

**APPENDIX “B”**  
**Festival & Event Tag Signage Details**

**Festival and Event Signs and Location:**

Uniform blue and white festival tag signs (17' x 2' or 5.2m x 0.6m in size) will be temporarily installed under the large Community Identity Highway signs on the 100 Series Controlled Access Highway for major tourism festivals and events. Festivals and Events meeting the established criteria will denote the name of the festival or event (as it appears in the Festival and Events Digest) along with the appropriate dates. No marketing/advertising slogans will be allowed. Signs can be **installed up to 3 weeks in advance** of the festival or event and **must be removed immediately (within 2 weeks) following** the festival or event. The Department of Transportation and Public Works will manufacture these signs.

**The installation, removal, and storage of these signs will be the responsibility of the festival and event organizers. Failure to abide by the installation and removal guide lines could lead to suspension from the program. Where signs are not removed within the allotted time, the Department of Transportation and Public Works may be requested (by the Department of Tourism, Culture and Heritage) to remove them. The cost of removal will be billed to the organization/group who originally applied for the festival tag.**

**Note: Where Festival and Event signs are installed under the large Community Identity Signs the organization applying for the festival tag signs must receive permission from the community which owns the signs prior to approval being granted.**

**Festival Tag Costs:**

- ▶ Manufacturing costs for 2 festival tag signs for the 100 Series Controlled Access Highway are \$1,200.00.

**Costs are based on 2003 costs and are subject to review on a yearly bases.**

**In cases where a sign has been removed and the organization/group is required to re-apply to the program all outstanding costs must be paid in full before re-approval will be granted.**