

May 27, 2017

Annual Event Plan

Friends of Sand Point Magnuson Park Historic District

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- I. Purpose
- II. Description
- III. Sponsorship
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I. Purpose

- To raise awareness of the Aviation History of Sand Point
- To provide history education and entertainment for the children of Solid Ground and the surrounding communities

II. Description

Sand Point Aviation History Celebration

Sunday, October 15, 2017

Hangar 30, Magnuson Park; 10am to 4pm

Registration on the website is free; donations gratefully accepted

- Children of all ages will enjoy hearing stories told by pilots and historians and inspecting models of numerous aircraft that have taken off and landed at Sand Point during the time it was an airfield and a seaplane base. A survey of the planes will be presented: from the first Around-the-World Flight to the seaplanes, fighters and bombers of WWII, Korea, the Cold War; the Cargo Planes of the Vietnam War; and the many aircraft that were supplied and repaired at the base when it became a Support Facility.
- A new display of 1:72 scale models to be housed in the Brig will be introduced.
- Members of scale model building groups and elementary school teachers will be on hand to help children build their own plastic and balsa wood models and paper airplanes.
- Tours of the Historic District will be offered
- Friends of Sand Point/Magnuson Park Historic District Membership will be on hand to explain our work.

- Music will be provided by group of former Military Band members.

Other activities may include:

- Indoor and/or outdoor radio-controlled airplane demonstrations.
- Displays and information on sponsoring organizations
- Artifacts displays
- An Historical Photo Exhibit showcasing aircraft in time and place.
- Speakers including former Commanding Officers of Sand Point Naval Air Station, Squadron Commanders, Aviators and Support Staff
- Vendors may offer scale model kits and other wares.
- Announcements of grants, future projects and activities
 - Ongoing participation in development of Building 2
 - Contributions to Firehouse development
 - Acquisition of large scale models for the rafters of Hangar 30
 - Funding of a PBY landing at Pontiac Bay
 - Commissioning of an airplane sculpture
 - Retrieval of an airplane from Lake Washington

III. Sponsorship

Organizations who sponsor the event will be asked to:

- Contribute funding and/or in-kind donations of models, kits, food, etc.
- Provide staffing and/or storytellers and speakers
- Donate time in the form of model building, photo framing, art, etc.

In return, the organizations will get:

- Their logo on the marketing materials and website
- A space in the Hangar for an information booth
- Reciprocation at their events

See Addendum A: List of Potential Sponsors

IV. Marketing

- Distribution of our Proposed Plan to potential sponsors
- With the City of Seattle Parks and Recreation and Magnuson Park, produce materials and interviews for television, radio and website announcements
- Place advertising on the Sand Point Arts and Cultural Exchange (SPACE) website and the new radio station
- Create Posters and sandwich boards
- Distribute flyers to sponsors and selected museums and schools
- Place announcement in the Seattle Times Fall Arts Event supplement and on their calendar of events online and in print
- Spread info by word of mouth

V. Budget (figures approximate; please amend as appropriate)

Hangar 30 and equipment rental; Park Staff	\$	3,120
\$1,000,000 Liability Insurance		150
Purchase of models for workshop and display		200
Printed materials		300
Transportation of display cases		250
Media placement		500?
Bank Cost		800
Miscellaneous		100
Current Total		5,420

VI. Schedule

May

- Make deposit on Hangar 30

June-July

- Investigate radio-controlled aircraft demonstrations
- Solicit funding
- Solicit sponsorship
- Contact potential storytellers
- Engage the band
- Buy and collect model aircraft and photographs

August

- Write marketing materials
- Purchase media placement and schedule interviews for Oct. 11-14
- Solidify event schedule
- Post advertising and registration form on the website
- Frame and prepare photographs for hanging

September – Oct. 10

- Confirm speakers, storytellers
- Print and distribute marketing materials
- Print program

Oct. 11-14

- Get on TV and radio
- Set up sandwich boards
- Prepare the airplane display case
- Plan the arrangement of the hangar
- Send reminders to sponsors and story-tellers

Oct. 15

8 – 9 am Set up Hangar

10- 11 am Sponsors set up; staff in place

11am – 3pm Story-telling and Model Workshop
3-4pm RC Model Flying Exhibition
4 – 6pm Clean Up

Addendum A: Potential Sponsors

Please send your ideas for other sponsors!

From Magnuson Park

- Solid Ground
- Building 30 Artists
- SPACE
- Brig Studio Artists
- Seattle Parks
- Outdoors for All
- Magnuson Athletic Center
- NOAA
- Sail Sand Point and the STEM program

Museums and Historical Organizations

- Museum of Flight Seattle
- PBY Museum Oak Harbor
- Puget Sound Navy Museum Bremerton
- Flying History Museum Everett
- Museum of History and Industry Seattle
- Submerged Cultural Resources Exploration Team (SECRET)
- Aviation History.com – online museum
- Seattleworldcruiser.org
- American Association of State and Local History aaslh.org

Model Aircraft Builders

- Northwest Scale Modelers
- International Plastic Modelers Society, Seattle Chapter

Radio-Controlled Model Organizations

- Barn Owls – barnowlsnw.org
- Marymoor R/C Club

Naval Organizations

- Squadron History Organizations
- 13th Naval District Public Relations

Pilots and Floatplane Associations

- Veteran and current Naval Aviators
- Historical airplane renovators

Native Organizations

- Duwamishtribe.org

Neighborhood Organizations

- Wedgwoodinseattlehistory.com

Families of Veterans who flew from Sand Point

- Malcolm Russell, grandson of Admiral James Sergeant Russell

Veterans Organizations

Vendor

- Hobby Shops
- Frame Shops
- Online model kit vendors
- Food providers

Arts Organizations

- For Culture

History Book Authors

- Cory Graff
- Timothy A. Nelson