

# PACIFIC FLEET SUBMARINE MUSEUM AT PEARL HARBOR

## MEMORIALIZING SUBMARINE VETERAN GROUPS AT OUR MUSEUM

**At the Pacific Fleet Submarine Museum at Pearl Harbor, our mission is to share the stories and history of the Submarine Force with the public.**

We are the most visited submarine museum in the world and, in an effort to increase the impact of our museum experience, we are undergoing a major renovation effort that requires the support of our submariner community.

We are reaching out to submariners that have served in hopes of garnering your collective support.



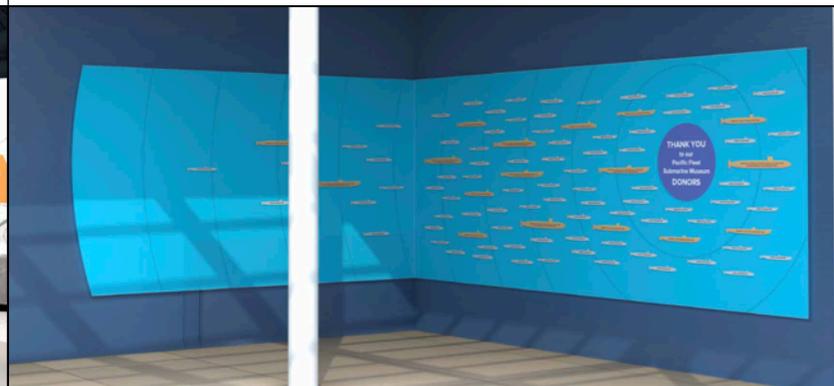
**In an effort to recognize every ship and give every submariner an opportunity to contribute, we have created special group donor packages for submarine veteran groups.**

Whenever someone that served on a specific submarine makes a personal contribution, that donor will not only receive personal recognition, but their donation will also help earn recognition for the entire ship.

We hope to represent each submarine with personalized plaques on our two donor walls. Inside of our museum, we would like to recognize ships with a Lead Donor Plaque on our Interior Campaign Donor Wall. Outside of our museum, we would like to recognize ships with a Submarine Plaque on our Exterior Donor Wall. These plaques will live forever at our museum, allowing your friends and family to interact with your history when visiting Pearl Harbor.



*Interior Donor Wall & Plaques in the Museum Entryway*



*Exterior Donor Wall & Plaques outside the Museum Entrance*

We are asking that every submariner consider making a personal contribution to our project. When you make a personal contribution, you will receive individual benefits and personal recognition as outlined in the below chart. Your contribution will also count towards recognizing your shipmates as a group.

Every donor will receive free admission to our museum and formal recognition in our campaign materials and newsletter. Every gift, no matter the size, will help tremendously. We encourage donors to spread their pledges out over multiple years.

<i>Donor Benefits and Recognition Opportunities</i>	\$250,000	\$100,000	\$50,000	\$25,000	\$10,000	\$3,000
<b>Lead Donor Plaque on Interior Campaign Donor Wall</b> A personalized, engraved Lead Donor Plaque prominently displayed inside the museum entrance. Plaques are offered in two colors (Gold or Silver).	18” plaque	15” plaque	12” plaque	9” plaque	9” plaque	n/a
<b>Submarine Plaque on Exterior Donor Wall</b> A personalized, engraved Submarine Plaque on the museum exterior. Plaques are offered in three shapes (SSN, SSBN, or WWII Fleet) and two colors (Gold or Silver).	24” sub	24” sub	24” sub	24” sub	18” sub	12” sub
<b>Naming Opportunity – Classrooms, Theatre, Conning Tower, Hull Ring at Entrance</b>	★	★				
<b>A custom onsite reception</b>	★	★	★			
<b>Naming Opportunity – Individual Exhibits</b>	★	★	★			
<b>Naming Opportunity – Benches, Water Fountains</b>	★	★	★	★		
<b>A table at the grand reopening ceremony</b>	★	★	★	★		
<b>VIP tickets to the grand reopening ceremony</b>	★	★	★	★	★	★
<b>Recognition in all campaign collateral</b>	★	★	★	★	★	★
<b>Complimentary tickets</b>	★	★	★	★	★	★
<b>Invitations to special events</b>	★	★	★	★	★	★
<b>Discounts at the gift shop</b>	★	★	★	★	★	★
<b>A custom press release announcing your contribution</b>	★	★	★	★	★	★

For example, a donor at the \$3,000 level will receive a personalized 12-inch Submarine Plaque on the Exterior Donor Wall. A donor at the \$10,000 level will receive both an 18-inch Submarine Plaque on the Exterior Donor Wall and a 9-inch Lead Donor Plaque on the Interior Campaign Donor Wall.

### **Recognizing Submarines as a Group**

Every pledge received from someone that served on a submarine will also count towards an overall group total. As this group total reaches higher giving levels, the men of the ship will receive more robust benefits and higher profile recognition opportunities.

For example, if three shipmates contribute \$1,000 each, the ship will be represented with a 12-inch Submarine Plaque on our Exterior Donor Wall and everyone that served on the ship will receive the

benefits that come with a \$3,000 gift. If five shipmates contribute \$5,000 each, the ship will be represented with a 24-inch Submarine Plaque on the Exterior Donor Wall and a 9-inch Lead Donor Plaque on the Interior Campaign Donor Wall, as well as all of the benefits that come with a \$25,000 gift.

This means that your personal contribution will have double the impact. By making a personal gift, you are earning personal benefits and helping earn benefits for your shipmates.

### **Lead Donor Plaques and Submarine Plaques**

The new museum will contain two donor walls: the Interior Campaign Donor Wall and the Exterior Donor Wall. Each wall has unique plaques and contribution requirements. Both donor walls will represent both individual donors and group gifts.



The Interior Campaign Donor Wall, which is located prominently inside the museum entrance, will honor our most generous campaign donors. This wall will be filled with gold and silver Lead Donor Plaques designed to resemble the planks on the deck of a WWII fleet submarine. Plaques can be personalized with brief messages, while sizes will be determined by contribution level. All personal pledges and group totals that reach \$10,000 by December 31st, 2019 will qualify for a Lead Donor Plaque.



The Exterior Donor Wall will honor individuals and groups that make a significant contribution to our museum. This wall is located just outside of the museum entrance and will be filled with Submarine Plaques in different sizes, corresponding with contribution levels. Submarine Plaques are being offered in two colors, gold or silver, and three shapes: WWII Fleet, SSN, and SSBN. Donors may also choose to include a submarine hull

number in addition to their name. All personal pledges and group totals that reach \$3,000 will qualify for a Submarine Plaque.

### **How to contribute:**

- Anyone, including civilians, can make a contribution at: **[bowfin.org/campaign](http://bowfin.org/campaign)**
- When filling out your donor form, write "USS [Your Ship]" in the *Boat or USSVI Base* field.
- As you fill out your contribution amount, you can decide how to structure your pledge. Pledges need not be made all at once; we encourage donors to spread their contribution over multiple years.
- In the *Inscription* field, you can select details about your individual plaque and how your gift will be recognized. We can engrave your name on a plaque or we can help you honor someone else by engraving their name.
- Your contribution will automatically be counted towards the ship total and, at the completion of our campaign, we will determine at which level to recognize the ship.

**Please contact Captain Chuck Merkel at [capitalcampaign@bowfin.org](mailto:capitalcampaign@bowfin.org) with any questions. Thank you very much for your consideration.**