The City of Phoenix is the proud host of Super Bowl LVII. While the Big Game will be held in Glendale, many of the events and activities will take place in Downtown Phoenix. During such mega events, many cities put temporary signage restrictions in place in partnership with the NFL to protect local businesses from “ambush” or “guerrilla” marketing attempts during the event period.

Downtown Phoenix Inc. (DPI), in partnership with the City of Phoenix Planning and Development Department, and the Arizona Super Bowl Host Committee is asking downtown business owners to start early to ensure their business complies with zoning and signage regulation for events.

The “Clean Zone” enforcement period is from January 15, 2023 through February 19, 2023.

The “Clean Zone” applies to businesses in the Special Promotional and Civic Event Area (see map on back) at the center of the activities around Margaret T. Hance Park. New temporary signage requires Arizona Super Bowl Host Committee approval.

WHAT DOES THIS MEAN FOR MY BUSINESS?

This means that businesses that fall within the “Clean Zone” should remove any existing temporary signage during the Special Promotional and Civic Event Area period above. You can apply for additional temporary signage permits using the contact information below, in order to display guideline-compliant signage during the event period.

Please Note! These restrictions will not affect existing permitted permanent signs that have been approved by the City of Phoenix.

KEY DATES:

- December 15: Deadline to submit applications for temporary signage permits. Applications submitted after this date may not be processed in time for the event period. Please allow at least 5-7 business days for processing.

- January 15: Specific civic event period begins (all temporary signage must be removed)

- February 20: Special event period ends

WHAT COUNTS AS TEMPORARY SIGNAGE?

Temporary signage is anything that is not physically built into your business. This includes:

- Banners (cloth or vinyl)
- Pennants
- Window paintings
- Posters/Flyers
- Flags
- Balloons

Permit applications can not be approved for materials that display the logos for Super Bowl sponsor competitors and non-licensed use of the Super Bowl LVII trademark.

WHERE CAN I GO IF I HAVE QUESTIONS?

Please contact David A. Williams at 602.256.4242 or david.a.williams@phoenix.gov with questions related to temporary signs during the special promotional/civic event period.

For general inquires, contact DPI Stakeholder engagement Manager, Erika Rubio at erubio@dtphx.org or 602.388.6327.