



March 1, 2016

The Downtown Schenectady Improvement Corporation (DSIC) and City of Schenectady are partnering for a second year to bring you the **Hometown Heroes Banner Program**. This banner program is designed to proudly recognize active duty and veteran servicepersons from the City. Each banner will honor a specific City of 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.

To qualify, honorees must meet the following requirements:

- Born in Schenectady, graduated from Schenectady City School District, a current City resident, or a City property owner.
- Serving on active duty in the United States Armed Forces or National Guard, or veterans who have served in the United States Armed Forces or National Guard and have 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 requirements stated, we can help you identify someone for your banner/banners. 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 photo of your sponsored banner.
- At the completion of the 2016 program, the banner will be permanently removed and presented to you at a closing reception.

Downtown Schenectady has become a prime Capital Region 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 DSIC and City of Schenectady's Hometown Heroes Banner Program. See the enclosed response form for additional details. If you would like to see a sample of the proposed 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 1, 2016.**

Thank you!

James J. Salengo
Executive Director, DSIC



Sponsorship Response Form

2016 Hometown Heroes Banners

Please see the cover letter for benefits associated with sponsorship.

I would like _____ banner(s) for the 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 and City of Schenectady. The City of Schenectady and the 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 City and DSIC.

To process the application, please include:

- Proof of City of Schenectady residency (past or present) for serviceperson or immediate family (i.e. copy of utility bill or driver’s license)
- Verification of active duty status (i.e. copy of military orders or military ID)
- 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 1, 2016

Please send completed form with check payable to “DSIC” to:

Downtown Schenectady Improvement Corporation
 Attn: 2016 Hometown Heroes Banner Program
 143 State Street
 Schenectady, NY 12305

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