



SPLASHDOWN 50 EVENT OVERVIEW & “OUT OF THIS WORLD” SPONSORSHIP OPPORTUNITIES!

Aboard the USS Hornet Sea, Air & Space Museum

707 W Hornet Ave, Pier 3 | Alameda, CA 94501 | (510) 521-8448 | uss-hornet.org



From October 2018 to an eight-day celebration in July 2019, the USS Hornet Sea, Air & Space Museum will proudly host **Splashdown 50**. This program will commemorate the 50th anniversary of Apollo 11's epic spaceflight. The Apollo 11 mission altered the course of history by landing the first humans on the Moon and returning them safely to Earth. The aircraft carrier USS *Hornet* flawlessly recovered the spacecraft, astronauts, and moon rocks in 1969, ensuring that the initial lunar landing mission became one of mankind's greatest achievements.

Splashdown 50 begins in October 2018 with various monthly programs and culminates in July 2019 with a week-long celebration with activities for families and visitors of all ages. These will include panel discussions, hands-on science activities, displays of unique Apollo artifacts, special Apollo-themed tours, and interactive exhibits. Our highly acclaimed evening VIP dinner gala will include special guest speakers and the ability of attendees to interact with them.

This event will be held on board the largest remaining artifact of the 1960's space race—USS *Hornet* herself. This race to the Moon was one of the greatest scientific and technological challenges our nation had ever faced. With commitment, passion and teamwork, America met the challenge, and forever learned that "impossible goals" are doable with the right leadership and focus. The USS Hornet Sea, Air & Space Museum continues to believe in the importance of commitment, passion, and teamwork as we inspire future generations to meet their own grand challenges. Proceeds from this event will permit further development of our Museum as a center of Excellence for Space Exploration including our STEM (Science, Technology, Engineering, and Mathematics) youth education programs.

Meeting the challenges of this incredible event depends on strong partnerships and the contributions of people and organizations that share our commitment to this mission. We are seeking civic minded corporate partners to assist with the sponsorship of promotional and honorarium fees, new technological exhibits, interactive displays, and the development of educational science programs. By sponsoring **Splashdown 50**, you will be affiliating your business with one of the most historic events in human history as well as investing in the Museum's continuing commitment to our STEM programs, which inspire our youth to pursue careers in science and technology, fields that have driven the economic engine of California for five decades.

Please let me know at your earliest convenience if you, or an organization with which you are affiliated, are able to assist us in meeting the challenge of creating this national landmark event. I will call you in the next two weeks to discuss your involvement. If you have any questions or need further information, please feel free to contact me.

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For more information about Splashdown 50
or to sign up for a sponsorship program, please contact:

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The USS Hornet Sea, Air & Space Museum is a 501(c)3 non-profit organization



BACKGROUND AND PURPOSE

July 2019 marks the 50th anniversary of the flight of Apollo 11, when humans first walked on a planetary body other than Earth. This event is arguably the greatest technological achievement in human history.

In 1969, the aircraft carrier USS *Hornet* CVS-12 recovered the first two NASA missions that landed men on the Moon – Apollo 11 and Apollo 12. The ship is the largest surviving artifact from these incredible events, which are acknowledged to be among the most important in the history of humankind. As an acclaimed education center in the San Francisco Bay Area, the USS Hornet Sea, Air & Space Museum will commemorate the 50th Anniversary of the Apollo Program and Apollo 11 with **Splashdown 50**, beginning in October 2018 and culminating with an eight-day celebration from July 16-24, 2019. The Museum is inviting organizations to join us in celebrating the anniversary of these momentous occasions.

Splashdown 50 will highlight sciences and technologies connected with space exploration programs while also celebrating the 50th anniversary of the 1969 Apollo lunar missions. Our goal is to educate the public and inspire youth to gain degrees in the fields of Science, Technology, Engineering, and Mathematics (STEM).

