



POSTERING AND FLYERING

ON GRANVILLE ISLAND

We have outlined guidelines below for you to follow when you're advertising your show on Granville Island. You **CANNOT** arbitrarily poster or flyer on Granville Island. Your posters will be torn down, your flyers will be recycled, and you will be billed for their removal! ***Please respect these regulations. We did not create them.***

The only spots where marketing materials such as posters and flyers can be are:

- the community bulletin board in the Public Market (single posters/cards only)
- the two small newsstands (for cards, small flyers or a limited number of brochures/programs) at Muffin Granny and in the Net Loft AND
- the small outdoor bulletin board behind the Kids Market (single posters/cards, if the event is kid-related only).

The map racks/boxes around the island and the counter of the visitor information booth are for CMHC Granville Island bilingual maps only.

All materials in public spaces other than in the designated locations are recycled.

POSTERING

However, there are other options that the Fringe creates for the Festival:

- ❖ **Poster Board Towers** at about 6 high-traffic locations on the island!
 - **NOTE:** All Posters on poster board towers should be laminated (or 'laminated' using packing tape) so that they do not fall apart and fall onto the ground when it rains. This is very important because the Fringe gets into very big trouble whenever there are soggy posters on the ground (so much so that we will lose our ability to have these towers in future years if there are issues this year!). So please laminate your posters, or if you see soggy posters on the ground, please pick them up and throw them away so that all of our artists in future years can poster on Granville Island!
 - **Each company may only put ONE poster up at each poster location on Granville Island**
- ❖ **Off the Island**
 - Feel free to poster wherever you want: cafes, stores, poster boards etc. (FYI: it is against the law to poster on power poles or mailboxes). Try the areas around Commercial Drive, Main Street, Denman Street...

FLYERING

Flyering is the best method of promotion on Granville Island. It gives you an opportunity to connect with audiences and create buzz about your show. You are free to hand out flyers almost anywhere. However, there is one exception:

Do **NOT** put flyers on car windshields, especially on Granville Island.