



February 3, 2021

## 2021 Hometown Heroes Banner Program Sponsorship 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.

**The program recognizes Hometown Heroes throughout Schenectady County.** 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.

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 service member 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, your designated honoree(s) will receive the following benefits per banner:

- Production of one (1) 63" x 18" double-sided digital custom vinyl banner.
- Highly visible banner placement.
- The banner may be hung for up to three years, assuming the banner weathers well.
- An 11x14 image of your sponsored banner and honoree, suitable for framing.
- At the completion of the 2021 program, your sponsored banner will be removed and presented to your honoree and/or their family or can be held at the office of the DSIC for re-hanging the following year.

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 regularly seen and appreciated by residents, business owners, employees and visitors.

**Please consider supporting the 2021 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 Gail White at [gail@downtownschenectady.org](mailto:gail@downtownschenectady.org). Please fill out your banner sponsorship form and return it to us with your payment and high-resolution image by **March 5, 2021.**

Sincerely,

James J. Salengo  
Executive Director, DSIC



## Sponsorship Response Form

### 2021 Hometown Heroes Banners

Please see the cover letter for benefits associated with sponsorship.

I would like to sponsor \_\_\_\_\_ banner(s) for the 2021 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 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.***

In order for us to process your 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) **OR** 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).*)

**Service member Information:**

Rank: \_\_\_\_\_ Name: \_\_\_\_\_ Branch of Service: \_\_\_\_\_  
*(e.g. SPC. John Smith or SPC. John Smith, Jr.) (Army, Navy, Marines, Air Force, etc...)*

Contact Email: \_\_\_\_\_

**Sponsor Information:**

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Sponsor/Company Information: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**All ARTWORK and CHECKS must be submitted no later than March 5, 2021**

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

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

Please email your digital photo and company logo (if applicable) to Gail White at [gail@downtownschenectady.org](mailto:gail@downtownschenectady.org). If you have any questions, call Gail at 518-377-9430.