

Proposal: Military Appreciation Day Event

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Military Appreciation Day Event Proposal

Presented to:

Local Chamber of Commerce

Presented by:

Air Force Recruiting Service

311 Recruiting Squadron

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Introduction:

Chamber of Commerce

We are excited to present to you a proposal for a Military Appreciation Day event aimed at honoring our military members while fostering unity within our community. With your esteemed support and collaboration, we aim to organize a memorable event that pays tribute to our service members and their families while bringing together our community in a spirit of gratitude and camaraderie.

Executive Summary:

Our proposed Military Appreciation Day event will be a day filled with activities and entertainment designed to honor our military members, engage the community, and provide opportunities for meaningful interactions. Through a collaborative effort between the military community and the Chamber of Commerce, we seek to achieve the following objectives:

Honor military members and their families.

Foster unity and camaraderie within the community.

Provide entertainment and family-friendly activities.

Offer resources and support for veterans and active-duty personnel.

Background:

Military Appreciation Day holds profound significance in recognizing the sacrifices and contributions of our service members. It serves as an opportunity for our community to come together and express gratitude for their dedication and service. Building upon the success of previous events, we are motivated to organize an even more impactful and memorable experience this year.

Proposed Event Details:

INITIAL PLANNING AND COORDINATION:

Representatives from the Chamber of Commerce have been identified for support, including advertising dates, locations online to vendors, military sectors, and the applicable contact person at Frostburg State University (FSU).

Communication has been established with these individuals to gain their support and involvement in the event.

Upon securing support, the planning committee will be formed comprising members from both the military community and the Chamber of Commerce.

DEFINE OBJECTIVES AND GOALS:

Objectives of the Event:

Honoring Military Members: The primary objective of the event is to express gratitude and honor military members for their service and sacrifices.

Fostering Community Unity: Another objective is to foster a sense of unity and camaraderie within the community by bringing together civilians, veterans, and active-duty personnel in a shared celebration.

Specific Goals:

Attendance Goal: The goal is to attract a crowd of approximately 3500 attendees to the event.

Engagement with Veterans and Active-Duty Personnel: We aim to actively engage veterans and active-duty personnel by providing them with opportunities to participate in various activities and connect with resources available to them.

Promotion of College Game Tickets: We intend to promote the availability of discounted or free game tickets for military members and veterans, enhancing their experience and showing appreciation for their service.

Vendor Sponsorship and Participation: We seek sponsorship from vendors and provide opportunities for them to set up booths at the event, contributing to the overall atmosphere and offering additional attractions for attendees.

By setting these objectives and goals, we aim to create a meaningful and impactful event that not only honors our military members but also strengthens community bonds and provides enjoyable experiences for all participants.

VENUE SELECTION:

Local College Football Stadium Confirmation:

The local college football stadium has been confirmed as the chosen venue for the event.

Suitability of Facilities:

Performance Staging: The stadium offers ample space and infrastructure for staging performances, including a large field area suitable for ceremonies, concerts, and other entertainment activities.

Exhibit Set-Up: Facilities at the stadium allow for the easy set-up of exhibits, providing space for interactive displays, military equipment showcases, and informational booths.

Food Vendor Hosting: The stadium has designated areas where food vendors can set up their booths, ensuring a diverse selection of food options for attendees to enjoy during the event.

ACTIVITY PLANNING:

Have we planned a schedule of activities for the day, including recognition ceremonies, entertainment options, interactive exhibits, and family-friendly activities?

Have we reached out to the Maryland Army National Guard Band and local Air Force Bases for participation and exhibits?

FREE GAME TICKETS FOR MILITARY MEMBERS:

Coordination with Local College:

Coordination has been initiated with the local college to secure free or discounted game tickets for military members.

Ticket Distribution System and Verification:

A system has been established to distribute the tickets to eligible individuals, primarily military members and veterans.

Verification of military status will be done through the presentation of valid military identification at the time of ticket pickup or purchase.

PROMOTION AND MARKETING:

Comprehensive Marketing Strategy:

A comprehensive marketing strategy has been developed to promote the event through various channels and maximize outreach within the community.

Channels for Promotion:

Local Businesses: Partnerships have been established with local businesses to display event posters, distribute flyers, and promote the event through their customer networks.

Newspapers and Radio: Advertisements will be placed in local newspapers and aired on radio stations to reach a broad audience across different demographics.

Online Platforms: The event will be promoted extensively on social media platforms such as Facebook, Twitter, and Instagram, leveraging sponsored posts, event pages, and community groups to increase visibility and engagement.

Highlighting Attractions:

Free Game Tickets: Special emphasis will be placed on the availability of free or discounted game tickets for military members and veterans, encouraging attendance and participation.

