Save The United States

Support Our Star-Spangled Campaign to Save America’s Flagship
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 so that this enduring expression of American design and innovation educates and inspires for generations to come.

On the evening of Thursday, October 29, 2015, the Conservancy will host a major event at the historic Union League in Philadelphia. The star-spangled evening will feature original music composed in honor of the SS United States, period décor and displays of unique maritime artifacts, and food and beverage offerings evoking a first-class dining experience aboard a transatlantic ocean liner. Most importantly, this event will raise crucial funds for the Conservancy’s curatorial programs and preservation efforts. We invite you to partner with the SS United States Conservancy by sponsoring this campaign and demonstrating your commitment to preserving our nation’s great heritage.
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 Riband 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.”

The Conservancy’s vision for the **SS United States** is the vessel’s conversion into a mixed-use museum and development complex in an urban waterfront setting. The world’s greatest ocean liner would be restored into an inspiring and self-sustaining attraction that would showcase a rich tapestry of American culture and technology. Plans for a Center for Design & Discovery would feature exciting and inspiring displays exploring the SS *United States’* emergence as a singular American post-war achievement. Journeys of discovery would offer themed experiences that transport visitors back to the “Mad Men” era. A stunning collection of art and artifacts would showcase the mid-century modern design aesthetic. In the coming year, the Conservancy is planning a digital exhibition that will explore a range of compelling themes, including 20th century industrial innovation, the transatlantic liner era, and American history, cultural identity and artistic expression. Interactive digital displays will allow visitors to connect with a vast online community — past and present — whose lives have been touched by America’s Flagship.
By supporting this unique event sponsors will play a key role in helping rescue one of the nation’s most important and endangered structures and supporting the Conservancy’s curatorial programs.

Supporters of the Star-Spangled Campaign to Save America’s Flagship will also receive a range of benefits, including: prominent mention in the Conservancy’s print and digital materials and platforms; a customized flag mounted aboard the SS United States’ foredeck; a private tour and photo opportunity aboard the ship; media recognition; and a salute at the special event on October 29th at Philadelphia’s historic Union League.
CAMPAIGN SPONSORSHIPS & BENEFITS

Permanent Recognition and Naming Opportunities: Sponsors will become permanently associated with the SS United States Conservancy’s forthcoming digital exhibition and the planned Center for Design & Discovery. Your company name and logo will be enshrined in a highly visible “Wall of Honor” on the digital exhibition’s homepage and in other outreach materials.

Prime Online Advertising: Sponsors will receive prominent recognition on the Conservancy’s website and in Star-Spangled Campaign print and digital materials.

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, and many others.

Our media relations team will work closely with top sponsors to ensure that each leadership donation receives high-level media attention in major news outlets and media markets. In addition, these 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, guided by nationally recognized maritime historians and scholars will enable sponsors to visit rarely-seen portions of the SS United States’ bridge, theater, first class dining room, boat deck and promenade deck. Sponsors will also receive up-close access to the ship’s exterior, including the ship’s iconic hull and famed red, white and blue funnels. Important note: Ship tours are limited, based on availability, and subject to various restrictions. Please contact the Conservancy for further information.

Appreciation Ceremony: Top sponsors will have the opportunity for a special commemorative, customized banner to be mounted on the SS United States’ foredeck. Your banner can be personalized with your company logo or a tribute message. A photo opportunity will be offered in conjunction with an intimate VIP shipboard visit. In addition, sponsors will be honored at the October 29th event, along with other maritime, military, arts, and community leaders. This event offers excellent networking and outreach opportunities and a valuable chance to affiliate you and/or your firm with an inspirational, unifying and patriotic cause.
A STAR SPANGLED FUNDRAISER
FOR AMERICA'S FLAGSHIP
SPONSORSHIP LEVELS

$50,000—Commodore’s Council. Join the Commodore’s Council and you will receive:

- Eight tickets to the Conservancy’s Star-Spangled Event on October 29th at Philadelphia’s Historic Union League;
- Special customized tribute flag mounted on the foredeck of the SS United States;
- Private, customized tour for up to twelve aboard the SS United States, guided by nationally recognized maritime historians and scholars. Important note: Ship tours are limited, based on availability, and subject to various restrictions. Please contact the Conservancy for further information;
- Acknowledgement in key media outreach, future events, and campaign literature;
- Prominent listing on the Wall of Honor plaque in the future SS United States Center for Design & Discovery; and
- Prominent placement of company logo and/or bio displayed on Conservancy’s website.

