



MARINE CORPS 250

Commemorating the 250th Birthday of the United States Marine Corps

Stakeholder Initial Working Group

COMMUNITY RELATIONS BRANCH
COMMUNICATION DIRECTORATE, HEADQUARTERS MARINE CORPS

WELCOME

Welcome to the Marine Corps 250th Commemoration Stakeholder Initial Working Group; an opportunity to brainstorm and collaborate on ideas and planning for celebrating 250 years of the United States Marine Corps.

▷ MARINE CORPS 250 COMMEMORATION

STAKEHOLDER INITIAL WORKING GROUP

16 MARCH 2023

Marine Corps University – Lecture Hall 3

DATE/TIME	TOPIC	PRESENTER	LOCATION
0830	Lecture Hall is open for arrivals		Lecture Hall 3
0900	Welcome Remarks		Lecture Hall 3
0915	Marine Corps 250 th Commemoration Brief from HQMC Viewpoint	Ms. Tracey Campbell, Branch Head, HQMC Community Relations	Lecture Hall 3
1030	Open Forum & Stakeholder Input	Moderated By: Ms. Tracey Campbell & Capt. VanderSchans, Community Relations Branch	Lecture Hall 3
1200	Lunch Break		Q-Town Various Locations
1330	Open Forum with Stakeholders and Veteran Service Organization Representatives	Moderated By: Ms. Tracey Campbell & Capt. VanderSchans, Community Relations Branch	Lecture Hall 3
1500	Closing Remarks and Dismissal		Lecture Hall 3

THE 250TH BIRTHDAY

- November 10, 2025 will mark the 250th anniversary of the United States Marine Corps.
- In an effort to commemorate this significant milestone in the Corps' history, the Marine Corps will launch the *Marine Corps 250* effort.

WHAT IS MARINE CORPS 250?

A multi-year effort to commemorate the 250th Birthday of the United States Marine Corps. The effort will be led by an assigned Task Force within Headquarters Marine Corps with partnerships and coalitions with the DoD, SECNAV, Navy, *Homecoming 250*, and affiliates— working collectively to honor the past 250 years and bring inspiration to the next 250. *Marine Corps 250* effort begins in 2023, culminates on November 10, 2025.



PURPOSE

- Purpose: Collaborate and discuss proposed events for a Force-wide commemoration of the 250th Birthday and propose sourcing solutions to support those events.
- Discussion Topics:
 - Themes and Objectives
 - Proposed Lines of Effort
 - Engagement Plan Design
 - Marine Corps 250 Hubs
 - POA&M and Key Events
 - Initiatives and Ideas
 - Way ahead

PURPOSE

- Purpose: Collaborate and discuss proposed events for a Force-wide commemoration of the 250th Birthday and propose sourcing solutions to support those events.
- Discussion Topics:
 - Themes and Objectives
 - Proposed Lines of Effort
 - Engagement Plan Design
 - Marine Corps 250 Hubs
 - POA&M and Key Events
 - Initiatives and Ideas
 - Way ahead

PROPOSED LINES OF EFFORT & ACTIVITIES

The Engagement Plan will be accomplished through the following lines of effort and activities:

1. Support & Branding to existing events

- a) Ceremonies hosted by Associations and NFEs
- b) Local support to community relations events – Total Force
- c) Speaking engagements by key leaders