Parade: The parade will be highlighted as a key attraction, featuring marching bands, military units, veterans' organizations, and community groups, creating excitement and anticipation among attendees.

Entertainment Options: Various entertainment options such as live music performances, cultural displays, interactive exhibits, and family-friendly activities will be showcased to appeal to a diverse audience and ensure a memorable experience for all.

By utilizing a combination of local businesses, newspapers, radio, and online platforms for promotion, we aim to effectively reach our target audience and generate excitement and anticipation for the event while highlighting its key attractions and unique offerings.

LOGISTICS AND INFRASTRUCTURE:

Arrangement of Necessary Infrastructure:

Necessary infrastructure such as tents, tables, chairs, and signage has been arranged to ensure smooth operations and enhance the overall experience for attendees.

Vendor Signage:

Each vendor participating in the event will be responsible for creating their own signage to promote their offerings and attract attendees to their booths or exhibits.

Parade Route Signage:

Signs will be strategically placed along the parade route to guide spectators and participants, ensuring smooth navigation and enhancing the visibility of the event.

Road Closures and Permits:

Local law enforcement authorities have been informed of the parade route, and necessary permits and permissions have been secured for staging the event, including road closures where applicable.

By arranging necessary infrastructure and ensuring proper signage along the parade route, we aim to create a well-organized and visually appealing event that provides a seamless experience for attendees while complying with all necessary regulations and safety measures.

PARADE PLANNING:

Organization of Parade and Participation Invitation:

The parade has been organized, and invitations have been extended to various groups to participate in the procession.

Invitations have been sent to Maryland/West Virginia bands, American Legions, local honor guards, and high school JROTC units to showcase their talents and honor our military members during the parade.

A designated float will be provided for local veterans, offering them an opportunity to be recognized and celebrated for their service.

Coordination with Local Authorities:

Coordination has been established with local authorities, including law enforcement and traffic management agencies, to ensure smooth traffic flow and adequate security measures during the parade.

Local law enforcement has been briefed on the parade route and provided with necessary details to facilitate traffic management and ensure the safety of participants and spectators alike.

By organizing the parade and inviting participation from various groups, we aim to create a vibrant and memorable procession that pays tribute to our military members while fostering community engagement and pride. Coordination with local authorities further ensures the safety and success of the parade for all involved.

VOLUNTEER RECRUITMENT:

Volunteers have been recruited to assist with various aspects of the event, including setup, registration, activities, and cleanup, ensuring smooth operations and a positive experience for attendees.

Engagement with Local Service Organizations and Community Groups:

Engagement has been established with local service organizations and community groups to garner additional volunteer support and enhance the overall capacity of the event.

Volunteer Sources:

Volunteers have been contacted from a diverse range of sources, including the Chamber of Commerce, local recruitment office, and college organizations, leveraging their networks and resources to maximize volunteer participation and support.

EVALUATION AND FOLLOW-UP:

Feedback Gathering Plans:

Plans are in place to gather feedback from attendees, participants, and volunteers to evaluate the success of the event comprehensively.

A link will be provided via the Chamber of Commerce's website and Facebook page, allowing attendees, participants, and volunteers to provide feedback conveniently.

Expressing Gratitude to Stakeholders:

We are fully prepared to express gratitude to all stakeholders for their valuable contributions to the success of the event.

Appreciation will be extended to sponsors, volunteers, participants, local businesses, community organizations, and all individuals who supported and contributed to making the Military Appreciation Day event a memorable and meaningful experience.

By providing a feedback mechanism through the Chamber of Commerce's website and Facebook page, we ensure accessibility and convenience for attendees, participants, and volunteers to share their thoughts and experiences, enabling us to gather valuable insights for future improvements. Additionally, expressing gratitude to all stakeholders acknowledges their efforts and reinforces the collaborative spirit that made the event possible.

Budget: (To be detailed based on finalized plans and expenses)

Event Timeline: (To be outlined based on finalized plans)

Partnerships and Collaborations: (To be detailed based on finalized partnerships)

Promotion and Outreach Plan: (To be detailed based on finalized strategy)

Risk Management: (To be detailed based on identified risks and mitigation strategies)

Conclusion:

In conclusion, we believe that the proposed Military Appreciation Day event will not only honor our military members but also strengthen the bonds within our community. With your support and collaboration, we are confident in our ability to organize a successful and impactful event that will leave a lasting impression on all participants. We eagerly await the opportunity to work together and make this event a reality.

Thank you for considering our proposal. We look forward to your feedback and guidance as we move forward with planning.

Sincerely,

TSgt Shykana Copeland

Recruiter, United States Air Force

