

# *Welcome Home* **VIETNAM VETERANS** *Celebration*

★ SATURDAY MAY 18, 2013 ★ ARMED FORCES DAY ★



*Presented by*





## **WELCOME HOME VIETNAM VETERANS CELEBRATION**

*Saturday, May 18, 2013 - Armed Forces Day*

### **HISTORY**

In 2004, Jose Ramos, a Vietnam Medic, rode his bicycle from Whittier, CA to Washington, DC to campaign for a "Welcome Home Vietnam Veterans Day". After a long journey and sending 10,000 postcards to Congress and President Bush asking to declare March 30th as the official "Welcome Home Vietnam Veterans Day" his efforts finally came to life in 2007. On March 30, 2008, California had its first celebration, which was a huge success, drawing over 4,000 Veterans and family members. On March 29, 2009 California repeated the celebration with another huge success. By 2011, nearly 7,000 people attended the Welcome Home Vietnam Veterans Day and our hope is to reach many more through the continuation of this effort and give the Veterans of the Vietnam era the welcome home that they deserved but did not get.

### **WHEN**

Welcome Home Vietnam Veterans Day is currently scheduled to take place on Saturday, May 18, 2013 after a month long on-air celebration of the achievements of local Southern California Vietnam era Veterans.





## **VENUE - *Grand Park, Los Angeles***

A vibrant and beautiful outdoor “park for everyone”, Grand Park adds a new spirit and vitality to downtown. One of the biggest parks in all of Los Angeles, the 12-acre Grand Park stretches from The Music Center on Grand Avenue on the west to Spring Street at City Hall on the east. With attractions ranging from the restored historic Arthur J. Will Memorial Fountain with its new wade-able membrane pool to the expansive green space for gatherings large and small, Grand Park celebrates the cultural vitality of Los Angeles County and is host to community events, cultural experiences, holiday celebrations and many other activities that engage and attract visitors throughout the county.

Each block, including the Fountain Plaza, Performance Lawn, Community Terrace and Event Lawn, and Flag Garden will host portions of the celebration and displays.



## **EVENT OVERVIEW**

Attendees will include Vietnam Veterans, family members, supporters and current generation veterans who will gather to pay tribute and give a long overdue “Welcome Home” to those who served in the Vietnam conflict. Representative Linda Sanchez, D- California, 39th District was a key supporter of passing House Resolution 234 declaring March 30th as National Welcome Home Vietnam Veterans Day and said, “ Just when they needed someone to lend an ear or a helping hand, they received a cold shoulder”. The time has come to pay our respect to the lives we lost, to those who honored the call to duty and the bonds of brotherhood that were formed in a land far from home.

## PROPOSED ACTIVITIES

Social Media Campaign for tribute stories and community achievement  
Motorcycle Honor Ride with number of fallen from state of California  
Military Plane display and flyover  
Educational programs and curriculum with area schools  
Partnerships with State and Local Veteran service organizations  
Programming on PBS SoCal



## POSSIBLE CEREMONY ELEMENTS DAY OF EVENT

Military Flyover	Videotaped messages from celebrity supporters
Torch pass from all generations of veterans	Address by Congressional Medal of Honor recipient
Honor Guard	Rolling Thunder Missing Man table ceremony
Pledge	Vietnam map for signatures or moving wall tribute onsite
National Anthem	Poet or Native American blessing
Original song tribute	Celebrity concert performance
Then and Now photo and video displays	Current generation military tribute to Vietnam Veterans



## MARKETING

PBSSoCal programming	Social Media
Public Relations	Website
Venue signage	VIP Ticket distribution
Newsletter	





## SPONSORSHIP LEVELS

In order to properly honor all those who served, as well as those who made the ultimate sacrifice, we must educate. The proposed sponsor levels all reflect an important figure from the Vietnam War. A portion of the sponsorship revenue will be granted to Vietnam Veteran service organizations that are providing programs and support that directly benefit the servicemen and women of the Vietnam era. 91% of Vietnam Veterans are glad they served and 74% would serve again even knowing the outcome.

### **\$304,000 - WELCOME HOME PRESENTING SPONSOR**

*303,644 were wounded in Vietnam out of 2.7 million who served*

### **\$75,000 - PROMISE SPONSOR**

*75,000 were severely disabled*

### **\$58,300 - HONOR SPONSOR**

*58,272 names listed on the Memorial Wall in Washington DC (Including missing, POW and deaths in captivity)*

### **\$17,800 - COMMITMENT SPONSOR**

*17,725 draftees were killed serving in Vietnam*

### **\$12,000 - PRIDE SPONSOR**

*12,000 helicopters were used in the war*

### **\$7,500 - TRIBUTE SPONSOR**

*7,484 women who served in Vietnam*

### **\$5,600 - GOLDEN STATE SPONSOR**

*5,569 killed from the state of California*

### **\$1,700 - NEVER FORGET SPONSOR**

*1,655 Americans are still "unaccounted for" in Southeast Asia*

IN SOME CASES, THE TOTAL HAS BEEN ROUNDED UP TO THE NEAREST HUNDRED.

*For more info, please contact*

**LAURIE BAKER**

**917-855-0970**

**lauriebb@gmail.com**



**3080 Bristol Street #100**

**Costa Mesa, CA 92626**

**(714) 668-9689**

**pbssocal.org**