



March 10, 2021

2021 Hometown Heroes Banner Program Nomination Opportunity

The Downtown Schenectady Improvement Corporation (DSIC) and City of Schenectady are partnering for a seventh year on the popular **Hometown Heroes Banner Program**. This banner program proudly recognizes **active duty and veteran service members, both living and deceased**. Each banner will honor a specific Schenectady service member and will include his or her name, branch of service, and photo. Banners will be displayed on light poles around Downtown Schenectady from late May until mid-November.

A public nominations process is currently underway to identify eligible honorees for available banners sponsored by local companies. 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 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 service member. However, to guarantee that your honoree will be part of the banner program, you may choose to sponsor a banner. Banners may be sponsored by individuals or organizations at a cost of \$300 each. All banners will be located in the heart of downtown and will be seen regularly by residents, business owners, employees, and visitors.

See the enclosed response form for additional nomination details. If you have questions or would like to see a sample of previous years' banners, please contact Gail White at gail@downtownschenectady.org or Amy Sonder at amy@downtownschenectady.org. Please fill out and return your banner nomination form with your high-resolution photograph by **Friday, March 26, 2021**.

Thank you!

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

James J. Salengo
Executive Director, DSIC



Nomination Response Form

2021 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 your nomination, please include:

- Proof of Schenectady County residency (past or present) and/or Schenectady County school district graduation for each nominated 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*).

Service Member Information:

Rank: _____ Name: _____ Branch of Service: _____
(e.g., SPC. John Smith or SPC. John Smith, Jr.) (Army, Navy, Marine Corps, Air Force, etc...)

Contact Email for Service Member/Family Member: _____

Nominator Information:

Contact Name: _____

Organization (if applicable): _____

Address: _____

City, State, Zip: _____

Phone: _____ E-Mail: _____

All FORMS & ARTWORK must be submitted no later than March 26, 2021

Please send completed form and artwork to:

Downtown Schenectady Improvement Corporation
Attn: 2021 Hometown Heroes Banner Program
143 State Street
Schenectady, NY 12305

Please email your camera-ready photo to Gail White at gail@downtownschenectady.org or Amy Sonder at amy@downtownschenectady.org If you have any questions, you may call Gail or Amy at 518-377-9430.