



Sponsorship Response Form

2026 Hometown Heroes Banners

Please see the cover letter for benefits associated with sponsorship.

I would like to sponsor _____ banner(s) for the 2026 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.*)

Honoree Information:

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

Contact Email (if applicable): _____

Sponsor Information:

Contact Name: _____

Company Name or Sponsor Name(s): _____

Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

All ARTWORK and CHECKS must be submitted no later than Friday, January 23, 2026

Please send completed form with check payable to "DSIC" to:

Downtown Schenectady Improvement Corporation
Attn: 2026 Hometown Heroes Banner Program
740 Union St. 3rd Flr
Schenectady, NY 12305

Please email your digital photo or bring original photo to the office, to be scanned and company logo (if applicable) to Gail White at gail@downtownschenectady.org. If you have any questions, you may call Gail at 518-377-9430.