



April 7, 2017

2017 Hometown Heroes Banner Program Nomination 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.

There is no cost to nominate a serviceperson; however, to guarantee that your honoree will be part of the banner program, you can choose to sponsor a banner. Banners may be sponsored by individuals or organizations, who are responsible for the full cost of the banner. Sponsorship support is essential to making this banner program a reality. The cost of sponsorship per banner is **\$300**. All of the banners will be located in the heart of downtown and will be seen by countless workers, residents, visitors and investors.

See the enclosed response form for additional nomination details. If you would like to see a sample of the proposed banners or are considering sponsorship, please contact Colleen Merays at Colleen@downtownschenectady.org. Please fill out and return your banner nomination form with your high resolution photograph by **Friday, April 21, 2017**.

Thank you!

James J. Salengo
Executive Director, DSIC



Nomination Response Form

2017 Hometown Heroes Banners

NOTE: There are a limited number of locations; nominations 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 nomination, 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 photos. All photos will be returned*).

Serviceperson Information:

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

Branch of Service & Division: _____

Nominator Information:

Contact Name: _____ Title: _____

Organization: _____

Address: _____

City, State, Zip: _____

Phone: _____ E-Mail: _____

All ARTWORK must be submitted no later than April 21, 2017

Please send completed form to:

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

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