**Oktoberfest Banner Delivery**

**Overview:** The Oktoberfest advertising/marketing team will design and order banners (historically, there have been 10-15) to be displayed over the city/county. They will also have a list of potential deployment sites available. See the **Oktoberfest Banner Locations Table** below for some recent locations used in years past. These banners are placed at least 30 days before the Oktoberfest weekend. The banners should be inspected by a drive-by at least once or twice over the 30-day posting period. After the event (early Sunday morning), the banners will all be retrieved and returned to the fairgrounds to be packed away with other materials and supplies.

**Manpower Required:** This could be a one-person job that should require 6-8 hours depending on travel time between deployment sites. The same person who delivers and displays the banners is recommended to retrieve them early Sunday morning. This could easily be divided up between several members.

**Tools and Materials:**

* A post driver
* V-Channel signposts (48” or 60” – depends on the banner size) (2-posts per free-standing banner)
* Zip-ties (8” to 12”) to attach banners to posts
* Gloves
* Cording
  + Used when attaching banners to existing structures and or v-channel posts

**Procedure:**

1. Receive and review the plan developed by the marketing team.
2. Contact the property owners for permission and to coordinate where they want the signs posted.
3. Develop an efficient deployment routing map for setup and takedown.
4. Pick up banners, signposts, etc., from the fairgrounds and/or event coordinator.
5. Once on site, inform the business owner that we are placing the banners and ask if they have any restrictions or recommendations. This can be coordinated under Step 2 above.
6. Place and stabilize signposts.
7. Attach banners with zip-ties or cording.
8. Early Sunday morning, follow the same or opposite deployment path to recover all the banners and signposts for use next year.
9. Deliver all materials to the Fairgrounds, where the logistics team is staging and packing Oktoberfest materials and signage for annual storage.

**Oktoberfest Banner Locations Table:**

**Name of Location: Address of Entity: Property Owner Contact:**

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| --- | --- | --- |
| **Frankline Liquors**  (Small Banner) | 2913 Urbana Pike  Ijamsville, MD | Mr. Manish Desai  (301) 693-4206 |
| **Lighthouse Financial**  (Small or Large Banner) | 164 W. Main Street  New Market, MD | Mr. Jonathan VanMeter  (301) 882-8470 |
| **Morgan Keller**  (Large Banner) | 70 Thomas Johnson Drive  Frederick, MD | Mr. Darrel Guyton  (301) 748-1992 |
| **Triangle Motors**  (Small or Large Banner) | 1790 N. Market Streek  Frederick, MD | Mr. Tom Meacham  (301) 748-9343 |
| **Urbana Village Orthodontist**  (Small Banner) | 3549 Urbana Pike  Frederick, MD | Dr. Jon A. Moles  (301) 874-4747  (301) 264-5907 |
| **Frederick Fairgrounds (Gate)**  (Small Banner) | Main Entrance Gate  (Near to front entrance) |  |
| **TJ’s Roadhouse & General Store**  (Large Banner) | 11037 Liberty Road  Frederick, MD | Mr. Jimmy Summers  (301) 304-2112 |
| **Surf House**  (Small or Large Banner) | 8925 Fingerboard Road  Urbana, MD | Mr. Tom Seymour  (301) 788-9940 |