



March 7, 2017

2017 Hometown Heroes Banner Program Sponsorship Opportunity

The Downtown Schenectady Improvement Corporation (DSIC) and City of Schenectady are partnering for a third year on the popular **Hometown Heroes Banner Program**. This banner program proudly recognizes **active duty and veteran servicepersons, both living and deceased**. Each banner will honor a specific Schenectady serviceperson and will include his or her name, branch of service, and photo. Banners will be displayed on street lamps in Downtown Schenectady along State Street (from Veterans Park to South Church Street) and around City Hall from mid-May until mid-November.

This year, we are expanding the program to recognize Hometown Heroes throughout Schenectady County, not just from the City of Schenectady. To qualify, honorees must meet at least the following requirements:

1. **One or more** of the following: A) A current County resident; B) Born and raised in Schenectady County; C) graduated from one of Schenectady County's five (5) School Districts.
2. **Serving on active duty** in the United States Armed Forces or National Guard, OR a **military veteran** (living or deceased) who has served in the United States Armed Forces or National Guard and has been honorably discharged.

Banners may be sponsored by individuals or organizations at a cost of **\$300 per banner**. If you would like to sponsor a banner but don't know of a serviceperson who meets the stated requirements, we can help you identify an eligible honoree. There are a limited number of locations; all sponsorships will be honored on a first come, first served basis.

For your financial support, you will receive the following benefits per banner:

- Production of one (1) 63" x 18" double-sided digital custom vinyl banner.
- Highly visible banner placement either around City Hall or along State Street.
- An 8x10 image of your sponsored banner and honoree, suitable for framing.
- At the completion of the 2017 program, your banner will be permanently removed and presented to you at a closing reception.

Downtown Schenectady has become a prime regional destination for dining, shopping, entertainment, events, and business. These banners will be located in the heart of downtown and will be seen by countless workers, residents, visitors, and investors.

Please consider supporting the 2017 Hometown Heroes Banner Program. See the enclosed response form for additional details. If you would like to see a sample of the banners, please contact Colleen Merays at colleen@downtownschenectady.org. Please fill out your banner sponsorship form and return it to us with your payment and high resolution image by **Friday, April 7, 2017**.

A handwritten signature in black ink that reads "James J. Salengo".

James J. Salengo
Executive Director, DSIC



Sponsorship Response Form

2017 Hometown Heroes Banners

Please see the cover letter for benefits associated with sponsorship.

I would like _____ banner(s) for the 2017 Hometown Heroes Banner Program at **\$300 per banner**

TOTAL DUE: \$_____

NOTE: There are a limited number of locations; sponsorship will be on a first come, first served basis. All banner locations shall be determined by the DSIC. The City and DSIC are not responsible for replacing banners that are stolen, damaged, or destroyed due to age, vandalism, or any acts of nature including high winds. Any loss or damage to an installed banner will be handled at the discretion of the DSIC.

To process the application, please include:

- Proof of Schenectady County residency (past or present) and/or Schenectady County school district graduation for each honoree (e.g. copy of utility bill, driver's license, diploma).
- Verification of active duty status (e.g. copy of military orders or military ID)
- Verification of honorable discharge (e.g. copy of discharge papers/DD 214)
- High resolution digital photo, or 8x10 or 5x7 good quality photo (*Please provide a high resolution portrait photo – i.e. head and shoulders - of the honoree in uniform. A digital image of at least 600 DPI is preferred, but we can scan 8x10 photos. All photos will be returned.*)

Serviceperson Information:

Name: _____
(e.g. SPC. John Smith or SPC. John Smith, Jr.)

Branch of Service & Division: _____

Sponsor Information:

Contact Name: _____ Title: _____

Organization: _____

Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

All ARTWORK and CHECKS must be submitted no later than April 7, 2017

Please send completed form with check payable to "DSIC" to:

Downtown Schenectady Improvement Corporation
Attn: 2017 Hometown Heroes Banner Program
143 State Street
Schenectady, NY 12305

Please email your digital photo and company logo (if applicable) to Colleen Merays at colleen@downtownschenectady.org. If you have any questions, call Colleen at 518-377-9430.