

A close-up, high-angle shot of a Marine's face. The Marine is wearing a dark, worn helmet with a chin strap. The lighting is dramatic, highlighting the texture of the skin and the details of the helmet. The background is dark and out of focus.

CAROLINA **MUSEUM OF THE MARINE**

**Meet the Marine.
Be Inspired.**

“We have an overarching opportunity to provide a forward-thinking museum designed to ensure that the contributions of our Carolina Marines and Sailors to our Nation’s freedom are remembered, to teach young and old alike the virtue in understanding what made our great Nation a leader of the free world, and to help prepare our young people to lead, to follow, and to embrace future challenges.”

*General Al Gray, USMC (Ret),
29th Commandant of the United States Marine Corps*

CAROLINA **MUSEUM** OF THE **MARINE**

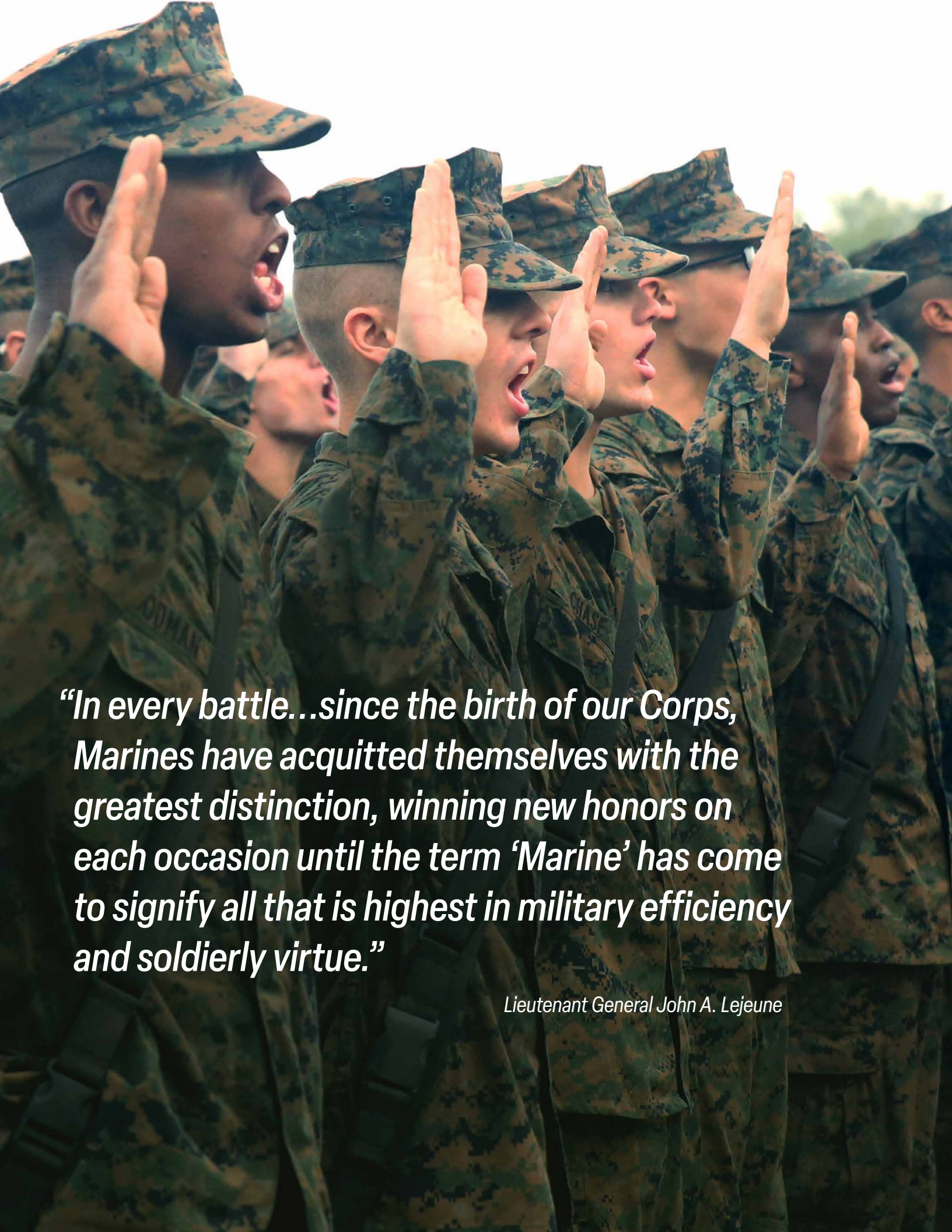
**Meet the Marine.
Be Inspired.**



CAROLINA MUSEUM OF THE **MARINE**

907 Lejeune Blvd
Jacksonville, NC 28540

www.MuseumoftheMarine.org



“In every battle...since the birth of our Corps, Marines have acquitted themselves with the greatest distinction, winning new honors on each occasion until the term ‘Marine’ has come to signify all that is highest in military efficiency and soldierly virtue.”

Lieutenant General John A. Lejeune

CAROLINA MUSEUM OF THE MARINE

The Carolina Marines and Sailors are legendary. With honor, courage, and commitment, they have dedicated their lives to the service of our country. Now is the time for all of us to come together – active-duty Marines and Sailors, veterans, families, and community leaders – to build a tribute museum that honors, preserves, and teaches the legacy of Carolina Marines and Sailors. This museum will showcase the Marine example to inspire future generations.

There are legends in every generation. When we witness how profoundly our forefathers fought for our freedoms, we are awed by their bravery and service to America. When we witness the innovations of our current fighting force, we are confident in our future.

At the Carolina Museum of the Marine, you will meet the Marine and be inspired. The Museum will capture and present Carolina Marine and Sailor stories from 1941 to the present. Expect to encounter exciting interactive displays, recreated experiences, and space for reflection and reverence.

Marines and Sailors are your brother, your daughter, your father, your mother, and your friend. Do not let the stories of these men and women disappear over time. It is up to you to help build this Museum to preserve the history of the Carolina Marines and Sailors for future generations.

The target is in sight, but the Carolina Museum of the Marine needs all hands on deck to complete the mission. Years of research and planning have brought us to this point. It is time!

