



121 North Fourth Street, West Branch, Michigan 48661
Phone (989) 345-0500, Fax (989) 345-4390, e-mail clerk@westbranch.com
The City of West Branch is an equal opportunity provider, employer, and lender.

VETERAN'S BANNER PROGRAM

Hello,

Welcome 2023 and the 5th year of West Branch presenting our Veteran's Banner Program!

West Branch is very excited about this program and would like your help to make it a continued success! The community has embraced this program and we are thrilled to see it continue for years to come. Our first two years were very positive. We met some wonderful people and heard amazing stories about our local veterans.

Please see the enclosed overview sheets along with an Application for sponsoring a Veteran. Please help spread the word about this great program and be a part of honoring our area Veterans and Active Duty Service People in our community by filling the light poles in West Branch! These beautiful flag banners will be displayed for approximately six (6) weeks. Samples of what the banner flags will look like are on the top of the overview sheet.

If you need more copies of the overview sheet/application, please contact me and I will gladly provide them.

If you have any questions about this program, feel free to contact me at **989-345-0500 or email at clerk@westbranch.com**.

Respectfully,

A handwritten signature in blue ink that reads "Lori Ann Clover". The signature is written in a cursive, flowing style.

Lori Ann Clover
City Clerk

Enc.



West Branch Honors Service Members

Program Overview

The West Branch Veteran's Day Banner Program is proud to offer the opportunity to honor your favorite Veteran or Active Duty Service Person. Each year the City of West Branch will coordinate the display of Veteran's Day Banners along Houghton Ave and continue across town to the Veteran's Memorial. The banners will be displayed for approximately six weeks, beginning the last week of September, with removal being the week of Veteran's Day, November 11th.

Standard Program Details

- Sponsor may choose to honor an active duty service person or veteran (alive or deceased).
- Sponsor and/or veteran/active duty service member must live, work, or actively volunteer in Ogemaw County, Michigan at time of first display.
- City of West Branch will not verify military status, we will ask the applicant attest to the accuracy of the veteran/service member's status as a former or active member of any branch of the United State Armed Services.
- Veteran's Day Banner Program Application period begins January 1st of the display year, applications must be returned by July 15th of the display year.
- Applications will be awarded on a "first in first" and date stamped.
- Banners will be displayed for two (2) consecutive years.
- One (1) renewal option will be offered after two (2) years, for an additional two (2) years of display for a maximum of four (4) consecutive years of display.
- New sponsorship fee is \$200
- Renewal rate for an already existing banner is \$125.
- Banners that are renewed will only be replaced if necessary.
- Upon banner retirement, the banner will be presented to the sponsor.
- In the event there are applications in excess of available poles, a waiting list for the next year will be created.
- Banner location is at the sole discretion of the committee.
- Banner placement will rotate from year to year, with an attempt to minimize the duplication of individual banners in the central Downtown district.
- **Upon selection**, applicants will be notified, and will have 2 weeks to provide the following if it has not been submitted with the original application **(DO NOT SEND MONEY OR PHOTO NOW-YOU WILL BE NOTIFIED IF SELECTED)**.
 - Digital image (600dpi) of the service member, preferably in uniform, but if that is unavailable a nice headshot of the service member will suffice. If you do not have a digital copy please inform the city office as soon as possible.

- **Verification of the proper spelling of the name and rank you want displayed.**
 - **Verification of the branch(es) of service.**
 - **Verification of the service years OR conflict(s) you want displayed.**
 - **Check made payable to City of West Branch, with the memo, Veteran's Day Banner Program and the veteran**
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- Any applicants that have not returned the required information within the provided window will be disqualified and a replacement applicant will be drawn. The same expectation will be bestowed upon the replacement applicant.
 - City of West Branch, and the West Branch Veteran's Day Banner Program Committee reserve the right to amend the rules at any time and cancel or postpone the display of banners, with or without notice.
 - Participants will be asked to sign a waiver for their image and commentary to be used by City of West Branch.
 - Banners will not be ordered until payment has been received.
 - No refunds will be provided for banners that have been ordered or printed.
 - **Completed application may be returned using one of the following methods:**
 - **Email to: clerk@westbranch.com.**
 - **USPS mail to: West Branch Veteran's Banner Program, c/o City of West Branch, 121 N. 4th St, West Branch, MI 48661.**
 - **In person to the West Branch City Hall, located 121 N. 4th St., West Branch, MI 48661.**

We look forward to honoring your veteran in Downtown West Branch. **For additional information feel free to contact Lori Ann Clover at the City of West Branch by phone at 989 345 0500 or email at clerk@westbranch.com.**

West Branch Veteran's Day Banner Program-2023

Due date: July 14, 2023

West Branch Veteran's Day Banner Program - 2023

Due date: *July 14th, 2023*

Sponsor Information:

Name: _____

Address: _____

Phone number: _____

Email address: _____

2-year sponsor-\$200

Honoree Information:

Name: _____

Branch(es) of the military served: _____

Rank upon completion of service: _____

Years or conflict of service: _____

Please circle all the apply: *Active Duty* *Veteran* *Living* *Deceased*

****DO NOT SEND MONEY OR PHOTO NOW- YOU WILL BE NOTIFIED IF SELECTED****

Please tell us why you choose this person to honor in 100 words or less (this will be featured on our Facebook page):

Do you certify that the sponsor or honoree lives, works, or actively volunteers in Ogemaw County, Michigan?
Yes No

Signature: _____ Date: _____

Completed application may be returned as follows: Email to: clerk@westbranch.com, USPS mail to West Branch Veteran's Program, City of West Branch, 121 N. 4th St, West Branch, MI 48661; or in person to the West Branch City Hall Office located at 121 N. 4th St., West Branch, MI 48661.



PHOTO RELEASE FORM

City of West Branch
Veteran's Recognition Program
121 N 4th St
West Branch, MI 48661
(989) 345-0500
cityhall@westbranch.com

Permission to Use Photograph

Name of Person(s) in Photograph(s) (i.e. Subject of Photo):

Location of Photograph(s) (if known):

Printed Name of Individual/Entity Granting Permission for Use of Photograph(s):

By signing below, the individual listed above is granting permission for the City of West Branch to use the above described image for the "City of West Branch Veteran's Recognition Program" and release the image to the City of West Branch for all related uses, including the right to reproduce the image on flags, banners, social media, websites, City TV channel, newsletters, and other uses. Signing below also indicates that the individual signing agrees to release the above-described photograph(s) into the public domain and also agrees to release any rights of ownership over the photos and allow the City of West Branch and any member of the public to have the right to use, share, or modify the photograph, even commercially. As such, the City of West Branch and others are, by virtue of the signature below, free to use and publish the same in print and/or electronically.

The City of West Branch further agrees that the City of West Branch will only use such photos for lawful purposes, including, for example, such purposes as publicity, illustration, advertising, and Web content. The City of West Branch also acknowledges that the primary goal of being able to use the image(s)/photograph(s) described above is to recognize the Veteran pictured through the "City of West Branch Veteran Recognition Program." Questions about the program or this waiver form can be submitted to City of West Branch staff by calling (989) 345-0500 or (989) 345-2627.

Signature _____ Printed name _____

Title _____ Organization Name (if applicable) _____

Address _____ Date _____