

Town of Newfane Hometown Hero Banner & Brick Program

The Town of Newfane is pleased to offer our *Hometown Hero Banner and Brick* programs that recognize the sacrifice and commitment of those who serve in the military. The banners honor our Veterans for their service and those currently serving in the armed forces. Banners can be purchased by friends, families, community organizations or businesses. The banners are prominently displayed from Memorial Day through the fall along main roads in the community. In addition, we have partnered with American Legion so you can also place a memorial brick in the Veteran's Park next to Town Hall.

Banner Information

The full-color banners are 66" by 30" and made of durable vinyl. They are printed on both sides with a patriotic theme and include the Veteran's name, branch of service and photo. They can also include their rank and special honors (KIA, DIS, MIA, POW, Medal of Honor, Purple Heart, Bronze or Silver Star), although we recommend simply including their name and photo, that way their identity is more clearly visible from a distance as traffic quickly passes.

Banners are best displayed in clusters on utility poles along major roads like Routes 78, 104 and East Avenue. Placement of banners must follow specific guidelines and utility company installation policies. They are best placed on straight standing poles that do not lean, and poles that are free of tree limbs and obstructions that reduce visibility. Requests to place banners in preferred locations can be considered but not guaranteed.

Banners can be installed for U.S. Military, Reserve and National Guard personnel who reside in Newfane, previously lived in Newfane or if the sponsoring family currently lives in Newfane. Banners are available for currently serving military personnel, honorably discharged veterans, MIA, and those who died in the line of service.

Banner Pricing

Each banner will cost the family or sponsor a total of \$190, which includes the banner, hardware for hanging, installation and storage. The banner is the property of the family and can be returned to them if requested at the end of the season, but it must be returned to the Town Hall prior to May 1 if it is going to be rehung the next season. To the extent the Town continues to have the resources and capability to maintain the banner program, the town will rehang the banner each year until it wears out, is damaged, the family takes it or the program is concluded. Those producing the banners estimate they will last 3 years if hung properly and there are no extraordinary conditions such as a severe storm, vandalism, tampering or they are damaged by a roadside accident.

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Hometown Hero Banner & Brick Application

Please print clearly
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Veteran or Military Members Name *(as you want it to appear on the banner)*:

Veteran or Service Member: _____

Military Branch: _____ Rank: _____

Service Years Start Year: _____ Discharge Year (or now serving) _____

Era of Service: (WWII, Korea, Cold War, Vietnam, Gulf War, War on Terror, Peacetime, other)

Status: Living ___ Deceased ___ KIA ___ POW ___ MIA ___ Died in Service ___ Other ___

Sponsor's Name: _____

Relationship to Military Member: _____

Sponsor's Street Address: _____

Town/City: _____ State: _____ Zip: _____

Sponsor's Phone Number: _____

Sponsor's Email: _____

I am purchasing a: Banner \$190 _____ Brick \$25* _____ Both \$215* _____

*For Brick Orders - see the following supplementary sheet about pricing, spacing, a graphic and replica. Modify your total amount due as appropriate.

Do you have a preference where the banner is placed:

Newfane _____ Wright's Corners _____ Olcott _____ Ridgewood _____ Appleton _____

Signature _____ **Date** _____

Veteran Approval - If the service member you are honoring is still living, please check with them to be sure they approve of the placement and information on the banner.

Banner Photos - Provide the best quality photo you have of the veteran in uniform. Pictures can be mailed and returned to you (include a self-addressed envelope). Photos can be digitally scanned and sent by email, or bring them to the Town Hall to be scanned.

Payment: Please make checks payable to the Town of Newfane, with the memo "Hometown Heroes". Mail the check and application and provide a photo to Newfane Town Hall, 2737 Main Street, Newfane, NY 14108, or drop it off at the Supervisor's Office at Town Hall.

