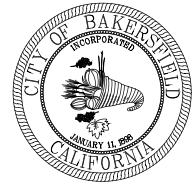


CITY OF BAKERSFIELD

2022 HOMETOWN HEROES BANNER PROGRAM

PROGRAM GUIDELINES



The Hometown Heroes Banner Program was established by the City of Bakersfield to honor and recognize currently serving, active military personnel from the City of Bakersfield. A third-party contractor will serve as the Program Administrator in coordination with City staff.

Purpose

The purpose of this policy is to provide a limited availability of street banners for recognition of active duty military personnel serving in the United States Armed Forces. In no way shall this policy be construed to limit the City's inherent right to hang City street banners from municipal light poles. By enactment and administration of this Hometown Heroes Banner Program, the City does not intend to designate City light poles for expressive activity or render City light poles into a forum for expressive activity. This project location is limited to the staff-identified decorative light pole banners in the Amtrak parking lot and Kern County Veterans Memorial area.

Eligibility

To qualify, honorees must meet the following requirements:

- Active duty military personnel from the United States Armed Forces; **AND**
- Current Bakersfield resident; **OR**
- Immediate family member of current City of Bakersfield resident (Immediate family would include a mother/father/guardian, husband/wife, son/daughter, grandson/granddaughter, son-in-law or daughter-in-law)
- Honoree must have lived in Bakersfield at some point prior to entering military service

The Hometown Heroes Banner Program application may be obtained by contacting the Program Administrator, Proforma Solutions at (661) 633-1117 or through the Kern River Blue Star Moms by email at kernriverbluestarmoms@gmail.com. Banner slot capacity is limited. It is recommended that applicants contact Proforma Solutions to check availability before applying.

Application Deadline

The application window for the 2022-2023 year will be open until **Wednesday, May 11, 2022**. All applications must be completed in their entirety and submitted in person with proof of eligibility to Proforma Solutions, 3434 Truxtun Avenue, Suite 170 by **4:30 p.m. PST** on the last day of the application window. Only applications received within the application window will be reviewed.

Cost

The fee for a banner is **\$141.30 and can be made in person at Proforma Solutions or by submitting payment through the Kern River Blue Star Moms. If making the payment in person**, contact Proforma Solutions staff when arriving. Please note that the fee may be adjusted in the future to meet the demands of the program. Please note: Due to limited space, only new applications will be accepted.

CITY OF BAKERSFIELD
HOMETOWN HEROES BANNER PROGRAM APPLICATION

Installation and Display

- Banner installation and removal will occur once a year. Exact installation date is subject to the staff availability.
- Banners will be displayed for approximately one (1) year.
- The banners shall include:
 - The official military portrait of the honoree
 - Honoree name
 - Honoree service branch
 - The Kern River Blue Star Moms Chapter 37 logo¹
- The Program Administrator will conduct periodic inspections; however, the City and program administrator is not responsible for damage to banners due to weather elements or other unforeseen events.
- If replacement is necessary, applicants will be responsible for the full production and installation fee of \$141.30.
- At the end of the display period, the City will contact the family and/or applicant to arrange for pick up. Any unclaimed banners will become the property of the City.

Review and Approval

1. Applications must be returned in-person in their entirety with all attachments and payment submitted before banner placement is processed.
2. The City and Proforma Solutions reserves the right to edit text.
3. The City and Proforma Solutions reserves the right to deny any request without cause and to make exceptions to this policy.
4. The City reserves the right to discontinue the program at its sole discretion and without prior notice.

Return completed application and attachments to:

Proforma Solutions
3434 Truxtun Avenue, Suite 170
Bakersfield, CA 93301

For questions call 661-633-1117

Official Military Photo attachments can be e-mailed to juan.amador@proforma.com

CITY OF BAKERSFIELD
HOMETOWN HEROES BANNER PROGRAM APPLICATION

Please type or print legibly in blue or black ink

Honoree Information

Full Name of Honoree (TO BE DISPLAYED): _____

Are you a member of Kern River Blue Star Moms, Chapter 37? YES NO

Has the honoree resided in Bakersfield at some point? YES NO

Branch of the U.S. Military Service:

U.S. Army U.S. Marine Corps U.S. Navy U.S. Air Force U.S. Coast Guard U.S. Space Force

Applicant Contact Information

Applicant Name: _____ Relation to honoree: _____

Applicant Address: _____

Phone number: _____ E-mail: _____

*Note: A final proof will not be sent to the applicant before banner fabrication. Please check that all identifying information is correct.

Application Attachments (REQUIRED):

-High Resolution digital image of the official military portrait e-mailed or submitted on USB in-person (300 dpi or higher preferred)

-

Proof of Active Duty

-Verification of active duty status by Leave and Earnings Statement (redacted, if necessary).

Payment: Checks, credit card, or cash payment accept **on-site**.

Acknowledgements and Signature

I have read and understand the purpose, eligibility, guideline, cost, and approval sections of the Hometown Heroes Banners Program.

I understand that the Hometown Heroes Banner Program was created for the sole purpose of honoring active duty military service members and does not designate City light poles for expressive activity or render City light poles into a forum for expressive activity.

I understand that the Hometown Heroes Banner for my honoree will be displayed for approximately one (1) year.

Print Name

Signature

Date

Applicant should retain a copy of this application for his/her records
Return application in-person to Program Administrator, Proforma Solutions
3434 Truxtun Avenue, Suite 170 Bakersfield, CA 93301