Based on the 45th Anniversary attendance we anticipate our series of Splashdown 50 events throughout the coming year to attract at least 10,000 visitors and participants, with a predominance of them being of them being families and youth groups. Past performance shows there will also be national media attention focused on the event in the weeks prior to, and after, the event itself.

Splashdown 50 provides our sponsors an exciting venue for investing in the next generation of Americans. Proceeds from this event will help fund further development of our community outreach activities, such as our youth STEM education program, merit badges for scouts, etc. Your participation will help the Museum evolve into a nationally recognized center of excellence for space exploration education in Northern California. Become a partner now—to elevate awareness of your business and to ensure your legacy as a key contributor for inspiring our youth to journey back to the moon—and beyond!



Astronaut Buzz Aldrin presenting during our Splashdown 45 anniversary celebration, 2014

GENERAL HIGHLIGHTS

As with our prior highly-acclaimed Splashdown events, Splashdown 50 will highlight the technological advancements made for NASA's space programs in the Space Race to the Moon of the 1950s and 1960s with an emphasis on the U.S. Navy's role in the ocean-based spacecraft recovery activities. Splashdown 50 will also investigate the future of space travel and exploration now on the drawing boards at NASA and private space flight companies. Guests will see how Americans have been, and will be, inspired by a shared vision and how organizations have reached beyond it to embrace new goals.

Splashdown 50 events begin in October 2018, including:

- **October 13** Apollo 7-themed STEM Night-Ops Overnight
- **November 2** Evening Open House
- **December 15** Apollo History Live-Aboard
- **December 21** Apollo 8-themed Evening Open House
- **January 19** Women in Space Evening Open House
- **March 9** Apollo 9 Model Expo to explore the designs of space vehicles over the years
- **May 4** Apollo 10-themed panel on the Space Race and Pop Culture

These events will all lead to an eight-day schedule of programs to follow the 50th anniversary of Apollo 11's eight-day mission:

- **July 16** Teach-the-Teachers Open House
- **July 17** Exhibit Highlights and VIP Docent tours
- **July 18** Permanent Collections Highlights
- **July 19** Night Sky Viewing and Membership Evening
- **July 20** Open House and Splashdown 50 Gala
- **July 21** USS Hornet Crew Day honoring Veterans
- **July 22** Showing of Space Exploration Movies
- **July 23** STEM Day for Families
- **July 24** Reenactment of Apollo Recovery

APOLLO EXHIBITS

The Museum's Space Exhibits include:

- A **HUP-1 Retriever** helicopter like the one used to transfer John Glenn from USS *Noa* to USS *Randolph* following his mission as the first American to orbit the earth (Mercury-Atlas 6) in 1962
- A **UH-34D Seahorse** helicopter similar to the ones used to recover astronauts during the Mercury program, including the Liberty Bell 7 mission with astronaut Gus Grissom
- The actual **SH-3H Sea King** helicopter that recovered the Gemini 4 astronauts in 1965 and was also used in the blockbuster 1995



Our SH-3H Sea King on display

- movie *Apollo 13* starring Tom Hanks
- The actual **Mobile Quarantine Facility (MQF)** used to protect the Earth from “Moon germs” following the Apollo 14 mission with astronauts Edgar Mitchell, Alan Shepard, and Stuart Roosa in 1971
- A flown **Apollo Command Module** – CM011A was used for the unmanned AS-202 mission in 1966 and recovered by USS *Hornet* after landing in the mid-Pacific
- A **Gemini boilerplate capsule** on loan from The W Foundation
- **Artifacts from various Apollo missions**, including an astronaut’s spacecraft couch and a survival kit used during the Apollo 10 lunar orbit mission in 1968
- **Unique photos and video footage** taken aboard USS *Hornet* in 1969 during the Apollo 11 and Apollo 12 recoveries
- A rare **Biological Isolation Garment (BIG suit)** designed for use during the Apollo 12 recovery
- A **Billy Pugh net** similar to those that hoisted astronauts into the hovering helicopter
- The display of a **Moon rock** on loan from NASA