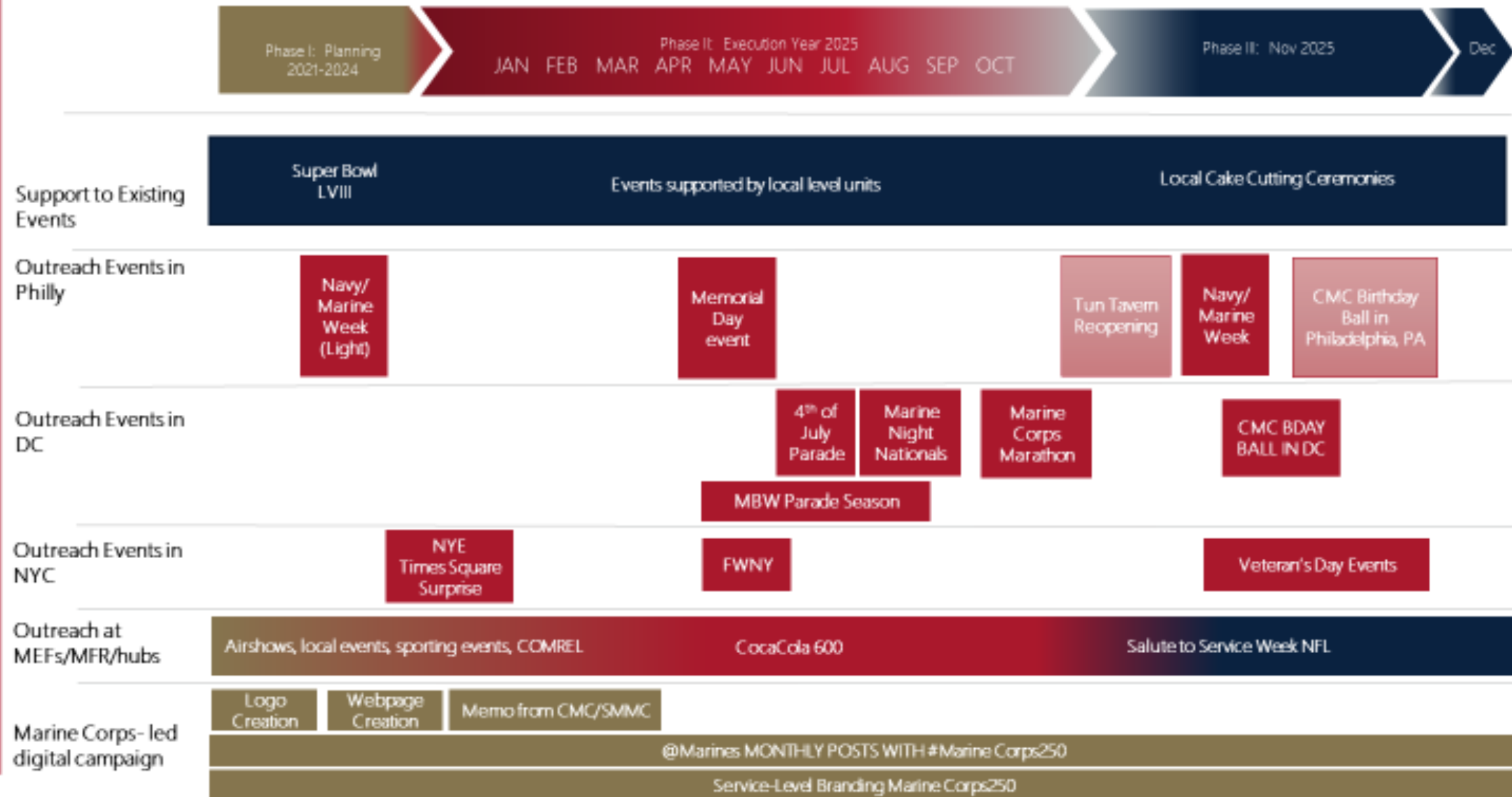
2. Educate and Message

- a) Official webpage
- b) Digital Engagement (#MarineCorps250)
- c) Inclusion of talking points in speeches and events
- d) Commemorative message

