



**Harrisburg Downtown Improvement District  
Presents**



**PA Hometown Heroes**

**2007 Summer Streetlight Banner Program**

The Harrisburg Downtown Improvement District (HDID), a not for profit – 501 (c) 3 Corporation dedicated to supporting the continued economic development of Downtown Harrisburg, announces its 2007 summer streetlight banner program. Past programs have included the Sovereign Bank “Live, Work, Play, Dine and Bank” banners, and last summer we loaned the banner space to the Whitaker Center for their Kite Fest program.

This summer the HDID proudly announces the “PA Hometown Heroes” banner program, a living memorial honoring the fallen soldiers from Pennsylvania who were killed in the Iraq/Afghanistan War. The program is a partnership between the HDID and the American Gold Star Mothers which is a support organization for the families of soldiers killed in the line of duty.

Each individual banner will be unique and honor a specific Pennsylvania soldier, include their picture and personal biographical information together with their name, rank, branch of the military, age, and date and location of their death. The family of each soldier will approve the inclusion of their family member in the program; provide the bio information and picture. We have space for 100 banners on streetlights throughout the greater downtown area in Pennsylvania’s Capitol City. The program is non-political, non-partisan, and will in no way comment on Wars. It is purely a living memorial to the soldiers from Pennsylvania who have made the ultimate sacrifice in service to our country.

**Each Banner:**

- Will be on display from May through October
- Will be 8 feet tall and 3.5 feet wide
- Will hang high over traffic on the streetlights
- Will include:
  - \* The sponsors name and logo, prominently displayed at the bottom of the banner
  - \* HDID and Gold Star Mothers logos
- In most cases there will be 2 banners per pole
- Banners will be donated to the Gold Star Mothers at the end of the program

**The HDID will:**

- Produce, hang and maintain all the banners
- Will host a commemorative ceremony and awareness event to announce the program
  - \*All the families, friends, sponsors, and government officials will be invited
- A professional PR campaign will be implemented to promote the program and inform the public

Sponsorship opportunities available.

*HDID Name and logo*

**PENNSYLVANIA  
HOMETOWN HEROES**





**KRISTOFOR STONESIFER**  
**AGE 28, DIED 19 OCT 2001**  
**US ARMY RANGER**  
**PAKISTAN**



*Sponsor name and logo here*

PA Hometown Hero Banners  
Sponsorship Levels

The HDID is a 501 (c) 3 nonprofit organization, so all sponsorships are tax deductible contributions.

Platinum \$40,000.00

- Sole Presenting Sponsor for the entire program
- Sponsor name and logo on all banners
- All banners, media, promotional material and information will include sponsors name and logo
- Invitation to and participation in the Awareness Ceremony
- First Right of refusal for the HDID's next banner program

Gold \$10,000.00

- Sponsor name and logo on 20 banners
- Identified as a Gold Sponsor in all promotional material and media information
- Invitation to and participation in the Awareness Ceremony

Silver \$5,000.00

- Sponsor name and logo on 10 banners
- Identified as a Silver Sponsor in all promotional material and media information
- Invitation to and participation in the Awareness Ceremony

Bronze \$2,500.00

- Sponsor name and logo on 5 banners
- Identified as a Bronze Sponsor in all promotional material and media information
- Invitation to the Awareness Ceremony

Copper \$1,000.00

- Sponsor name and logo on 2 banners
- Identified as participating sponsor in all promotional material and media information
- Invitation to the Awareness Ceremony

**We will make a good faith effort to hang banners on light poles in areas desirable to your business; however, final placement is at our discretion. The banners will be donated to the Gold Star Mom's at the end of the program.**

Please indicate your desired sponsorship level:

\_\_\_ Platinum    \_\_\_ Gold    \_\_\_ Silver    \_\_\_ Bronze    \_\_\_ Copper

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Business name as it should appear on the banner: \_\_\_\_\_

Please email your logo as it should appear on the banner to [milissadidit@harrisburghello.com](mailto:milissadidit@harrisburghello.com).  
Please return this form by email to [milissadidit@harrisburghello.com](mailto:milissadidit@harrisburghello.com) or by fax to 717-236-5534.  
Mail payment to the HDID at 22 N. 2<sup>nd</sup> Street, Harrisburg, PA 17101