

**Guilderland**  
Chamber of Commerce  
*"In Business for Business"*

## 2020 Guilderland Hometown Heroes Banner Program Sponsorship Opportunity

The Town of Guilderland and the Guilderland Chamber of Commerce are partnering to initiate the popular Hometown Heroes Banner Program that has gained local and national attention. This is our 3rd year! The program proudly recognizes active duty and veteran service members, both living and deceased. Each banner will honor a specific current or former Guilderland, Berne, Knox or Westerlo serviceperson and will include his or her name, branch of service, and photo.

To qualify, an honoree must be:

- 1) a current or former resident of Guilderland (including Altamont), Berne, Knox or Westerlo; and
- 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.

Starting in 2020, banners will be placed at Tawasentha Park, Guilderland Town Hall and various locations in Guilderland. Every request will be honored as placements are made available. The Town of Guilderland will place and maintain the banners while they are on display.

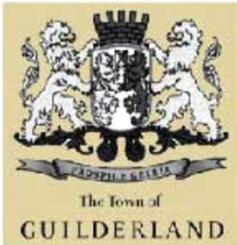
The banners will be on display from spring through fall. There will be an opening ceremony in Spring 2020 and at the conclusion of the 2020 program, the banners will be removed and presented to the family or sponsor. Upon family or sponsor request, banners can be moved inside to Crossgates.

Banners may be sponsored by individuals, families, businesses or organizations for \$150 per banner. If you do not know a local serviceperson but would like to sponsor a banner, the Town and Chamber will pair you with an eligible honoree.

Please consider supporting the 2020 Hometown Heroes Banner Program. A Sponsorship Response Form is included with this letter.

If you have any questions, please do not hesitate to contact the Guilderland Chamber at (518) 456-6611 or by email at [info@guilderlandchamber.com](mailto:info@guilderlandchamber.com).

**Thank you for your support!**



## Sponsorship Response Form Guilderland Hometown Heroes Banners

I would like to sponsor \_\_\_\_\_ banner(s) for the 2020 Hometown Heroes Banner Program at \$150 per banner. TOTAL DUE: \$ \_\_\_\_\_

In 2020, banners will be placed at Tawasentha Park and various locations throughout town. The Town of Guilderland will place and maintain the banners while they are on display. The Town is not responsible for replacing banners that are stolen, damaged, or destroyed due to vandalism or any acts of nature. Any loss or damage to an installed banner will be handled at the discretion of the Town and Chamber. The Town and Chamber reserve the right to use all banner images and biographies in future promotions.

If you wish to sponsor a banner for a specific service member, please include:

- 1) Proof of Guilderland, Berne, Knox or Westerlo residency (past or present).
- 2) Verification of active duty status (e.g. copy of military orders or military ID) OR
- 3) Verification of honorable discharge (e.g. copy of discharge papers/DD 214)
- 4) High resolution digital photo, or 8x10 or 5x7 good quality photo of the honoree in uniform (if possible).

### **Sponsor Information:**

Sponsor's Name as you would like it to appear on the Banner: \_\_\_\_\_

Military Member's Name and Rank: \_\_\_\_\_

Contact Person: \_\_\_\_\_

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

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

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

***All artwork and checks must be submitted no later than March 9, 2020.***

***PHOTOS must be included with the application, name and rank of member written on the back. Photos must be HIGH quality resolution. Bios must be typed and submitted by email only. Including years served, branch, rank, and achievements.***

Please send completed form with check payable to "Guilderland Chamber of Commerce" to:  
**Guilderland Chamber of Commerce 2050 Western Ave., Suite 201, Guilderland, NY 12084**  
**Phone: (518) 456-6611**

Please email your company logo (if applicable) and Bio to [info@guilderlandchamber.com](mailto:info@guilderlandchamber.com)