



The Heart of Texas Veterans One Stop, with support of the City of Waco, is offering the opportunity to recognize local veterans and active-duty military. The program is funded through purchase of banners, sponsorships and donations. This will enable the purchase and placement of banners on poles in the downtown area of Waco during designated holidays.

Guidelines

In order to allow for a coordinated and consistent program, Heart of Texas Veterans One Stop has established the following guidelines for the Hometown Hero Banner Program.

To be eligible, an individual must be **currently serving** in the US Armed Forces (Army, Navy, Air Force, Marines, Coast Guard and Space Force); OR a **veteran** who was honorably discharged or died in the line of duty. Preference will be given to individuals who are, or have been, a permanent resident of McLennan County during some point or have a close family member (spouse, parent, grandparent, child, or sibling) currently living in McLennan County.

Applications will be reviewed on a first-come first-served basis by the Heart of Texas Veterans One Stop. Banners will be displayed in the downtown district of Waco in conjunction with national holidays such as Memorial Day, Independence Day and Veterans Day. Placement and exact display schedule of the banners will be at the sole discretion of the city.

Applications will be accepted year-round, however, lead time of at least 10 weeks is needed for production and display. In order for an application to be considered complete and fully processed, all supporting documentation must be received and verified by Heart of Texas Veterans One Stop, including payment, by the established lead time announced prior to public display. Payment should be made once all other items that are required are received and approved. Payment must be received by the last day applications are submitted. Proof of eligibility will be required before an application is considered complete. Applicants must submit:

1. A Screenshot/copy of utility bill or driver's license/ID
2. An official military headshot of the person to be honored (minimum 8x10 or 300 dpi digital photo)
 1. If a high-resolution photo is not available, please bring the hard copy photo to Veterans One Stop Reception Desk (2010 LaSalle, Suite A, Waco). Digital photos in JPEG, PNG, or TIF may be emailed to melinda.bonds@hotbhn.org. Any original photos or flash drives will be returned to the applicant once the banners are complete. **Applications will not be processed if there is not a high-resolution photo available.**
3. A Verification of military status (DD214). If still serving, visit the Department of Defense website (<https://scra.dmdc.osd.mil/scra/#/home>) and submit a copy of the verification page with your application.

Sponsorships and Donations

- Hometown Hero banners are funded by individuals/families wishing to sponsor a banner, sponsorships and donations.
- All payments will be made payable to Heart of Texas Behavioral Health Network (memo line Veterans One Stop Banner Program). The sponsorship fee covers banner cost and program maintenance costs.
- Applications to sponsor a banner may be submitted by individuals, organizations or businesses. The applicant will receive a receipt once payment is complete.
- Applications to request sponsorship of a banner due to financial hardship may be submitted and will be reviewed on a first-come, first-served basis by the Hometown Heroes Banner Program Committee. Any appeals will be reviewed by the Heart of Texas Veterans One Stop Advisory Committee.

There will be a \$150 sponsorship fee per banner. Please provide the honoree's name with the payment method. Payment options are listed below:

- **Cash-** *Payments can be dropped off at Heart of Texas Veterans One Stop (2010 LaSalle Ave., Waco.) during regular business hours: M-F, 8a-5p.*
- **Checks-** *Payment can be dropped off or mailed to Heart of Texas Behavioral Health Network, Veterans One Stop (2010 LaSalle Ave., Suite A, Waco, Texas, 76706).*

Processes and Approval

- A proof of all banners will be sent to applicant for approval prior to printing at the **email address provided on the application**.
- The information provided on the banner will include the hero's name, rank, branch of service, and years served (if a veteran).
- The banner program, including installation, is at the sole discretion of the City and is based on the availability of city staff, resources, and staff scheduling for installation and removal.
- At the end of the banner display period or once a banner is retired, Heart of Texas Veterans One Stop staff will contact the applicant to collect the banner; all unclaimed banners within 60 days of notification will be recycled.
- Banners will be installed by the City of Waco based on the approved display schedule.
- Banners will be placed by City staff along the specified route. Banner placement is not selected by the applicant.

Disclaimers

- The City of Waco and Heart of Texas Veterans One Stop are not responsible for replacing banners; this includes banners that are stolen, damaged, or destroyed due to age, 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 City.
- The City and Heart of Texas Veterans One Stop may choose to not install a banner if the requirements of this banner program are not met.
- The City of Waco and Heart of Texas Behavioral Health Network Veterans One Stop reserves the irrevocable right to use the photograph/image/likeness in all forms and manner, and edit, use, reproduce, exhibit and distribute this photograph in whole or in part, in any manner and media now known or hereinafter invented, including, but not limited to, print, publications, the City website, banners, and social media, in perpetuity throughout the world, in support of and/or to promote the City of Waco programs, services and mission, and for archival purposes.

If you have questions regarding the Hometown Hero Banner Program, please email melinda.bonds@hotbhn.org or call 254-752-3451 ext. 1253.