



**City of Gig Harbor  
Event Marketing Kit**

# Event Marketing Kit Contents

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If you have questions after reading this manual, please feel free to contact any one of the City of Gig Harbor staff. The City is here to help make your event fun, effective, and safe.

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The City of Gig Harbor allows the display of banners for the purpose of advertising public/civic events for non-profits only. Such banners may be displayed for 7 days. The designated location within the city for this purpose is near Austin Estuary – attached to the designated banner poles on either side.

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Gig Harbor—"The Maritime City" is the trademarked property of the City of Gig Harbor. In an effort to maintain a unified voice and image in all communication, and to establish a uniform standard for using the logo, this section provides guidelines for conceptual use of the logo, and defines ideas, goals and vision of Gig Harbor—"The Maritime City."

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## City Contacts

<b>Shawna Wise</b>	<b>253-853-7638</b>	<a href="mailto:wises@cityofgigharbor.net"><u>wises@cityofgigharbor.net</u></a>
<ul style="list-style-type: none"> <li>• Special Event Permits</li> <li>• Insurance Requirement</li> </ul>		
<b>Kris Szelmeczka</b>	<b>253-851-8136</b>	<a href="mailto:szelmeczkak@cityofgigharbor.net"><u>szelmeczkak@cityofgigharbor.net</u></a>
<ul style="list-style-type: none"> <li>• Harborview Banner Policies &amp; Procedures</li> <li>• Harborview Banner Application</li> </ul>		
<b>Patty McGallian</b>	<b>253-853-7621</b>	<a href="mailto:mcgallianp@cityofgigharbor.net"><u>mcgallianp@cityofgigharbor.net</u></a>
<ul style="list-style-type: none"> <li>• Fire Code Permits</li> <li>• Fire &amp; Life Safety Information</li> </ul>		
<b>Karen Scott</b>	<b>253-853-3554</b>	<a href="mailto:scottk@cityofgigharbor.net"><u>scottk@cityofgigharbor.net</u></a>
<ul style="list-style-type: none"> <li>• Marketing &amp; Promotion Opportunities</li> <li>• Funding Opportunities</li> </ul>		
<b>Diane McBane</b>	<b>253-853-7605</b>	<a href="mailto:mcbaned@cityofgigharbor.net"><u>mcbaned@cityofgigharbor.net</u></a>
<ul style="list-style-type: none"> <li>• Private Property Signs</li> </ul>		
<b>Lt. Fred Douglas</b>	<b>253-853-2424</b>	<a href="mailto:douglasf@cityofgigharbor.net"><u>douglasf@cityofgigharbor.net</u></a>

### Additional Contacts

Health Department	253-798-6500
American Disposal	253-414-0345
Gig Harbor Chamber of Commerce	253-851-6865
Hemley's Portable Toilet Rental	253-858-7727

# Event Marketing Kit Policies & Procedures for Hanging the Cross-Street Banner Over Harborview Drive

## 1. Scheduling

The City of Gig Harbor Tourism & Communications Office and Public Works Operations Division schedules the banner display. Applications forms are available from the Public Works. Contact Kris Szelmezcza at (253) 851-6170.

The city installs banners at one location on Harborview Drive in the area near Austin Estuary Park. This location provides the city crew a safe installation space for banner placement. Banners are installed on Mondays, unless there is a Monday holiday that the crew is not working. Then, the banner is installed the following Tuesday. The banner program is designed for city-sponsored, tourism-related, and government message banners. Due to the increased number of tourism-related events in Gig Harbor, banner slots for are extremely limited. Available time slots are limited for non-profit, non-religious affiliated sponsors of multiple or on-going events. Call Public Works as early as possible to ensure that the desired time space is available. Banners will be hung for two weeks on Mondays (unless it's a holiday then it will be Tuesday). It is the responsibility of the applicant to pick up the banner within one week after it has been taken down.

## 2. Design and Content Approval

The City of Gig Harbor allows the display of banners for the purpose of advertising public/civic events, (government, school or non-profit events only) hung. City personnel will hang all banners as scheduling and weather permits. The City Tourism & Communications Director has the right to accept or reject any banner based on the content of the banner and will reject any banner if the content does not meet these guidelines. If the banner has a sponsor name or logo on it, the name of logo cannot be the dominant element of the banner. The emphasis of the banner must be the time and place of the event.

## 3. Insurance Provisions

A Certificate of Insurance on the standard ACORD form at the standard combined general liability rates of \$1,000,000 is required. The certificate must name the City of Gig Harbor as an additional insured. The Insurance Certificate must also state: "the event name, the sponsor, the dates the banner will be hung, and that the banner is to be hung along Harborview Drive, a public street." This insurance documentation will need to be submitted and approved prior to your banner being hung. Your Certificate of Insurance cannot be accepted without this wording on the certificate. Please provide this information to your insurance company.

