



Military Street Banner Program

About the Program

The City of Lathrop and its residents have a long-standing and high regard for those who serve, or have served, in the military. The Lathrop City Council approved the creation of a Military Street Banner Program to honor those residents who are currently serving or have served as part of the United States Armed Forces and to promote civic pride.

Program Qualifications - This program is open to current service members, retired, or honorably discharged members of the United States Armed Forces who reside in Lathrop, or resided in Lathrop and are now deceased, are eligible for the program.

Banner Locations - The Lathrop City Council has designated the use of street light poles located on Lathrop Road from Cambridge Drive to Mc Kinley Avenue for the purposes of this program. The final 11 posts over the grade separation (over-pass) will display banners to dedicated to our Gold Star families whose loved one paid the ultimate sacrifice in the service of our Country. Available space is determined on a first-come, first-served basis among qualified applicants. All banner locations shall be determined solely by the City. A banner sponsor cannot select a specific location. Banners will be installed on a schedule determined by the City.

Banner Style and Display - Double-sided, full color, 30” x 96” custom digital banners that include the name, rank, branch of service, with service branch logo, of the honoree will be displayed for 12 months. Upon removal, the banner will be retired and given to the honoree or honoree’s family. Banners will include the Veterans rank, name, branch of

military service, and that service branch logo.

Waiver and Limitations - The City of Lathrop is not responsible for replacing 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.

One banner per service member installed throughout a 12 month period. Installation and removal of the banners are at the City's discretion.

Sponsor a Banner - Customized military street banners are funded through private donations. Banners may be sponsored by individuals or organizations. The cost of each banner is **\$150.00** (including installation and removal). Please complete the Sponsor Information below. City staff will follow up for full payment at the time of the application acceptance.

A certificate commemorating your sponsorship will be sent at the time of the banner installation.

Submit an Application - As an ongoing program, applications will be accepted year-round. Please complete the application form with the following supporting documentation:

- Proof of residency for the service member (i.e. copy of utility bill or driver's license)
- Copy of current military identification card
- Verification of active duty dates (i.e. copy of military orders or military ID)
- Honorable discharge or retirement papers with SSN redacted

Once the application is approved, City staff will notify the applicant, process the sponsor payment, and produce the banner. Application forms can be printed from the City website at <https://www.ci.lathrop.ca.us/parksrec/page/military-banner-program>.