

How to use venue banners?

Key Information

Whilst we understand some Relay committees want banners and others don't, we're mindful of our environmental impact. To ensure we're not printing more than is needed, we have designed a template which can be downloaded from the Marketing Materials website and printed on a local level, using committee budget. We would politely request Relays avoid designing banners themselves as the current versions have already undergone many levels of internal approval.

How to print banners locally

We have been told that there are some great relationships with local printers. If you do not have a local printer please use your local knowledge, contacts and google to locate one. Prices can vary so we would recommend getting 3 quotes. Budget for printing will come from the committee budget.

The specifications we recommend are:

Sizes: 1000mm x 3000mm or 1500mm x 4000mm

Materials: PVC semi coated (450 GSM)

Finishing: Welded Hem & Eyelets (every 500mm)

Where and when to display banners

- Think of the audience you are targeting. For example, a location near schools or leisure centres will target a family audience.
- Banners should be placed in high footfall or high visibility locations like a busy roadside or town centre.
- Please always ensure you have permission to place banners and remove them afterwards.
- Banners drive brand awareness so should be displayed in the month that lead up to your event.
- If you have secured other local marketing, please try and use the banners at the same time to create a layered effect.

Generic venue banner example



The generic venue banners do not have the dates or event names on. These banners are the most sustainable and cost effective option and can be used year on year. Please remember that venue banners are a brand awareness tool, and their purpose is to drive people to our website. Without the date and venue this is still an effective acquisition tool. **We recommend that you use this option if possible.**

If you feel that your banner requires the date and venue please speak to your Relationship Manager/CRUK contact who can use the template to amend with our studio team.

Please note that we are unable to change any artwork besides adding a date and venue as they have gone through several rounds of sign off in order to meet our brand and legal obligations.