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## Policies & Procedures for Hanging the Cross-Street Banner Over Harborview Drive (cont'd)

#### 4. **Construction**

Banners should meet the following construction specifications. These specifications should be considered minimum specifications. Banners which are expected to be reused over several years should be constructed of the heaviest weight material available.

Size. Banners should be about 25 – 30 feet long and a maximum height of three (3) feet. Banners shall have wind hold flaps every 2 – 3 feet as necessary.

Material. Banners shall be made of 12 – 18 ounce banner material.

Mounting provisions. Banners shall have reinforced grommet holes – one in all four corners and spaced every 12 inches along the top of the banner. The snaps for the grommet holes should be placed in each hole across the top and the 2 holes in the bottom of the banner (diagrams for snaps are available). Applicants shall tie 3/8" or 1/4" rope –25 feet each– to the bottom corners of the banner.

Message. Banners shall promote non-profit events, and shall not advertise or promote the sale of any product or commodity, political position or religious belief. The emphasis of the banner must be the time and place of the event.

#### 5. **Delivery, Hanging and Retrieval of the Banner**

The banner must be delivered to the Public Works office the Friday prior to the date the banner is to be hung. City personnel will hang all banners as our scheduling and weather permits. After banners are taken down, the organization is expected to pick up the banner from the Public Works office within a week.

## Event Marketing Kit Funding Opportunities

The Gig Harbor Tourism & Communications Office is funded annually through the lodging tax collected for overnight stays. Each fall, the Gig Harbor Tourism & Communications Director works with the Lodging Tax Advisory Committee to develop a budget to help generate additional overnight stays.

Beneficially, tourism events that will generate overnight stays can discuss potential partnerships and media relations opportunities with the Gig Harbor Tourism & Communications Director. The Director currently considers requests for events that fall outside the “peak” tourist season: January thru March and the entire month of November.

If your event will generate overnight stays, or if additional funding is needed, you can discuss opportunities with the Gig Harbor Tourism & Communications Office: 253-853-3554.

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## Marketing & Promotion Opportunities

There are several ways to promote your event for free or for a small fee in Gig Harbor. The City of Gig Harbor maintains an up-to-date directory of media resources and you can contact the Tourism & Communications Director if you need access to this information.

Locally, event planners should explore the following options:

- Tacoma CVB
  - 253-284-3254
- Kitsap Visitor Bureau
  - 800-337-8580
- Gig Harbor Chamber of Commerce
  - 253-851-6865
- KGHP Radio
  - 253-857-3513
- Downtown Waterfront Association
  - 253-514-0071
- Peninsula School District flyer distribution
  - 253-530-1009
- Peninsula Library
  - 253-851-3793
- Peninsula Light monthly bill inclusion and newsletter
  - 253-857-5950
- Gig Harbor Visitor Brochure Racks at the Civic Center
  - 253-853-3554

The City of Gig Harbor Tourism & Communications Office also mails 10-20 packets a week to visitors requesting information. Providing your brochures or flyers to the Office will result in distribution to potential visitors. In addition, your event may be highlighted on the City of Gig Harbor highlights visitor web page at [www.gigharborguide.com](http://www.gigharborguide.com).

# Event Marketing Kit

## Developing & Distributing Press Releases

The Gig Harbor Tourism & Communications Director can help develop press releases for any tourism-related event. If your event is not tourism-related or if you choose not to use the Director's services, please use these guidelines to assist in your release writing:

### **Guidelines**

*- for developing*

- **The 5 W's (and an H!)** Every news story contains six elements: Who? What? When? Where? Why? And How? Every press release should provide the answers to these essential questions.
- **Keep it short.** A release should be no more than two pages long and use short sentences and paragraphs.
- **Stick to the format.** For your reference, a sample of an official press release is included. Please follow this format, including "###" at the end of your release.
- **Double-check for accuracy and spelling.**
- **Write factually.** If you want to express opinion or editorialize do so in direct quotes.

### **Guidelines - for distributing**

- Press releases can be distributed to the media by postal mail, or (increasingly) by e-mail. The Tourism & Communications Director maintains an up-to-date directory of tourism-related media addresses of both types. Contact the Director if you need access to this information.

