainly didn't want to let them down this year.

Time to advertise! But what kind of budget did she have for promotions?

My friend did not have a lot of money put aside for promotional purposes, as the event is for fundraising. Television and radio commercials are very expensive, and with modern technology, a lot of people skip over these promotional ads anyway!

She definitely considered a strategically placed billboard, since everyone who lives in the same area as where her event would take place would naturally see it at least once per day. But when it came down to it, she just didn't have enough money for such advertisement.

So what else could she do?

After thinking long and hard, my friend finally arrived at a conclusion. And what was the solution to her problem? An over-the-street custom vinyl banner! Modern banner printing processes have made full color street banners an especially inexpensive and highly professional way to announce the date, time and location of an event. Plus, a street banner can be double sided at nearly no additional cost!

Vinyl street banners cost a great deal less than a billboard, but still share all of the advantages of a street billboard. Plus, more people pay attention to street banners than billboards because these banners are still pretty uncommon in most areas.

Do street banners have any special requirements?

For public safety reasons, many cities have rules regarding how street banners need to be made. Some of these requirements are that you must use 20oz, extra heavy duty vinyl banner material with tough webbing for extra re-enforcement. And for extra durability and resistance to wind, vinyl street banners must have grommets placed every 2 feet. Lastly, wind slits are usually required to reduce wind loads.

Enough with the facts already! I'm dying to know was your friend's event a success?

My friend raised more funds at this year's event than any event in the past! Plus, more people than ever were in attendance! In fact, she later learned that there were more people at her event than the statistically popular rescheduled event that took place that same day. My friend was thrilled! To this day, she still credits that custom street banner for stirring up so much excitement throughout the city and for saving the celebration!

To learn more about [custom banners](#) and the modern [banner printing](#) process, visit Kara's site.

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