

TOWN OF  
**QUEEN CREEK**  
ARIZONA

Utilize the East Side of the Ellsworth  
Loop Underpass to Promote Queen  
Creek Businesses

November 7, 2012



# Layout

## ADVERTISING PROPOSAL FOR CORNER OF ELLSWORTH LOOP & RITTENHOUSE



# East Banner Sample

*Rudy's Restaurant*

**NEW**



**Street Tacos  
\$2.00 Each!**

**How Many Can You Eat!**

**Queen Creek  
Restaurant  
& Burger Bar**

***Home of the 50/50 Burger  
Half Bacon, Half Beef***



**OCOTILLO & ELLSWORTH**



# Details/Logistics

- Town staff to install and remove banners monthly on the same schedule as the west side
- Chamber of Commerce to administer program
- Monies collected from the program to be reinvested for future Town Center projects to be determined by Town Center Committee
- Town marketing partners that are eligible to advertise on the west side of the underpass would not be eligible to advertise on the east side.



# Criteria

- 2-4 templates to chose. Signs to include company's logo, address and appropriate photos.
- No political signs
- No alcohol, gambling, tobacco or sexual explicit materials
- First-time marketing opportunities
- Ability for two businesses to share a banner.





Questions?