



Newspapers In Education and Northwest Shipyards History-Culture-Vocations

The Seattle Times-Newspaper in Education (NIE) program has worked with the Maritime industry to produce our award winning Seafood 101 and Maritime 101 publications and is currently working on our third Maritime 101 edition. NIE proposes a ***Special- Northwest Shipyards*** sponsored special educational supplement based on ***Washington State and Common Core Social Studies standards related to History of Shipyards in Seattle (combined with Immigration/Norwegian culture) and Vocations in the industry: for 8- 12th grade.*** The Seattle Times-Newspapers In Education (NIE) currently serves over ***39,000 students and nearly 1,000 educators*** in Washington state. Our programs run in the print and electronic edition of The Seattle Times reaching our full readership of 1.196.600 Sunday and 913,000 weekdays.

NIE Programs include:

- Development of In Paper content; NIE would work hand in hand with you to develop a customized program
- Daily teacher's lesson plans and/or Teacher's guide mailed to NIE students and educators
- Program Placement on our NIE Website and links to additional resources
- Logo Recognition in our NIE newsletter with links to additional resources
- Overruns available to educators, and NIE Promotion and Distribution at conferences/events.

Suggested Topics:

- ***HISTORY:*** Understands how development and struggles in the Pacific Northwest helped to define eras in history by industrialization, immigration, and urbanization specific to shipyards and the maritime industry.
- ***SOCIAL STUDIES*** Interprets other points of view and cultures specific to Norwegian migration to the NW
- ***GEOGRAPHY*** Analyzes and evaluates elements of geography to trace the emergence of the maritime industry as a global economic and political force.
- ***ECONOMICS and VOCATIONS*** Analyzes how the forces of supply and demand have affected the production, distribution, and consumption of goods, services, and resources in the United States in the past or present. Explore economic opportunities for individuals in trades and vocations.

Suggested Donation to be split between supporting sponsors/ partners:

- ***Full color special section- 4 page tabloid: \$8,000***
- ***Full color special section- 8 page tabloid: \$20,000***
- ***Full color special section- 12 page tabloid: \$28,000***

(Additional overruns available for distribution to NIE educators and students, retail locations, state educational conferences) Includes: Teacher's guide, Program Placement on our NIE Website and links to additional resources, Logo Recognition in our NIE newsletter with links to your website and individual sponsor thank you ad. Donations to Newspapers in Education may be tax deductible all funds go to provide electronic newspapers to educators and students throughout Washington State.

2016 Maritime Festival and Seattle Maritime 101 Initiatives

Three years ago, the Seattle Propeller Club developed the Maritime 101 initiative, which created a two-month maritime industry marketing initiative. The highlight of this marketing campaign is the annual Maritime Festival. These efforts have created a unique partnership between the private sector, regional maritime industry organizations and the Port of Seattle to promote our Five Star Working Waterfront.

Goals

The Maritime Festival and the Maritime 101 initiative are designed to promote maritime commerce in the Puget Sound region, educate the public about the industry and engage the industry in proactive programming. During April and May we will deliver the following key messages:

1. **Quality Jobs** - The industry offers well-paying family wage jobs and diverse career opportunities. Workforce development is critical to the future of the industry. Workforce development will be the main theme of the 2016 Maritime 101 initiative.
2. **Significant Economic Impact** - The region's maritime industry cluster makes a significant contribution to our regional and global economies.
3. **Trade is critical to our region** - The region has strong ties to Alaska and Washington is one of the most trade dependent states in the country.
4. **Excellent Products and Services** - The maritime cluster delivers excellent products and services with the highest level of customer service.
5. **Commitment to Sustainability** - The industry is committed to environmental sustainability and the long term health and vitality of the community. We have a strong track record of success.

Additional Propeller Club Goals:

1. Build strong regional partnerships between businesses, the community, labor and government.
2. Engage our Customers: Involve the industry in events.
3. Engage the Public: Create opportunities for public involvement and education.
4. Develop opportunities to raise funds for maritime education and service organizations like the Sea Scouts, YMTA and Catholic Seamen's Club.
5. Enroll partners to "speak with a single voice."
6. Put a "face on the industry."

New for 2015

1. In April, we will showcase and celebrate international trade, our shipping industry and the alliance between the Port of Seattle and Port of Tacoma.