3. Generate Marine Corps events

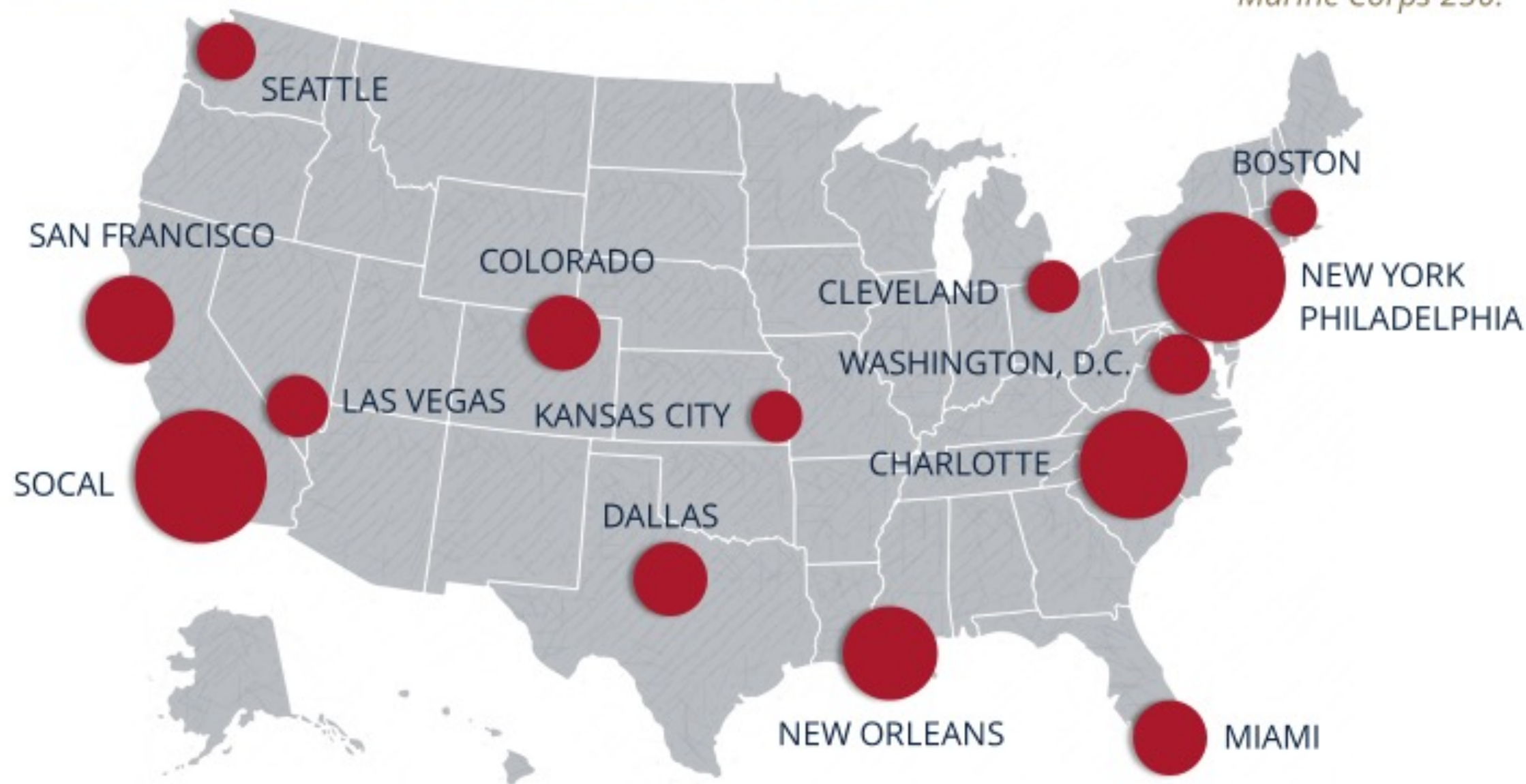
- a) MBW Parade in Washington D.C.
- b) "Marine Corps 250" Campaign
- c) Force-wide Commemoration / Nation-wide Commemoration
- d) Marine Week– Philadelphia (2023 & 2025)

ENGAGEMENT PLAN (tent.)