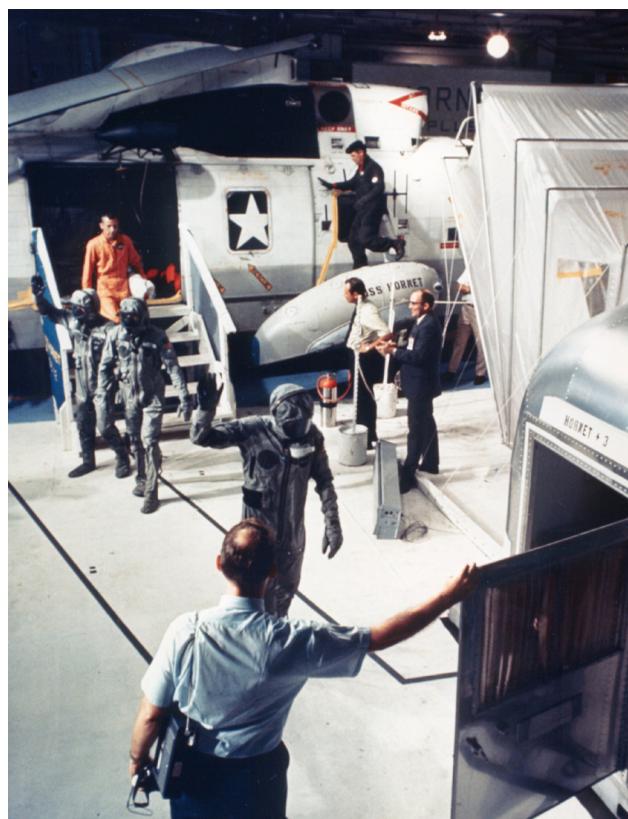
Our Apollo Command Module and Gemini boilerplate

PROMOTION

The USS Hornet Sea, Air & Space Museum will primarily be promoting the event throughout Northern California via print, radio, television, and web media. However, information about Splashdown 50 and its key sponsors will be released to several national publications and media syndicates, including avenues through Smithsonian’s Museum Affiliate program. It will also be communicated to the memberships of all participating museums and space-related organizations.

SPONSOR PARTICIPATION

All sponsors and other participants will be invited to set up booths either on the ship’s Hangar Deck. These booths can either be staffed by the participating organization or arranged as unattended information locations. The USS Hornet Sea, Air & Space Museum will be providing basic security and crowd control activities to ensure the safety of sponsors and visitors alike, but it will not staff the individual booths.



The Apollo 11 astronauts aboard USS *Hornet*

SPLASHDOWN 50

PRESENTING TITLE SPONSOR

\$75,000



This “keystone” sponsorship is the most important sponsor and will have the greatest impact on Splashdown 50. With only one available, participation at this level will guarantee the sponsor’s involvement and partnership in the production of making this an historic event.

With the passing of time, the opportunities to honor the first men to walk on the Moon and those who made it possible are diminishing. This sponsorship gives us a chance to reach beyond the local communities to allow the nation to celebrate their achievements with us at least one more time. Please join the USS Hornet Sea, Air & Space Museum in this endeavor while those who participated first-hand in the Apollo program and the Apollo 11 mission are able to join our anniversary celebrations!

Benefits to Sponsor

- Event Top Line Naming Rights.
- A company Public Relations and Marketing representative included in event planning.
- Name recognition as the key sponsor in all radio promotional spots from May to July.
- Logo placement on all print and digital advertisement.
- Name recognition during the introduction of each scheduled speaking engagement, plus one 10-minute speaking slot during the main event on July 20, 2019.
- A promotional booth for corporate awareness and giveaways at the main event on July 20, 2019, including one 6’ table and two chairs. *If tent is required, sponsor to pay for cost of tent rental.*
- Sponsor banners to be hung prominently at the Museum’s pier entrance and around the ship (to be hung by Museum staff).
- Logo placement and link to sponsor’s homepage on Museum website for one year
- Name recognition in semi-weekly email updates sent during the months of the Splashdown 50 celebration from October 2018 – July 2019.
- 200 Daytime General Admission Passes.
- Ten VIP Tickets to the Splashdown 50 gala on July 20, 2019.