2. We will reposition Family Fun Day to a Harbor Open House. The following Open House events are planned: Workboat parade, fireboat display, Coast Guard Sea-Air rescue, abandon ship demonstration, three free harbor tours, vessel open house at Bell Street Pier, industry displays, Center for Wooden Boats kids' boat building, remote control boats, Waterfront Chowder Cook-Off, and other activities. Due to declining participation and the lack of an adequate viewing area, the Propeller Club as decided to not hold a tugboat race in 2016.
3. Maritime Career Day will continue and expand on the Georgetown Campus of South Seattle Community College. Last year, Career Day attracted record participation and attendance. Major sponsors will receive a free booth for Career Day.
4. An even more extensive video campaign will be developed in 2016. A series of Maritime Vignettes will feature industry leaders, businesses and initiatives.
5. Seattle Maritime 101 will mount a coordinated social media effort to more aggressively promote the industry, events and maritime careers.
6. Additional special events to engage the industry and the public are planned. The following events are being pursued by the Seattle Propeller Club and the Port of Seattle:
 - A. The April Club meeting will focus on International Trade.
 - B. Hold a two-year anniversary update of the Mayor's Maritime Summit.
 - C. Hold a special boat tour for key government staff of the waterfront to showcase issues, jobs and opportunities.
 - D. Hold a meeting/workshop on Fishing Fleet Recapitalization.
 - E. Schedule a series of Open Houses, Public Tours and Special Events at businesses, government facilities and other locations.

We welcome your participation in these events. Your ideas are encourage creating additional opportunities to promote the maritime industry.

Key Dates

Highlights of the 2016 Maritime 101 Program:

April 10	Seattle Times Newspaper Supplement published	
April 20	Propeller Club Luncheon	Focus: International Trade
May 10	Career Day	Georgetown Campus, Seattle Central Community College
May 12	Stories of the Sea	Highliner Public House, Fishermen's Terminal
May 14	Harbor Open House	Pier 66 and Downtown Waterfront
May 20	Maritime Festival Breakfast	Marriot Waterfront Hotel

Throughout April and May, an additional series of Open Houses, Public Tours, Meetings and Special Events at businesses, government facilities and other locations are planned.

April and May Initiatives

I. Seattle Times and Newspaper in Education Supplement

A **12-page special newspaper supplement** will be published in the Seattle Times on Sunday, April 10, and will reach nearly 500,000 people. The supplement will include a cargo hold full of stories about the value of Seattle Maritime and the industry and stories and ads from our sponsors.

The focus of the supplement will be on workforce development and the great careers in the maritime industry.

The supplement will also be distributed to classrooms throughout the Puget Sound region through The Seattle Times-Newspapers in Education (NIE), which currently serves over 44,000 students and nearly 1,000 educators in Washington state. Over 70% of NIE students are middle school-college level, and over 41% of NIE educators teach some type of STEM education in their classroom. Teachers will use the supplement for their classes.

Finally, a total of 5,000 supplements will be distributed at all Seattle Maritime 101 events.

Additional support from the Seattle Times will include:

- The Seattle Times will provide **Seattle Maritime 101 advertising** throughout the length of the campaign and support the effort with stories and event promotion. The Seattle Times will run **\$28,000 in retail print space** to support Seattle Maritime 101. Ads will be scheduled each Friday in the entertainment section from March through May to highlight Seattle Maritime 101 events. Sponsor logos will be placed in all of the ads.
- The Seattle Times will place the **Supplement on their NIE Website**, with links to additional Seattle Maritime 101 resources.
- The Seattle Times will provide logo recognition in their **NIE newsletter**, with links to additional Seattle Maritime 101 resources.
- The Seattle Times will provide recognition to Seattle Maritime 101 and all major sponsors as an **education supporter in NIE Sponsor Thank You ad**.

II. Advertising

- A. \$15,000 worth of **Television** advertising in May.
- B. \$7,500 worth of **KIRO Radio** advertising leading up to Festival weekend. KIRO Radio will also conduct six interviews during the Harbor Open House.

III. Collateral

- A. 10,000 **brochures** will be printed and distributed.
- B. 1,000 **posters** will be printed and distributed.

