

# 2018 Hometown Hero Banner Program Guidelines

## Mission

Honor and recognize Upper Perkiomen Valley servicemen and women and their families who have served or given their lives to our country in the United States Armed Forces.

## Application Requirements

In order to be considered for a banner, the nominee must meet the following requirements:

1. Lived in the Upper Perkiomen Valley area at some point in their lifetime
2. Served in one of the following branches: Army, Navy, Marines, Air Force, National Guard, Coast Guard
3. Meet one of the following criteria: honorably discharged Veteran, died in the line of duty

## Banner Design, Time Frame & Location

Banners are 24"x 48", double sided, vinyl material and include service person's name, branch of service, era of service and photograph. Banners will be displayed on telephone poles along Main Street for a two-year period. Banner locations will be selected randomly and specific display locations cannot be requested.

## Banner Photograph

Please secure the photograph you would like to use on the banner, but **do not submit your photograph with the application.** If your application is accepted for the 2018 program, we will contact you to obtain the photograph.

## Banner Pricing & Donations

A \$185.00 donation is requested for each banner application submitted. Donation includes the production of the banner, installation and removal. If the full donation amount is a hardship, please check the box on the application to "request consideration for sponsorship." There are a limited number of locations available for the 2018 program. Applications not processed for 2018 will be put on a waiting list for the 2019 Banner Program. All checks should be made payable to PerkUp Corporation (reference "Hometown Heroes" on the check) or call the Chamber office to pay by credit card.

## Sponsorships

Individuals or businesses interested in supporting the program may want to consider a sponsorship. A sponsorship is a general donation toward the Banner Program. All sponsor names will be recognized on the UPV Chamber website. Please fill out the "2018 Upper Perk Hometown Hero Sponsorship Form."

## Other Information

Banners will be available for pickup at the UPV Chamber office after the display period. Unclaimed banners will become property of PerkUp Corporation. Any damage to an installed banner will be handled at the discretion of PerkUp Corporation. Banners as surprises to living individuals are not permitted.

**Deadline to submit your application is March 30, 2018.**  
**You will be notified by April 30, 2018 with your application status.**

## 2017 Hometown Hero Banners



## Contact & Questions

For questions or more information on the Banner Program, please call the Chamber office at 215.679.3336 or email [schultz@upvchamber.org](mailto:schultz@upvchamber.org)

# 2018 Upper Perk Hometown Hero Banner Application

**Date of Application Submission:** \_\_\_\_\_

Please review the Hometown Hero Banner Program Guidelines for further details

| Nominee Information   |  |             |
|---|--|-------------|
| Full Name <i>*as it will appear on the banner</i>   | Military Rank                            |             |
| Branch of Military  | Era of Service <i>*see options below</i> |             |
| Is Veteran Alive, Deceased, KIA, POW/MIA?   |  |             |
| Veteran must grant permission to be honored on a banner if currently living. Please have Veteran sign and date below. |  |             |
| <b>Signature</b>  | <b>Printed Name</b>                      | <b>Date</b> |

**\*Era of Service - Official DOD Dates**

**Global War on Terror:** September 11, 2001 - Present  
**Persian Gulf War:** August 2, 1990 - August 31, 1991  
**Cold War:** September 2, 1945 - December 26, 1991  
**Vietnam Era:** February 28, 1961 - May 7, 1975  
**Korean Conflict Era:** June 27, 1950 - January 31, 1955

**WWII Era:** December 7, 1941 - December 31, 1946  
**WWI Era:** April 6, 1917 - November 11, 1918  
**Civil War:** 1861-1865  
**Peacetime:** \_\_\_\_\_

| Nominator Information   |  |
|---|--|
| Contact Name  | Relationship to Veteran  |
| Phone   | Email  |
| Address   |  |
| <p><b>Please secure the photograph you would like to use on the banner, but do not submit your photograph with the application. If your application is accepted for the 2018 program, we will contact you to obtain the photograph.</b></p> <p><b>Photo Release:</b> <i>I hereby grant the Upper Perkiomen Valley Chamber of Commerce permission to use the attached photo, which includes a likeness of myself or of my relative, in the Upper Perk Hometown Hero Banner Program. The Chamber may use images of the banner in promotional materials without notification or additional permission. I take full responsibility that all information provided about the Veteran being honored is accurate and correct. *Must be signed by Veteran if living.</i></p> |  |
| <b>Signature</b>  | <b>Printed Name</b> <span style="float: right;"><b>Date</b></span> |

**Completed submission includes the following:**

- completed application
- signed photo release
- military verification form (DD214, military ID, etc.)

**Applications will be approved on a first-come, first-served basis. (Check all that apply)**

- \$185.00 Donation Enclosed
- Partial Donation Enclosed: \$\_\_\_\_\_
- Additional Donation: \$\_\_\_\_\_
- Request consideration for sponsorship

**Please make checks payable to PerkUp Corporation and reference "Hometown Heroes" on the check or call the Chamber office to pay by credit card.**

**Mail or drop off payment at the UPV Chamber office: 300 Main Street, East Greenville, PA 18041**



**Questions**  
 Call 215.679.3336 or email [schultztk@upvchamber.org](mailto:schultztk@upvchamber.org)



# 2018 Upper Perk Hometown Hero Sponsorship Form

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**Date of Sponsorship Submission:** \_\_\_\_\_

Please review the Hometown Hero Banner Program Guidelines for further details

## Sponsorships

Individuals or businesses interested in supporting the program may want to consider a sponsorship. A sponsorship is a general donation toward the Banner Program.

All sponsor names will be recognized on the UPV Chamber website.

| Sponsor Information   |                                |      |
|---|--------------------------------|------|
| Contact Name  | Business <i>*if applicable</i> |      |
| Sponsor Name as it should appear on the UPV Chamber website |                                |      |
| Address   |                                |      |
| Phone   | Email                          |      |
| Signature   | Printed Name                   | Date |

**Sponsorship Amount \$** \_\_\_\_\_

Please make checks payable to PerkUp Corporation and reference "Hometown Heroes" on the check or call the Chamber office to pay by credit card.

Mail or drop off payment at the UPV Chamber office: 300 Main Street, East Greenville, PA 18041



### Questions

Call 215.679.3336 or email [schultzk@upvchamber.org](mailto:schultzk@upvchamber.org)

