

Town of Newfane Hometown Hero Banner Program

The Town of Newfane is pleased to offer our ***Hometown Hero Banner*** program that recognizes 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.

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 the 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.

Verification of Service

Please provide proof of military service with the application. A DD form 214 or equivalent, picture of the VA grave plaque for veterans or picture of the ID card or similar proof of service for Active service members.

Hometown Hero Banner Application

Please print clearly

Veteran or Service Members Name: _____
(as you want it to appear on the banner)

Military Branch: _____ Rank: _____

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

Era of Service: WW1 _____ WW2 _____ Korea _____ Vietnam _____ Gulf War _____
Cold War _____ Global War on Terror _____ Peacetime _____ other _____

Status: Living _____ Deceased _____
KIA _____ POW _____ MIA _____ Died in Service _____

Sponsor's Name: _____

Relationship to Military Member: _____

Sponsor's Street Address: _____

Town/City: _____ State: _____ Zip: _____

Sponsor's Phone Number: _____

Sponsor's Email: _____

Do you have a preference where the banner is placed:

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

I am purchasing a: Banner \$190 _____

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. If also purchasing a brick for the Veterans Memorial Park, payments can be combined into one check and adding Memorial Brick to the memo/for line.