



City of Loveland

Hometown Hero Banner Program Application

Thank you for your interest in honoring a City of Loveland military service member. This program is an opportunity to salute the brave men and women currently serving or who have served our country and pay tribute to our veterans and deceased veterans by proudly displaying their photos in the city. The program includes the following:

- One double-sided banner to be displayed on utility poles lining a main roadway in Loveland,
- One mounting hardware kit to affix the banner to the pole, and
- Web presence on the City of Loveland website.

Eligibility Requirements

- The individual to be honored must currently reside or have resided in the City of Loveland corporation limits or within the Loveland City School District.
- The individual may have served in any of the six branches of military service (Air Force, Army, Coast Guard, Marines, Navy, or Space Force), including the Reserve and National Guard. To be honored, the individual must meet one of the following conditions:
 - Currently be active duty (Active Duty)
 - Be an honorably discharged veteran (Veteran)
 - Died in the line of duty (Memorial).

About the Banners

- The banner dimensions are 30" x 60". The banners will be double-sided. The individual's photo, name, and military branch will be featured.
- Cost of banner is \$300; this is subject to change.
- The banners are the property of the city. The city cannot honor special requests for location of the banners. The city reserves the right to temporarily remove the banner for special events.
- The city is not responsible for the condition of the banners. This includes weather deterioration and/or any impact to the presentability of the banner. Any banner found to be in disrepair will be removed, and the purchaser will be contacted.
- The banner will be displayed for two years maximum or until the banner starts to show deterioration. At the end of the display period, the banner will then be returned to the purchaser. Any unclaimed banner will become the property of the city.



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- Replacement banners are available at a reduced price of \$185.00 as long as the replacement takes place within the first year. This would apply to banners being replaced due to severe damage from extreme weather elements and/or change in banner type from Active to Veteran. If an Active Honoree dies in service, the city will replace the banner as a Memorial at no cost. The applicant may decide not to replace a damaged banner and free the pole location for another interested person.
- The city will conduct periodic inspections; however, the city shall not be responsible for damages to banners falling off the pole due to extreme weather elements or other unforeseen events. The city will assist with placing the banner, as time permits.

Selection Process

Banners will be purchased and displayed in batches. The Loveland Veterans Committee will decide which banners are selected for each batch. In general, banners will be displayed in the order the committee receives applications. Upon selection, the applicant will be invoiced for the cost of the banner, which must be paid within 30 days of the invoice date.

An example of an applicant being placed before another would be in the case of a Medal of Honor recipient or other exceptional circumstances. All applicants will be kept informed of the status of their banner, when it will be displayed, and its location.

Financial Support/Scholarship

The City of Loveland Veterans Memorial Committee understands the potential financial hardships some families face, and we do not believe these circumstances should negate you or your family member from being honored. The committee offers financial support to these members through a scholarship program where the banner will be bought and hung using committee funds. The application process is the same, but you must include a letter requesting the use of the scholarship program and the reasoning for your request. The committee has final approval of scholarship funds and will decide based on current scholarship applications and funding. All applicants will be considered for the scholarship without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, or disability status.



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Banner Applicant Information:

Applicant Name: _____

Applicant Address: _____

Phone Number: _____

Email Address: _____

Veteran Information:

Name: _____

Years Served: _____

Rank: _____

Service Branch: _____

Unit Information: _____

Conflict/War: _____

Check the Appropriate Boxes:

- POW
- MIA
- KIA
- Medal of Valor
- Medal of Honor
- Distinguished Service
- Service Cross
- Silver Star
- Bronze Star
- Purple Heart

The awards listed is not all-inclusive. If you or the veteran you are honoring has a military decoration you wish to be displayed on the banner, please enter its name here:

Text such as POW, MIA, or KIA will be added to the bottom of the banner. Military medals will be superimposed onto your image.



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Application Checklist

- Application
- Proof of Residency
- Military Identification Document
- Photograph
- Payment (\$300) – Check payable to City of Loveland

Pricing is subject to change based on current market values.

Sample Banner

