



SAVE

THE UNITED STATES

Become a sponsor of the national campaign to save
America's Flagship, the historic *SS United States*

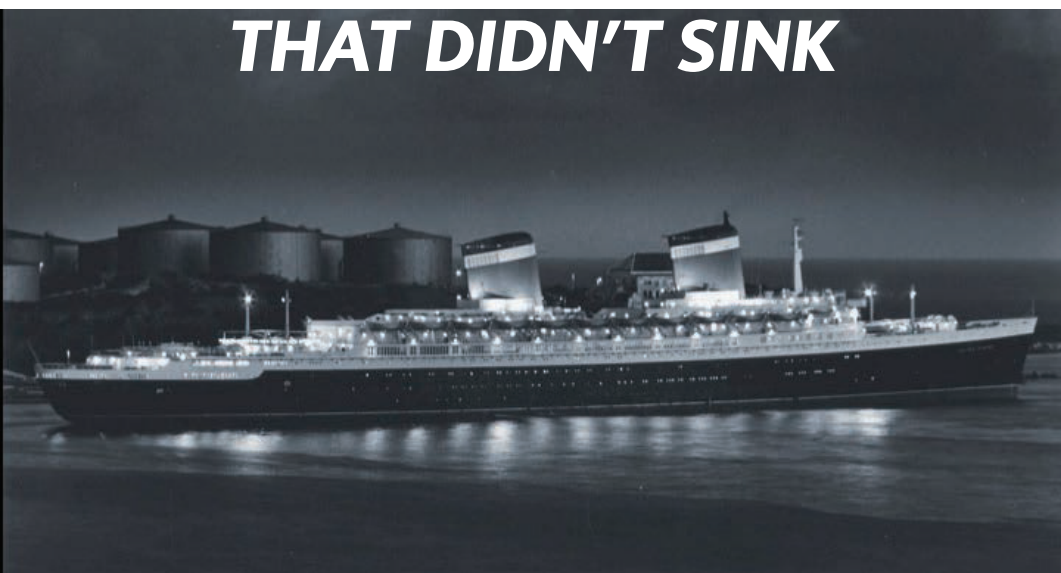
P.O. Box 32115 • Washington, DC 20007 • (888) 488-7787 • ssusc.org

SS UNITED STATES
CONSERVANCY





THE MOST FAMOUS SHIP THAT DIDN'T SINK



The SS United States Conservancy leads the global effort to save America's Flagship, the *SS United States*. Like the Statue of Liberty and the Washington Monument, the "most famous ship that didn't sink" is an icon for all ages. Designed by famed American naval architect, William Francis Gibbs, the *SS United States* is one of the last remaining great superliners from the golden age of transatlantic travel. Sadly, this national icon is in danger of disappearing forever. We need your support now more than ever to ensure that this enduring expression of American design and innovation educates and inspires for generations to come.



WHY SAVE THE UNITED STATES?

After the SS United States' launch in 1952, this 990-foot long luxury liner was an iconic symbol of American innovation and engineering might. The fastest passenger ship ever built and the largest ever constructed in her namesake nation, the *United States* still holds the Blue Ribband for the fastest trans-Atlantic crossing. The SS *United States* epitomized the nation's post-war industrial and technological expertise as well as America's "can do" spirit. To lose this treasure would, in the words of the Conservancy's former Honorary Chair Walter Cronkite, commit a "crime against history."



OUR VISION FOR AMERICA'S FLAGSHIP



The Conservancy plans to repurpose the SS *United States* into a multi-use stationary complex in an urban waterfront setting. The world's greatest ocean liner will be restored into an inspiring and self-sustaining attraction that will showcase a rich tapestry of American culture and technology. A **SS United States Center for Design & Discovery** will feature exciting and inspiring displays exploring the SS *United States*' emergence as a singular American post-war achievement. The museum will examine a range of compelling themes, including 20th century industrial innovation, the trans-Atlantic liner era, and American history, cultural identity and artistic expression. Journeys of discovery will offer themed experiences that transport visitors back to the "Mad Men" era. A stunning collection of art and artifacts will showcase the mid-century modern design aesthetic. Interactive online displays, including a high-tech "Wall of Honor," will allow visitors to connect with a vast on-line community — past and present — whose lives have been touched by America's Flagship.



SPONSORSHIPS & BENEFITS

By supporting the SS United States Conservancy sponsors will play a key role in helping rescue and restore one of the nation's most important and endangered structures.

