



Community Heroes Banner Program

The City of Berea Tourism Department is pleased to recognize the service of local veterans and active-duty service members through the new Community Heroes Banner Program.

Community members are invited to submit applications to sponsor banners honoring military service members who have a connection to Berea. Fifty banners will be displayed on poles throughout Berea, July through November 2026 and 2027.

Program Details

- **Eligibility:** Open to veterans and active-duty service members who currently reside or have resided in Berea or Madison County.
- **Application Timeline:** Applications open May 11, 2026, and close June 1, 2026.
- **Capacity:** The program is limited to 50 banners. Complete applications will be accepted on a first-come, first-served basis until all banner spaces have been filled. Applications are not considered complete until all required materials have been submitted. Additional completed applications will be placed on a waitlist in the order received.
- **Images:** Photographs should preferably be from the honoree's time in service. Minimum image size is 300dpi in JPG or PNG format. Portrait orientation is preferred.
- **Design:** Applicants will receive a digital proof of their banner to approve text and imagery prior to production.
- **Payment:** Berea Tourism will purchase each banner at an estimated cost of \$145. Accepted applicants are required to reimburse Berea Tourism \$95 for each banner. Reimbursements should be made by check payable to Berea Tourism. Check may be dropped off in person to the Berea Welcome Center or mailed to Berea Tourism, 3 Artist Circle, Berea, KY 40403.
- **Coordination:** Berea Tourism will coordinate design, production, installation, and program administration.
- **Display:** Banners will be displayed July through November for two years.

- **Location:** Banner placement is determined by installation logistics, and location requests cannot be accommodated.
- **End of Display:** At the conclusion of the two-year display period, banners will be returned to the applicant.

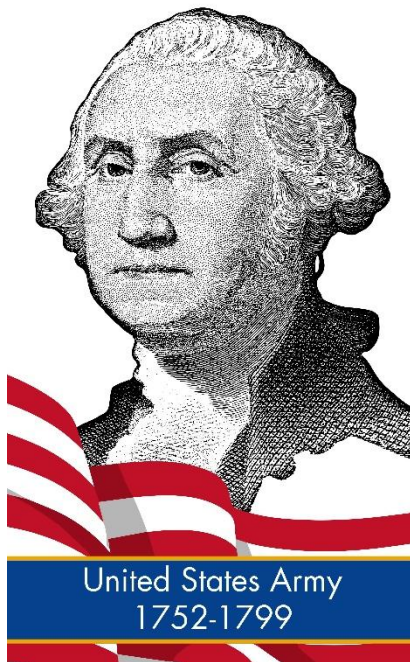
Program Timeline

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|--------------------------------------|------------------------------|
| • May 11 | Applications open |
| • June 1 | Applications close |
| • Early June | Banners designed and printed |
| • July–November 2026 and 2027 | Banners displayed |
| • November 2027 | Banners returned |

Example Banner



- Banners are 30” x 60” double sided vinyl.
- Image will be the same on both sides.
- Photos must be high resolution for best results.



Community Heroes Banner Program Application

Applicant Information

Name: _____ Phone Number: _____

Address: _____

Email Address: _____

Relationship to Honoree: _____

Honoree Information

Full Name, as it should appear on banner: _____

Branch of Service, as it should appear on banner: _____

Years of service, as they should appear on banner: _____

Relationship with Berea: _____

Checklist

___ I confirm the information provided is accurate to the best of my knowledge.

___ I understand a photo of the honoree is required for participation in this program.

___ I understand applications will be processed in the order they are received.

___ I understand the reimbursement fee is \$95 per banner and payment is due upon acceptance into the program.

___ I understand I will receive a digital proof and am responsible for approving all text and imagery prior to production.

Signature _____ Date _____

Questions? Please contact Laura Poulette:

laura@visitbera.com or 859-986-2540

Submit application and image to laura@visitbera.com

or deliver to the Berea Welcome Center, 3 Artist Circle, Berea, KY 40403.