



FREE Packaging Opportunity: Navy Birthday Celebration – October 10-13, 2008

If you are interested in offering packages for the Navy Birthday Celebration please fill out the attached information and return to Katie Kurycki at Visit Jacksonville. These rates will be displayed on the Visit Jacksonville website and linked through our Navy Birthday Celebration landing page

Interested in offering rates? (please check): yes no

Hotel Name: _____

Contact: _____

Phone: _____ E-mail: _____

Please enter a 50-word description of the package you will offer (anything more than 50 words will be cut to fit). Please allow for only 3 bullet points:

Booking instructions/link to website, please ensure you include a landing page on your site:

- Packages will go live on the Visit Jacksonville website before the end of July
- Goal: Partners to offer added values, additional nights for free, breakfast, tickets to attractions, either included in rate or at a discount. (please see attached document)
- Partners to price their offers competitively, and keep in mind the current mindset of the consumer who is looking for incentives and value. Rates offered should be compelling.
- Visit Jacksonville will create a landing page for the Navy Birthday Celebration at visitjacksonville.com. Partner offers will be loaded on the special landing page with links to participating partner website and booking engine. Partners must have a designated River City Showdown offer to participate. Landing page will also have links to office of special events website, and links to other sites that provide information on things to do and see for visitors.
- *Please see attached information on the Visit Jacksonville Strategy for this event
- Please also see the attached details of the event.

Please respond to Katie Kurycki at 904.421.9160, fax at 904.798.9103 or
kkurycki@visitjacksonville.com.

Navy Birthday Celebration Event Details:

- The Mayport and Jacksonville Navy Leagues teamed with the City of Jacksonville are well into the planning for what we are billing a Navy Birthday Celebration.
- The dates are October 10-13 with October 13th being the 233rd Birthday of the USN. It is also Columbus Day, a federal Holiday

Two centerpiece events are planned.

- Visit of the USS Stephen W Groves (FFG29). This is a Mayport based ship. Crew about 200. Berth at Jacksonville Landing in front of Hyatt. Plan is to arrive afternoon PM 10 Oct and return AM 14 October, open for general ships visiting to our citizenry, a VIP reception 11 Oct. Friendship lights glowing at night and full dress ship on 13 October to add to evening and holiday backdrop of the city
- Navy Memorial Rededication. 13 October @ 10:30. The site is at the extreme upriver end of the Southbank Riverwalk adjacent to Riverplace Tower and directly across the river from Hyatt/ship berth. This event is meant to showcase Navy Jacksonville and be a platform for our government to rededicate itself to our local Naval Forces. Additionally, we will honor Mr. Bryant Skinner, Chairman of the local initiative in 1988 that raised corporate and private donations for the National Navy Lone Sailor Memorial in Washington DC and our Navy Memorial by the same sculpture here in Jax. Our memorial will be 20 years old on Navy Birthday.

Navy Birthday Celebration Elements:

- U.S. Navy agreed to anchor US Navy Ship for public tours downtown Jacksonville Ship will be docked in front of Hyatt
- Fly By Over St Johns River – Saturday Oct 11th by Women Corral Flyers
- Official Naval Ceremony at Navy Memorial (South Bank by Jacksonville School Board Building)
- Navy Band
- Sea & Sky Show ten days later

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