In 2010, H.F. "Gerry" Lenfest became the Conservancy's founding sponsor through his generous contributions totaling \$5.8 million. More recent partners include AlphaUSA, Vedder Price, and Sidley Austin LLP. Please join these sponsors and help save America's Flagship.

Benefits of corporate sponsorship include advertising, naming opportunities, a customized tour of the SS *United States*, media recognition and an intimate appreciation ceremony with leaders in the maritime, military, arts, and private sector fields.

CORPORATE SPONSORSHIPS & BENEFITS

Permanent Recognition and Naming Opportunities: Sponsors will become permanently associated with the future **SS United States Center for Design & Discovery**. Your company name and logo will be enshrined in a highly visible wall of honor located at the Museum's public entrance. Selected spaces aboard the *SS United States* will be renamed to honor the areas your company has helped to restore.

Prime Online Advertising: Sponsors will receive prominent recognition on the Conservancy's website.

National Media Attention: The Conservancy's efforts on behalf of the *SS United States* have been featured in media outlets worldwide, including CBS Sunday Morning, the *New York Times*, the *Washington Post*, the *Wall Street Journal*, National Public Radio, NBC.com, CNN, the *Philadelphia Inquirer*, *USA Today*, *CBS News*, *News-Corp*, *Hearst*, and *Associated Press Television*. The campaign to save America's Flagship has reached millions of people across the country and enthusiasts around the world.

Our media relations team will work closely with all sponsors to ensure that each donation receives high-level media attention in major news outlets and media markets. In addition, sponsors will be featured prominently in our social media advertising and other digital media outreach reaching countless interested individuals and groups. A nationally distributed press release about your generous contribution will be crafted in conjunction with your team and widely promoted. Major sponsors will receive mentions in Conservancy earned media and may also have the opportunity to participate in television and radio interviews about the campaign.

Tour Aboard the *SS United States*: Supporters who participate at the highest sponsorship levels will be offered a special two-hour tour of the vessel, which is currently docked in Philadelphia. This "behind the scenes" tour will enable sponsors to visit portions of the *SS United States*' bridge, theater, first class dining room, boat deck, and promenade deck. Sponsors will also receive an up-close, exterior view of the ship's famed red, white, and blue funnels.

Appreciation Ceremony: National Flagship and Blue Riband Sponsors will receive special commemorative medals and certificates at an intimate cocktail gathering with *SS United States* Conservancy leadership and other maritime, military, arts, and community leaders. These ceremonies provide excellent networking and outreach opportunities and a valuable chance to affiliate your firm with an inspirational, unifying, and patriotic cause.



CORPORATE SPONSORSHIP LEVELS

The Conservancy must raise crucial funds to secure the vessel's upkeep, commence its restoration, and design a world-class shipboard museum. Please join the global effort to save America's Flagship for future generations.

\$100,000—National Flagship Sponsor. Like the great ship itself, you can display unparalleled excellence by becoming a top level sponsor of this campaign. You will receive:

- *Primary position company logo and bio with feature photo linked to company website permanently displayed on the Conservancy's website, ssusc.org;*
- *Acknowledgement in key media outreach, events, and campaign literature;*
- *Listing on the Wall of Honor plaque in the SS United States Center for Design & Discovery;*
- *Re-naming of one 200 square-foot area of the SS United States Center for Design & Discovery in your company's honor;*
- *Group tour for twenty (20) aboard the SS United States; and*
- *National Flagship Champion Medal Award Ceremony and cocktail gathering.*

\$50,000—Blue Riband Sponsor. Join the SS United States as a true champion! Become a Blue Riband Sponsor and you will receive:

- *A secondary position rotating logo and bio with feature photo linked to company website displayed on the Conservancy's website, ssusc.org;*
- *Acknowledgement in key media outreach, events, and campaign literature;*
- *Listing on the Wall of Honor plaque in the SS United States Center for Design & Discovery;*
- *Re-naming of one 200 square-foot area of the SS United States Center for Design & Discovery in your company's honor;*
- *Group tour for twelve (12) aboard the SS United States; and*
- *Blue Riband Award Ceremony and cocktail gathering.*

CONT'D

CORPORATE SPONSORSHIP LEVELS

\$25,000—William Francis Gibbs Sponsor. William Francis Gibbs devoted his entire career to creating the biggest, fastest, and safest vessels this nation ever produced. Demonstrate your commitment to his determination and you will receive:

