



Downtown Missoula Banner Program

Hang Your Nonprofit Banners Downtown



Showcase your nonprofit in the heart of Downtown Missoula! **The Downtown Missoula Boulevard Banner Program** allows local nonprofit organizations to display custom banners within the Downtown Missoula District. The Downtown Missoula Partnership (DMP) formally manages the program.

Who Can Participate in this Program?

This program is exclusively for nonprofit organizations. These organizations may book space to hang banners to promote events, initiatives, programs, and increase general visibility. For-profit businesses and private organizations cannot utilize this program.

*The
Data*

9

Banner
Zones

29

2026 Program
Participants

145

Banner Poles
Downtown

Why Hang Banners in Downtown Missoula?



Visibility

Gain Out-of-Home (OOH) exposure to thousands of people in downtown's highest foot-traffic areas



Awareness

Uniquely promote upcoming events, programs, initiatives, campaigns, and your nonprofit's brand



Placemaking

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



**Banner
Zones**

Downtown Banner Reservations & Pricing

Banner Zone Reservation Process

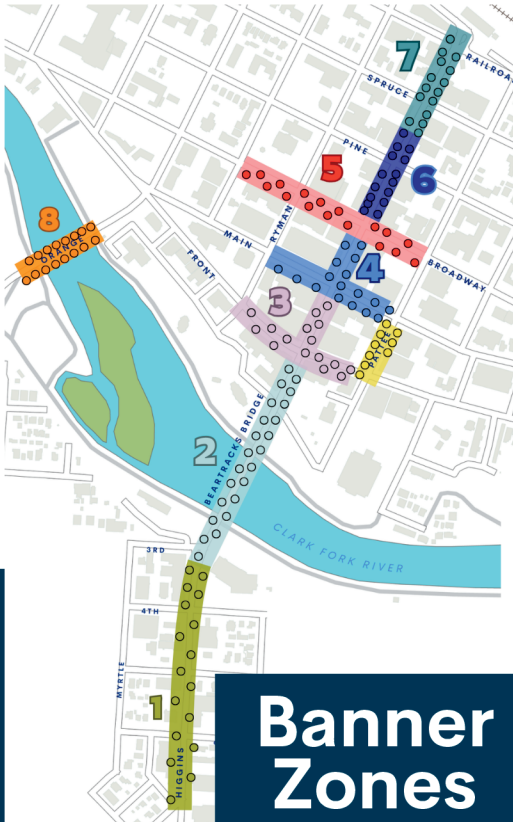
Banner space is booked out by the zone. Banner zone reservation periods last one month, with half-month bookings available upon request. Nonprofits are permitted to book multiple banner zones across several months. **Review the process for reserving banner space below.**

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

Deliver your banners to the DMP for installation!
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 pricing is listed below. Organizations displaying banners must pay for the cost of banner production and the cost of installation.

Zone	Location	Cost Per Pole	Poles Available	Full Month Total	Half Month Total
1	Hip Strip	\$38	17	\$646	\$322
2	Beartracks Bridge	\$50	23	\$1,150	\$575
3	Bridge to Main	\$38	16	\$608	\$304
4	Main to Broadway	\$38	17	\$646	\$322
5	Broadway	\$33	17	\$561	\$280
6	N. Higgins (Pine St. Area)	\$27	15	\$405	\$202
7	N. Higgins (Spruce St. & XXXXs)	\$27	15	\$405	\$202
8	Orange St. Bridge	\$50	16	\$800	\$392
Pattee St.		\$20	9	\$180	Not Available

Ready To Book Banner Space Downtown?

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