

Saucon Valley Hometown Hero Banner Program Guidelines

We cannot accommodate location requests for banner installations.

Mission

Honor and recognize Hellertown & Lower Saucon servicemen and women who are currently or have honorably 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 Hellertown & Lower Saucon (Saucon 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: currently serving, honorably discharged Veteran, or died in the line of duty.

Banner Design, Time Frame & Location

Spring 2024 through Spring 2026

Banners are 30"x 60", double sided, vinyl material and include service person's name, rank, branch of service, era of service and photograph.

Banners will be displayed on utility poles along Water St, Easton Rd, Walnut St, Cherry Ln. 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. Photos can be scanned at 150 dpi at full size and saved in Jpeg or flash drive.

Banner Pricing & Donations

A \$190.00 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 hardship."

There are a limited number of locations available for the 2024 program.

Applications not processed for 2024 will be put on a waiting list for the 2026 Banner Program.

All checks should be made payable to Hellertown Borough reference "Hometown Heroes" on the check

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 Borough website.

Please fill out the "Saucon Valley Hometown Hero Sponsorship Form."

Other Information

Banners will be available for pickup at the Borough office after the display period of two years. Unclaimed banners will become property of the Borough of Hellertown.

Any damage to an installed banner will be handled at the discretion of the Borough of Hellertown.

Banners as surprises to living individuals are not permitted.

Contact & Questions

For questions or more information on the Banner Program, please call the Borough office at 610-838-7041 or email c.hartranft@hellertownborough.org



Saucon Valley Hometown Hero Banner Application

Deadline for 2026: 2/1/2026

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 <i>* optional</i>	
Branch of Military	Era of Service <i>*see options below</i>	
Is Veteran Alive, Deceased, KIA, POW/MIA?		
Veteran or Currently serving must grant permission to be honored on a banner if currently living. Please have them sign and date below.		
Signature	Printed Name	Date

*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 Number	Email	
Address		
Photo Release: <i>I hereby grant the Borough of Hellertown permission to use the attached photo, which includes a likeness of myself or of my relative, in the Saucon Valley Hometown Hero Banner Program. The Borough 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>		
Signature	Printed Name	Date

Completed submission includes the following:

1. completed application
2. payment
3. signed photo release
4. photograph
5. military verification form (DD214, military ID, etc.)

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

- \$190.00 Donation Enclosed
- Partial Donation Enclosed: \$ _____
- Additional Donation: \$ _____
- Request Consideration for Hardship

Please make checks payable to Hellertown Borough and reference
"Hometown Heroes" on the check.

Mail or drop off payment at the Borough office: 685 Main Street Hellertown PA 18055

2026 Saucon Valley Hometown Hero Sponsorship Form

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 to help defray expenses. A sponsorship is a general donation toward the Banner Program because the application fee does not cover the expenses of the program.

All sponsor names will be recognized on the Borough Website.

Sponsor Information		
Contact Name	Business <i>*if applicable</i>	
Sponsor Name as it should appear on the Hellertown Borough Website		
Address		
Phone	Email	
Signature	Printed Name	Date

Sponsorship Amount \$ _____

Please make checks payable to Hellertown Borough and reference
"Hometown Heroes" on the check

Mail or drop off payment at the Borough office: 685 Main Street Hellertown PA 18055