Attack the objective. Give today to preserve the heritage of the Carolina Marines and Sailors. Meet the Marine and be inspired!



Mark Faulkner, Chair of the Board of Directors
Lieutenant General, USMC (Ret)

CAROLINA MUSEUM OF THE MARINE

Marines who come back to visit the Carolina bases often reflect that they feel like they are “coming home” to a place where they learned to be leaders. The Carolina Museum of the Marine will encapsulate their memories, and likewise open the eyes of the public to the sacrifices of the Marines and the people of the Carolinas.

The Marine Corps, ever conscious of its “first to fight” motto and its values of “honor, courage, and commitment,” aggressively pursues new technologies and doctrine to enhance its capabilities. Many of the Corps “firsts” can be credited to the Carolina Marines.

The Carolina Museum of the Marine will enable all to learn how Carolina Marines and Sailors are an integral part of American history and American humanity. The Museum will be a sought-after destination for visitors to eastern North Carolina and will offer inspirational moments and educational opportunities to all who enter.

Help tell the stories before they disappear. Support the Carolina Museum of the Marine today.



Thank you and Semper Fidelis!

Kevin Stewart, CEO
Brigadier General, USMC (Ret)

“This project deserves the support of every Marine. Camp Lejeune is the birthplace of the amphibious roots from which our predecessors distinguished themselves in World War II. Please join me in a commitment to help to bring this magnificent museum to fruition.”

*Colonel Adele Hodges, USMC (Ret),
First woman to command Camp Lejeune*





Mission Statement

Honor, preserve, and teach the legacy of Carolina Marines and Sailors.

Showcase the Marine example to inspire future generations.

Vision Statement

To provide a forward-thinking museum designed to ensure that the contributions of Carolina Marines and Sailors to our Nation's freedom are remembered.

To prepare our young people to lead, to follow, and to embrace future challenges.

Meet the Marine. Be Inspired.

Core Values

*We are professional, patriotic, selfless servants who support and defend the Constitution and embrace the core values of the United States Marine Corps:
Honor, Courage, and Commitment*

“The Carolina Museum of the Marine will be a tower of history and learning. It will be like home to many of us: the sooner the better!”

*Ambassador Theodore R. Britton, Jr.
Montford Point Marine Association
Recipient of the Congressional Gold Medal*

“Carolina Museum of the Marine will pay tribute to the many Marine ‘firsts’ that were initiated and innovated in the Carolinas. I have given my support and hope that others will do so, too.”