# Sample Press Release

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FOR IMMEDIATE RELEASE  
Contact Gig Harbor Tourism & Communications Office  
253-853-3554

## Gig Harbor Heritage Row

August 15, 2012 - It's time to launch your rowboat, kayak, canoe, or skull into the water because the annual Gig Harbor Heritage Row fundraiser for the Gig Harbor Peninsula Historical Society is here. Do you remember when the pioneers used to row to and from Tacoma on a regular basis? Well, on September 13<sup>th</sup> you will have the opportunity to live like a pioneer and row to Tacoma and back. This year rowers will be traveling a new route across the Narrows. Rowing will start and finish at Jerisich Park where both food and entertainment will be provided for event goers. Do not miss this pioneering opportunity to support the Gig Harbor Peninsula Historical Society and to row through the beautiful waterways surrounding Gig Harbor. Mark your calendars now because this event only happens once a year. For additional information or to register you can contact the Gig Harbor Historical Society at [www.gigharbormuseum.org](http://www.gigharbormuseum.org) or 253-858-6722.

###



The Peninsula Gateway  
3226 Rosedale St. NW #100  
Gig Harbor, WA 98335  
253-358-4141  
www.gateline.com

**CALENDAR**  
**Events, meetings, other**

Sponsoring organization: \_\_\_\_\_

Name/type of event: \_\_\_\_\_

Date(s) of event: \_\_\_\_\_

Start time or operating hours \_\_\_\_\_

Location of event: \_\_\_\_\_

Street address: \_\_\_\_\_ City: \_\_\_\_\_

Admission fee: \_\_\_\_\_

Tickets available: \_\_\_\_\_

Contact name: \_\_\_\_\_

Contact phone: \_\_\_\_\_

Other information: \_\_\_\_\_

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\_\_\_\_\_  
\_\_\_\_\_

Submitted by: \_\_\_\_\_

Phone (local daytime): \_\_\_\_\_

# Event Marketing Kit

## Legal Uses of the City of Gig Harbor Logo

Gig Harbor—“The Maritime City” is the trademarked property of the City of Gig Harbor. In an effort to maintain a unified voice and image in all communication, and to establish a uniform standard for using the logo, this page provides guidelines for conceptual use of the logo, and defines ideas, goals and vision of Gig Harbor—“The Maritime City.”

The logo is authorized for use by the City, Chamber and Downtown Waterfront Alliance for any tourism-related use, without special permission. For other uses, by other entities, permission must be obtained from the City’s Tourism & Communications Director prior to any published use. Some uses may not be deemed appropriate, and some uses may require a fee.

- **The Logo**

A logo is the identifying mark of an organization. The trademarked City of Gig Harbor Logo consists of two elements: *the symbol* (a swirling “G” which depicts water with three sail images) and the *logotype* (the words “Gig Harbor” and the words “The Maritime City”).

When using the City of Gig Harbor Logo, specific guidelines must be observed regarding the relationship (both size and placement) of the two elements comprising the tourism mark.

- **Basic Usage Standards for Gig Harbor Tourism Logo**

The logo’s proportions cannot be altered. Do not change the elements in relation to each other (e.g. shrink the logotype or enlarge the symbol).

Likewise, the logotype “Gig Harbor” has been specially designed for use with the symbol and should not be changed or altered, nor should a substitute font be used.