IV. Events

- A. Nearly 40 companies and 400 students and job seekers are expected for the Annual Maritime Career Day. Major sponsors will receive a complimentary booth as a part of their sponsorships.
- B. A packed house and 15 poets are expected for the Stories of the Sea poetry slam at the Highiner. Major sponsors will be recognized by the emcee.
- C. More than 300 industry leaders are expected for the Maritime Festival luncheon or breakfast. Major sponsors will be recognized on the program and on the PowerPoint.

V. **Additional Marketing Benefits**

- A. The Port of Seattle is in the process of creating a series of Maritime Vignettes, which will feature key maritime people/leaders, businesses and locations. Major sponsors will have the opportunity to participate.
- B. Sponsors are invited to participate in April and May events and host events, such as tours or an Open House, at their location.
- C. An extensive public relations campaign will be developed to promote Maritime 101 and the Festival and its events. Sponsors will be recognized in press releases and in our social media posts.
- D. A special pop-up banner will be placed at key events. The banner will have sponsor logos on it.
- E. A Seattle Maritime 101 website will be utilized to feature all events and link to the Seattle Times newspaper supplement. Sponsor logos/links will be featured on the website.

Seattle Maritime 101 Sponsorships

The sponsorship benefit sheet shows how you can take maximum advantage of this campaign and all its benefits.

All funds will be paid to the non-profit Seattle Propeller Club.

To be involved in the Seattle Times Supplement, we need your “pledge” by February 4, with sponsorship payment due by February 28.

For Further Information:

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Seattle Maritime 101 and Seattle Maritime Festival Sponsor Benefits

Benefits	Platinum Sponsorship (\$10,000+)	Gold Sponsorship (\$5,000+)	Silver Sponsorship (\$1,000+)	Maritime Supporters (\$250+)
Title Sponsorships				
Title Sponsorship of Seattle Maritime Festival	X			
Presenting Sponsorship of Seattle Maritime 101	X			
Seattle Times Marketing Partnership				
One-half page story in the Times Supplement	x			
One-quarter page story in Times Supplement		X		
1/4 page Ad in Supplement	X	X		
Logo on the cover of the Supplement	X			
Sponsor logo - thanks in Supplement	X	X	X	
Sponsor thanks in Supplement	X	X	X	X
Logo in Seattle Times weekly ad - Value \$28,000	X			
Rotating mention in Seattle Times ad with logo		X		
Logo in Seattle Times thank you ad	X	X		
Visibility in Seattle Times on-line flip book	X	X	X	X
TV, Radio and Collateral Benefits				
Logo on \$15,000 of TV Ads	X	X		
Mention in all \$7,500 of radio advertising	X			
Rotating mention in \$7,500 radio advertising		X		
Interview on radio ad partner during Open House	X			
Logo on poster	X	X	X	
Logo on Harbor Open House brochure	X	X	X	
Mention on Harbor Open House brochure				X
Logo on Stories of the Sea Poster and Mailing	X			
Logo on Festival Luncheon program	X			
Listing on Festival Luncheon program		X	X	X
Logo on Luncheon mailings	X			
Logo on Career Day mailings and collateral	X			
Logo on event pop up banner	X	X		
Opportunity in Maritime Vignettes Campaign	X	X		
Events				
Free table at the Maritime Career Day	X	X		
Free booth at Harbor Open House	X	X		
Opportunity for booth Harbor Open House			X	X
Emcee recognition at all events	X	X		
Opportunity to speak at Stories of the Sea	X			
Opportunity to speak at Festival Luncheon	X			
Recognition at other Maritime 101 events	X			
Other Communications and Benefits				
Mention in press releases	X	X	X	X
Mention in social media	X			
Ability to hand out information at events	X	X	X	X
Logo on SeattleMaritime101.com	X	X		
Mention on SeattleMaritime101.com			X	X
Link to sponsor website	X	X	X	X
Logo on SeattlePropellerClub.org	X			
Mention on SeattlePropellerClub.org		X	X	X
Mention in press releases	X	X	X	X
Mention in social media	X	X		
Ability to hand out information at events	X	X	X	X
Thank you by emcee at events	X	X		
Support efforts support Maritime Nonprofits	X	X	X	X