- *Secondary position, rotating logo linked to company website displayed on the Conservancy's website, ssusc.org;*
- *Acknowledgement in key media outreach, events, and campaign literature;*
- *Listing on the Wall of Honor plaque in the SS United States Center for Design & Discovery;*
- *Re-naming of one 200 square-foot area of the SS United States Center for Design & Discovery in your company's honor; and*
- *Group tour for eight (8) aboard the SS United States.*

\$10,000—Big U Sponsor. To many, the SS United States was fondly nicknamed the "Big U." You too can become an endearing part of this campaign by becoming a Big U sponsor. You will receive:

- *Secondary position, rotating logo displayed on the Conservancy's website, ssusc.org;*
- *Listing on the wall of honor plaque in the SS United States Center for Design & Discovery; and*
- *Group tour for six (6) aboard the SS United States.*

\$5,000—Patriot Sponsor. The SS United States is a symbol of national pride. Become a patriot and help save this magnificent vessel. You will receive:

- *Secondary position, rotating logo displayed on the Conservancy's website, ssusc.org;*
- *Listing on the wall of honor plaque in the SS United States Center for Design & Discovery; and*
- *Tour for four (4) aboard the SS United States.*

\$2,500—Commodore's Circle Sponsor. In 1952, the SS United States' commodore sailed our nation's flagship straight into the history books. Help secure her place in history by joining the commodore's circle as a sponsor:

- *Secondary position, rotating logo displayed on the Conservancy's website, ssusc.org;*
- *Listing on the wall of honor plaque in the SS United States Center for Design & Discovery; and*
- *Tour for two (2) aboard the SS United States.*

\$1,000—Heritage Sponsor. As the fastest ship ever built in her namesake country, the SS United States has become a piece of our nation's heritage. Help restore this piece of history by becoming a heritage sponsor:

- *Secondary position, rotating logo displayed on the Conservancy's website, ssusc.org;*
- *Tour for two (2) aboard the SS United States.*

To help support the Conservancy's efforts, please contact or submit the form below to:

Kristin Hull
SS United States Conservancy
115 Chestnut Street
Philadelphia, PA 19106
khull@ssusc.org - Telephone: (267) 528-1990

Name or Company Name and Contact: _____

Address: _____

City/State/Zip: _____

Email: _____

Phone: _____ Fax: _____

Please check the SavetheUnitedStates.org level at which you pledge to participate:

- National Flagship Sponsor: \$100,000
- Blue Riband Sponsor: \$50,000
- William Francis Gibbs Sponsor: \$25,000
- Big U Sponsor: \$10,000
- Patriot Sponsor: \$5,000
- Commodore's Circle Sponsor: \$2,500
- Heritage Sponsor: \$1,000

We are unable to commit to formal sponsorship. However, please accept our donation of:

- \$500
- \$250
- \$100
- \$50
- Other

Payment Options:

Check

Enclosed, made out to the SS United States Conservancy

Credit Card

Credit Card Number: _____

Card Type: Visa MasterCard American Express

Expiration Date: _____ Security Code: _____

Name on Card: _____

Billing ZIP Code: _____

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Photo credits

Page 1: The SS *United States* off St. Thomas, 1966, courtesy of Nick Landiak. **Page 2** (clockwise, from top-left): The SS *United States* in her home port of New York City, 1959, courtesy of Steve Fasnacht. James & Lillie McPherson in the SS *United States*' lounge, 1958, courtesy of Rosalyn McPherson. Passengers on deck of the SS *United States*, 1960, courtesy of Janette Gautier. The SS *United States* at Curacao, 1964, courtesy of Charles Anderson. **Page 3** (clockwise, from top-left): The SS *United States* under construction, 1951, courtesy of Richard Rabbett. The SS *United States* today, courtesy of Greg Shutters. Rendering of the SS *United States* in a restored, waterfront setting, courtesy of Frankie Campione and CREATE Architecture & Design. Rendering of proposed gallery space on board the SS *United States* in the former observation lounges. **Page 4:** United States Lines executives at Newport News Shipbuilding & Drydock during the construction of the SS *United States*, 1951, courtesy of Janette Gautier. **Page 6:** The SS *United States* entering Southampton, 1959, courtesy of Katherine Fairhead.