$25,000—Big U Benefactor. Become a Big U Benefactor and you will receive:

- Six tickets to the Conservancy’s Star-Spangled Event on October 29th at Philadelphia’s Historic Union League;
- Special customized tribute flag mounted on the foredeck of the SS United States;
- Private, customized tour for up to ten aboard the SS United States, guided by nationally recognized maritime historians and scholars. Important note: Ship tours are limited, based on availability, and subject to various restrictions. Please contact the Conservancy for further information;
- Acknowledgement in key media outreach, future events, and campaign literature;
- Prominent listing on the Wall of Honor plaque in the future SS United States Center for Design & Discovery; and
- Prominent placement of company logo and/or bio displayed on Conservancy’s website.

CONT’D
CORPORATE SPONSORSHIP LEVELS

$10,000—Blue Ribband Council Member. Become a Blue Ribband Council Member and you will receive:

- Four tickets to the Conservancy’s Star-Spangled Event on October 29th at Philadelphia’s Historic Union League;
- Special customized tribute flag mounted on the foredeck of the SS United States;
- Private, customized tour for up to eight aboard the SS United States, guided by nationally recognized maritime historians and scholars. **Important note:** Ship tours are limited, based on availability, and subject to various restrictions. Please contact the Conservancy for further information;
- Acknowledgement in key media outreach, future events, and campaign literature;
- Prominent listing on the Wall of Honor plaque in the future SS United States Center for Design & Discovery; and
- Prominent placement of company logo and/or bio displayed on Conservancy’s website.

$5,000—Flagship Founders Circle. Join the Flagship Founders Circle and you will receive:

- Four tickets to the Conservancy’s Star-Spangled Event on October 29th at Philadelphia’s Historic Union League;
- Special customized tribute flag mounted on the foredeck of the SS United States;
- Private, customized tour for up to six aboard the SS United States, guided by nationally recognized maritime historians and scholars. **Important note:** Ship tours are limited, based on availability, and subject to various restrictions. Please contact the Conservancy for further information;
- Acknowledgement in key media outreach, future events, and campaign literature; and
- Prominent listing on the Wall of Honor plaque in the future SS United States Center for Design & Discovery.

$2,500—Curator’s Circle Sponsor. Become a Curator’s Circle Sponsor and you will receive:

- Two tickets to the Conservancy’s Star-Spangled Event on October 29th at Philadelphia’s Historic Union League;
- Special customized tribute flag mounted on the foredeck of the SS United States;
- Private, customized tour for up to four aboard the SS United States. **Important note:** Ship tours are limited, based on availability, and subject to various restrictions. Please contact the Conservancy for further information; and
- Acknowledgement in key media outreach, future events, and campaign literature.

$1,500—Captain’s Table Supporter. Become a Captain’s Table Supporter and you will receive:

- Two tickets to the Conservancy’s Star-Spangled Event on October 29th at Philadelphia’s Historic Union League;
- Special customized tribute flag mounted on the foredeck of the SS United States;
- Private, customized tour for up to two aboard the SS United States. **Important note:** Ship tours are limited, based on availability, and subject to various restrictions. Please contact the Conservancy for further information; and
- Acknowledgement in key media outreach, future events, and campaign literature.

$750—Foredeck Flagholder. Become a Foredeck Flagholder and you will receive:

- One ticket to the Conservancy’s Star-Spangled Event on October 29th at Philadelphia’s Historic Union League;
- Special customized tribute flag mounted on the foredeck of the SS United States; and
- Private, customized tour for one aboard the SS United States. **Important note:** Ship tours are limited, based on availability, and subject to various restrictions. Please contact the Conservancy for further information;
**A Star-Spangled Fundraiser for America's Flagship**  
**Union League of Philadelphia**  
**140 South Broad Street, Philadelphia, PA 19102**  
**October 29, 2015 • 7:00pm**

To help sponsor or attend this star-spangled event, please contact or submit the form below to:

Eva Benningfield  
SS United States Conservancy  
115 Chestnut Street  
Philadelphia, PA 19106  
ebenningfield@ssusc.org - Telephone: (267) 528-1990

Name or Company Name and Contact:  
Address:  
City/State/Zip:  
Email:  
Phone: Fax:

Please check the sponsorship level at which you pledge to participate:

- Commodore’s Council: $50,000
- Big U Benefactor: $25,000
- Blue Riband Council Member: $10,000
- Flagship Founders Circle: $5,000
- Curator’s Circle Sponsor: $2,500
- Captain’s Table Supporter: $1,500
- Foredeck Flagholder: $750

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:  

To purchase event tickets, please check below and indicate number of tickets:

- ___ $250 Standard Ticket
- ___ $125 Crew Ticket*

Names of attendees:  

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* A limited number of tickets are available to event volunteers and special supporters. Please contact the Conservancy for additional information.