MARINE CORPS 250 HUBS

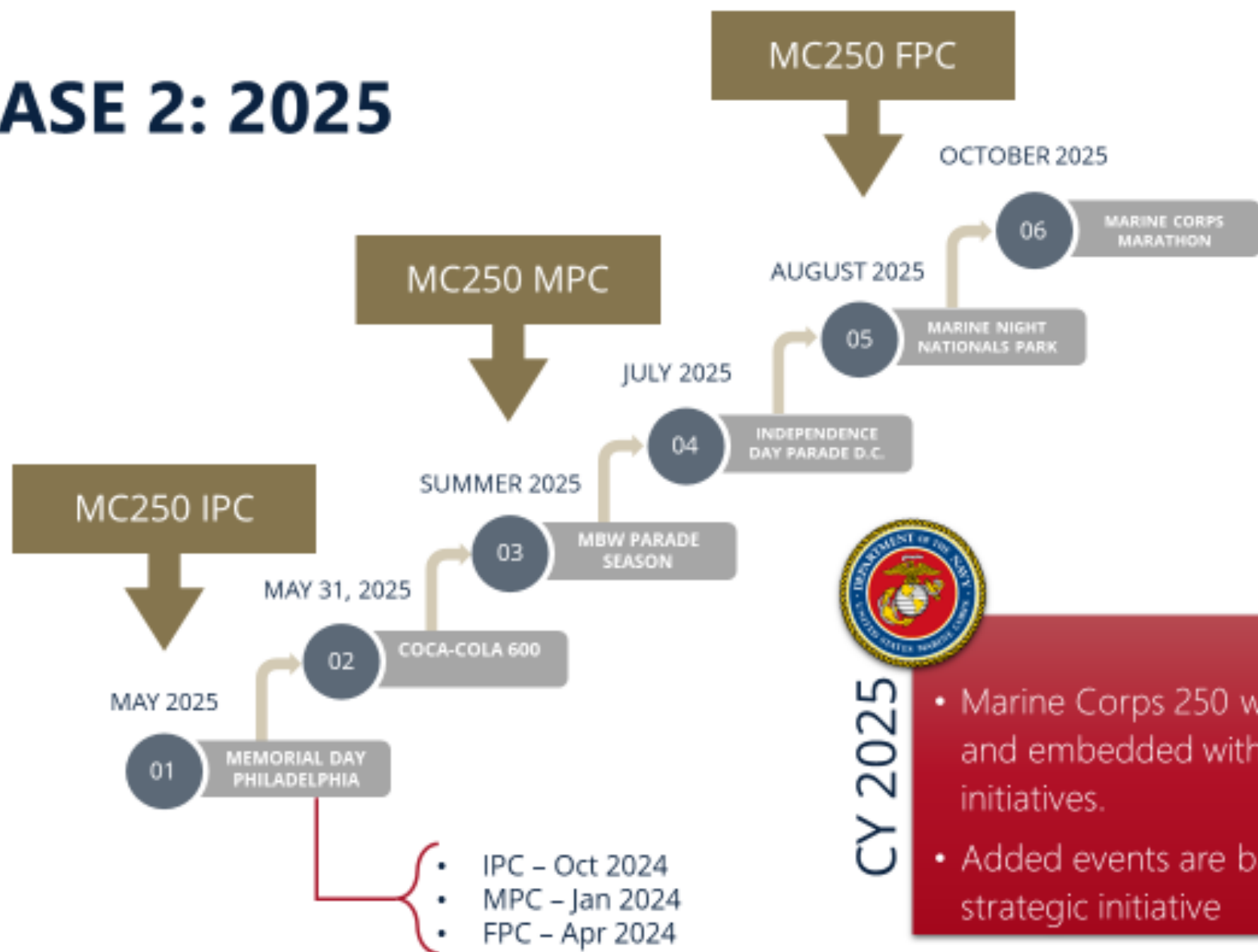
In 2025, Marines across America will celebrate Marine Corps 250.