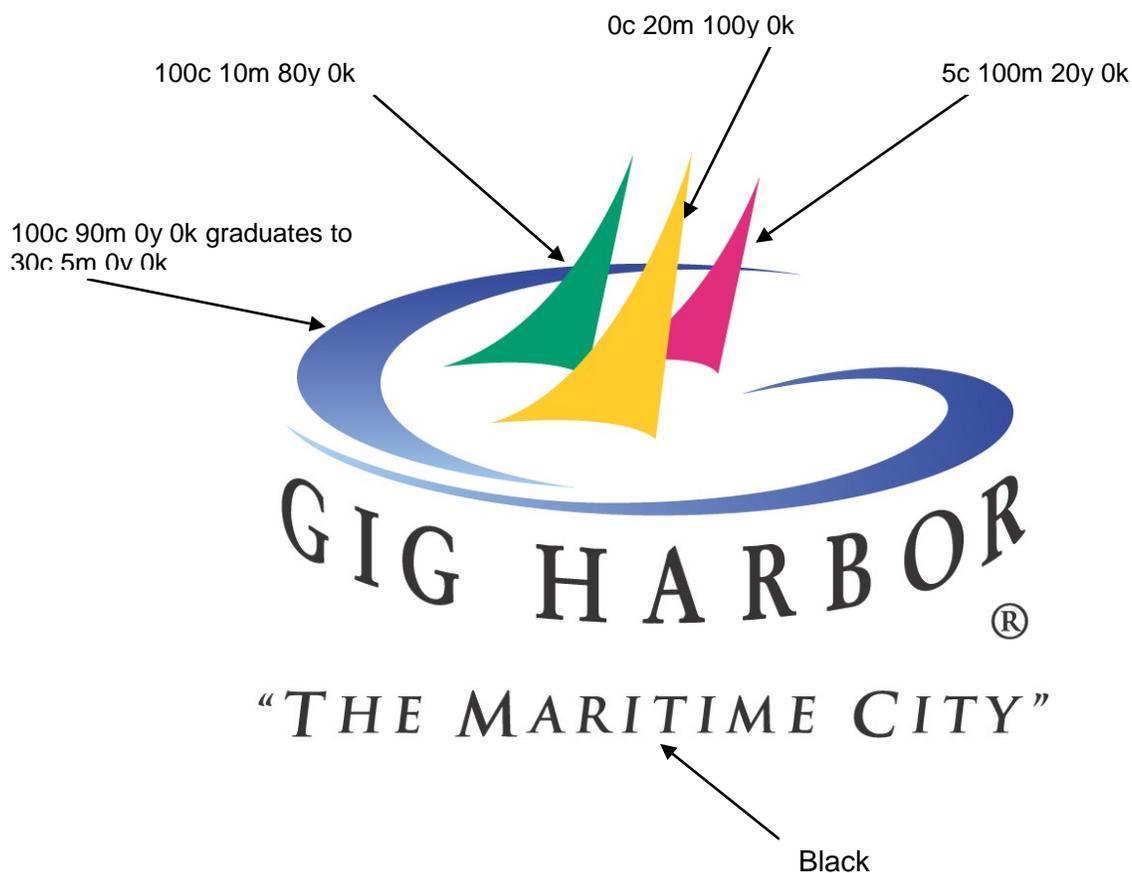
To ensure correct usage of the logo, use only configurations from approved ‘camera ready’ stat sheets (slicks) or an encapsulated post script (eps) file. Both are available from the Tourism & Communications Director.

“The Maritime City” may be an optional part of the logo. No permission is required to drop it. However, when the symbol needs to be used without the logotype (GIG HARBOR), special permission from the Director or designee is required.

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### Legal Uses of the City of Gig Harbor Logo (contd)

**Color –** The official colors of the logo are:



- **One Color Application**

The logo may be used in one color, but when using the logo in one color it must be used in either PMS Black or Reflex Blue, as shown in this manual.



Logo used in Reflex Blue



®

Logo used in Black

# City of Gig Harbor Logo Use Form

\*\*\*\*\*

Name: \_\_\_\_\_

Business: \_\_\_\_\_

Address: \_\_\_\_\_

Phone # (s): \_\_\_\_\_

Email: \_\_\_\_\_

Logo will be used for: \_\_\_\_\_

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Signed: \_\_\_\_\_ Date: \_\_\_\_\_

## Event Marketing Kit

### Required Fees\* Specific To Special Events Permitting

Special Event Application	
Non-Profit	\$ 50.00
Commercial	\$500.00
Encroachment Permit for Harborview Banner	\$ 30.00
Harborview Banner installation/removal fee	\$100.00
Encroachment Permit for A-board/off-site signage	\$ 30.00
Fire Code Inspection Permit	\$ 66.00
Special Use Permit (If required)	\$ 120.00

**Insurance Requirements:** “City of Gig Harbor” must be named additional insured (ask about specific verbiage requirements).

**Event:** Policy shall have primary coverage limits of: \$1mm General Aggregate (per event); \$1mm Products Aggregate (if food and/or beverage vending is part of the event); \$250,000 Personal and Advertising Injury, \$50,000 each occurrence; \$50,000 Fire Legal Liability; and \$50,000 Damage to premises. Liquor liability coverage and additional permitting is required for events where alcohol is served.

**A-Boards & Off-Site Signage:** Proof of liability insurance with a single limit of \$1mm for each incident and naming the City of Gig Harbor as additional insured. Specific location and number of signs must be provided.

**Cross-Street Banner at Harborview Drive:** Certificate of liability insurance for a minimum amount of \$1,000,000 and naming the City of Gig Harbor as additionally insured.

**Clean-up Commitment.** In the event a sponsoring organization fails to adequately provide clean-up in accordance with the plan submitted, the City may conduct the necessary clean-up and bill the sponsoring organization for such costs. The sponsoring organization must make payment to the City upon receipt of the City’s invoice for such costs.

\*Basic requirements; other fees may be assessed.

[www.gigharborguide.com](http://www.gigharborguide.com) [www.cityofgigharbor.net](http://www.cityofgigharbor.net)