



Downtown Missoula Boulevard Banner Program



The Downtown Missoula Boulevard Banner Program allows local non-profit organizations to display custom banners on light pole fixtures across nine zones in Downtown Missoula. The Downtown Missoula Partnership (DMP) and Missoula Downtown Association (MDA) formally manage the program.

Who Can Participate in this Program?

This program is exclusively for non-profit organizations. These organizations may book space to hang banners that promote their events, attractions, or initiatives. These banners cannot be used solely to advertise private events or for-profit businesses.

The Data

9

Banner Zones

22

2025 Program Participants

145

Banner Poles Downtown

Why Hang Banners in Downtown Missoula?



Visibility

Gain Out of Home (OOH) exposure in high foot traffic areas



Awareness

Uniquely promote programs, initiatives, and overall brand



Placemaking

Add color, vibrancy, and presence to the Heart of Missoula



Banner Zones

Downtown Banner Reservations & Pricing

Banner Zone Reservation Process

Banner space is booked out by the zone. Banner zone reservation periods last one month, with half-month bookings available upon request. Applicant organizations are permitted to book multiple banner zones across several months. **Review the process for reserving banner space below.**

- 1

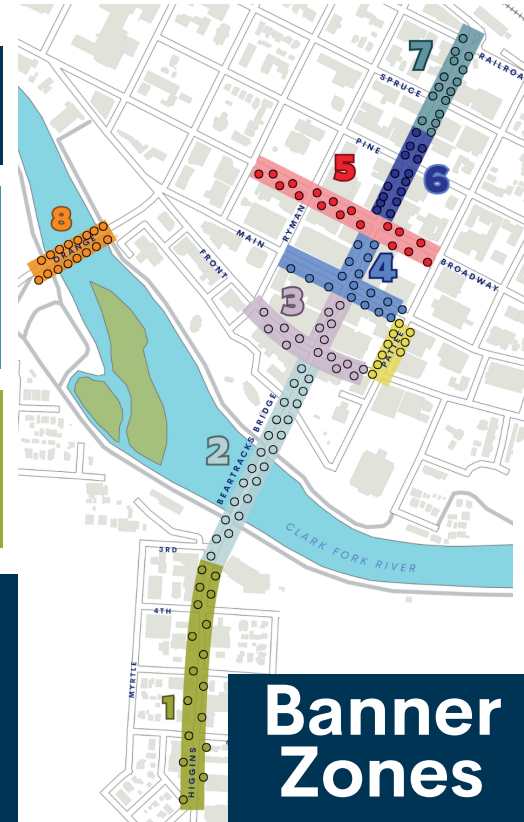
Contact the Downtown Missoula Partnership (DMP) to inquire about availability across desired zones and dates.
- 2

Submit a confirmation form and pay a \$100 non-refundable deposit to reserve your banner placement.

 - This deposit counts toward the total cost of reservation.
 - The remaining balance is due (30) days prior to installation.
- 3

Deliver your banners to the DMP for installation Downtown!

All new banner designs must be approved by the MDA Executive Board and Mayor's Office. Upon approval, the organization can print their banners.



Banner Zone Pricing \$

Banner zones are priced by the pole. Organizations displaying banners through this program will pay for the cost of installation below, along with covering the cost of production for the actual banners.

Banner Zones

Zone	Location	Cost Per Pole	Poles Available	Full Month Total	Half Month Total
1	Hip Strip	\$35	17	\$595	\$297
2	Beartracks Bridge	\$45	23	\$1,035	\$515
3	Bridge to Main	\$35	16	\$560	\$280
4	Main to Broadway	\$35	17	\$595	\$297
5	Broadway	\$30	17	\$510	\$255
6	N. Higgins (Pine St. Area)	\$25	15	\$375	\$185
7	N. Higgins (Spruce St. & XXXXs)	\$25	15	\$375	\$185
8	Orange St. Bridge	\$45	16	\$720	\$360
	Pattee St.	\$20	9	\$180	-

Ready To Book Banner Space Downtown?

Contact the Downtown Missoula Partnership Office Today! | info@missouladowntown.com | (406) 543-4238