Availability: One (1) only

APOLLO SPONSORSHIP PACKAGE

\$50,000



Apollo sponsors make possible activities such as the educational panel discussions and evening receptions. The Apollo sponsorship package consists of the following:

Benefits to Sponsor

- Logo placement on all printed and promotional pieces
- A promotional booth for corporate awareness and giveaways at the July 20th Open House event. The Museum will provide one 6' table and two chairs. *If tent is required, sponsor to pay for cost of tent rental.*
- A sponsor banner to be hung in prominent locations on the ship (to be hung by Museum staff).
- Announcement of sponsor support at the main public event on July 20, 2019.
- Logo placement and link to sponsor homepage on Museum website for one year.
- Name recognition in semi-weekly email updates sent during the months of the Splashdown 50 celebration from October 2018 – July 2019.
- 100 Daytime General Admission Passes.
- Eight Tickets to VIP Cocktail & Dinner Reception.

Availability: Four (4) only

GEMINI SPONSORSHIP PACKAGE

\$25,000



Gemini sponsors support the cost of special exhibitions, interactive activities, and entertainment. The Gemini sponsorship package consists of the following:

Benefits to Sponsor

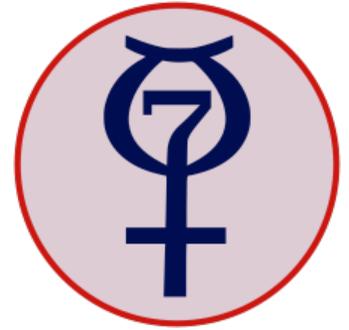
- Logo placement on all print and digital advertisement.
- Logo placement and recognition in the Event Program.
- A promotional booth for corporate awareness and giveaways at the July 20th Open House event. The Museum will provide one 6' table and two chairs. *If tent is required, sponsor to pay for cost of tent rental.*
- A sponsor banner to be hung in prominent location on the ship (to be hung by Museum staff).
- Logo placement and link to sponsor homepage on the Museum's website for one year.
- Ten Daytime General Admission Passes.
- Eight Tickets to VIP Cocktail & Dinner Reception.

Availability: Six (6) only

MERCURY SPONSORSHIP PACKAGE

\$10,000

Mercury sponsors support the cost of special exhibitions, interactive activities, and entertainment. The Mercury sponsorship package consists of the following:



Benefits to Sponsor

- Logo placement on all print advertising and in the Event Program.
- A promotional booth for corporate awareness and giveaways at the July 20th Open House event. The Museum will provide one 6' table and two chairs. *If tent is required, sponsor to pay for cost of tent rental.*
- A sponsor banner to be hung in prominent location on the ship (to be hung by Museum staff).
- Logo placement and link to sponsor homepage on Museum website for one year.
- Ten Daytime General Admission Passes.
- Six Tickets to VIP Cocktail & Dinner Reception.

Availability: Eight (8) only

SKYLAB SPONSORSHIP PACKAGE

\$5,000

Skylab sponsors support the cost of special exhibitions. The Skylab sponsorship package consists of the following:



Benefits to Sponsor

- Logo placement on print advertising and in the Event Program.
- A promotional booth for corporate awareness and giveaways at the July 20th Open House event. The Museum will provide one 6' table and two chairs. *If tent is required, sponsor to pay for cost of tent rental.*
- A sponsor banner to be hung around the ship (to be hung by Museum staff).
- Logo placement and link to sponsor homepage on Museum website for one year.
- Five Daytime General Admission Passes.
- Four Tickets to VIP Cocktail & Dinner Reception.

Availability: Ten (10) only

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