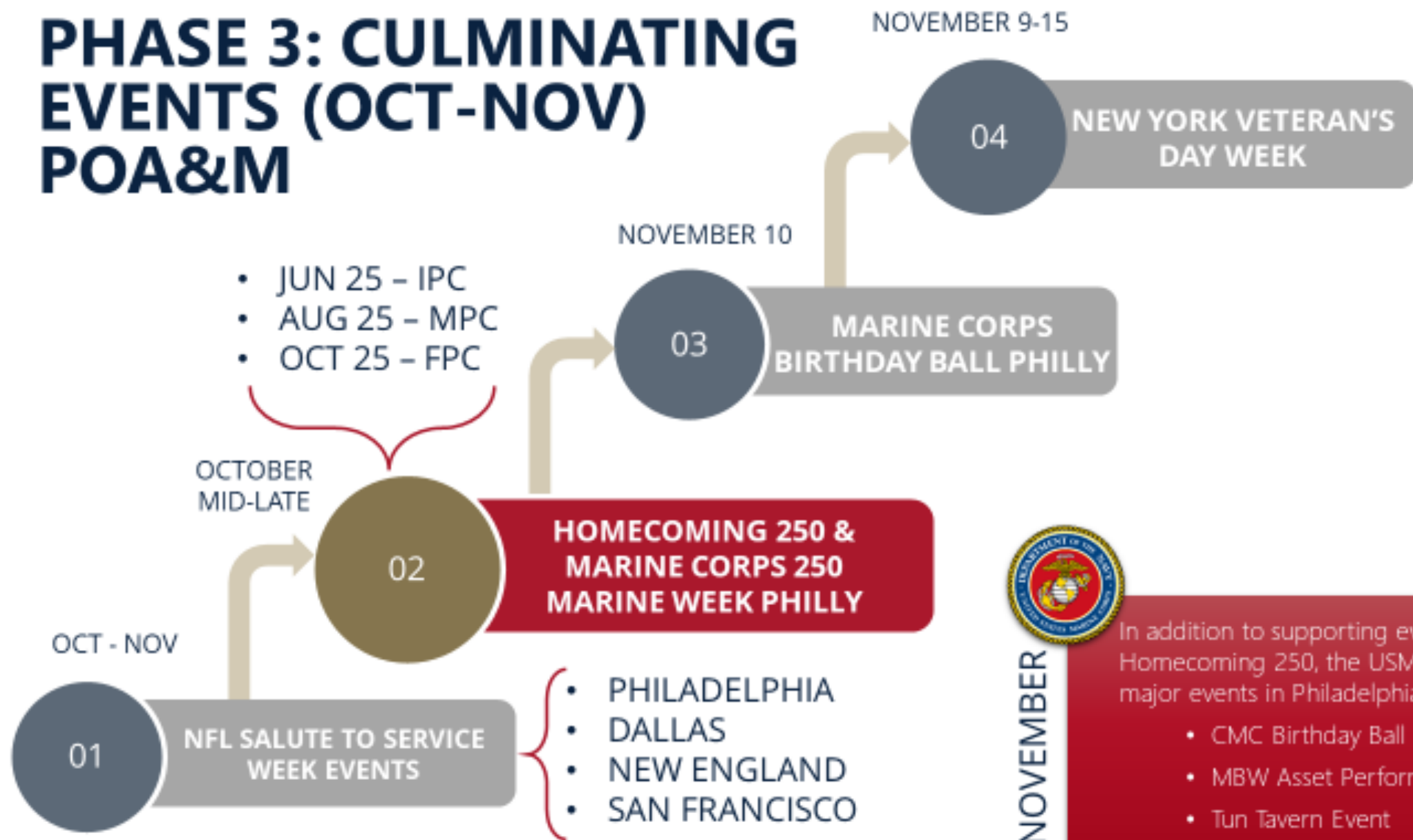
PHASE 1: PRE-EVENT POA&M



PHASE 2: 2025



PHASE 3: CULMINATING EVENTS (OCT-NOV) POA&M



NOVEMBER

In addition to supporting events at Homecoming 250, the USMC will plan major events in Philadelphia:

- CMC Birthday Ball
- MBW Asset Performance
- Tun Tavern Event

KEY 2025 EVENTS

ESTABLISHED & PROPOSED

- Houston Rodeo – Feb/Mar
- Kentucky Derby*, Louisville, KY – May 3rd
- Coca Cola 600, Charlotte, NC – May 25th
- Memorial Day Weekend*, Philadelphia – May
- Fleet Week New York – Memorial Day
- Navy & Marine Birthday Parade*, Washington, D.C. – Summer
- Marine Corps Marathon, Washington D.C. – October 26th
- NFL Salute to Service Games*, Various Locations – October – December
- Homecoming 250 Key Events – October – November
- Marine Week Philadelphia, PA – TBD
- Veteran's Day NYC, New York – November 9-16
- Army Navy Football Game - December



** Annotates Strategic Initiative*

MARKETING/CREATIVE/DOCUMENTATION INITIATIVES & IDEAS

- Webpage creation on marines.mil
- Official logo
- Commemorative Coin / Stamp
- Marine Corps 250 marketing items
- Video – Supplement Birthday Message for 2025, to be played at all events in 2025
- MCRC/WT – commercial creation, played during key events (i.e., SuperBowl digital streaming media space)
- DVIDS Feature Page – Marine Corps 250th tag: #MarineCorps250
- Marine Corps events in Hollywood

DISCUSSION AND FUTURE PLANNING