*General W.L. “Spider” Nyland, USMC (Ret)
Former Assistant Commandant of the United States Marine Corps*

“Carolina Museum of the Marine will allow future generations an opportunity to truly appreciate the rich culture of our Corps and the distinctive contributions of the Carolina Marines.”

*Lieutenant General Gary S. McKissock, USMC (Ret)
Former Deputy Commandant of the Marine Corps
for Installations and Logistics*



Introducing

CAROLINA MUSEUM OF THE MARINE

We are building a 25,000 square foot museum showcasing Marines and Sailors whose service to the Nation exemplifies honor, courage, and commitment. Further, the unique role of Camp Lejeune in preparation for World War II and amphibious operations was the foundation for our victory and the great Nation we have become. This outstanding legacy of service and community support continued after World War II and persevered through our Nation's every conflict. The story of the Carolina Marines and Sailors is compelling and worthy of being told.

The Carolina Museum of the Marine will also provide an exciting new multipurpose venue for public and private events including military balls, promotion and retirement ceremonies, weddings, and civic events.

How is the Museum Being Created?

An experienced team of architects, designers, construction managers, curators, and volunteers – all under the leadership of the museum's CEO and staff – are developing a building and exhibits that will embody the experiences and stories of Carolina Marines and how they have dedicated their lives to the service of their country.

Here we are telling a more personal story – one that explores how that dedication is formed and manifested in defending our country and engaging in humanitarian efforts, and how qualities such as innovation, adaptability, and connection to family and community are part of the fabric of what we can all aspire to be.



Phase I - \$8.5M (completed) Reflection and Celebration Park

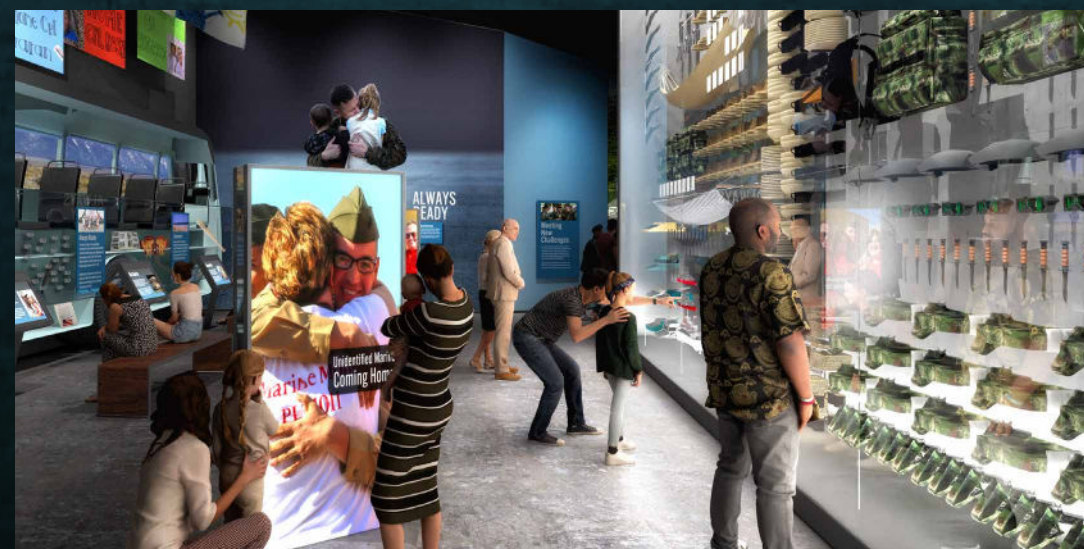
- World's largest Eagle, Globe, and Anchor statue
- Reflecting Pool
- Tribute benches
- Byrd Family Foundation Patriots Walkways
- In-ground infrastructure for Phase II
- Award-winning architectural and engineering drawing



Phase II (in-progress) Carolina Museum of the Marine

The Museum will feature many of the firsts of Carolina Marines and Sailors, including:

- Expeditionary Warfare and Amphibious Operations
- Carolina MAGTF (Marine Air Ground Task Force)
- Development of Maneuver Warfare Philosophy
- Women Marines
- Montford Point Marines
- War Dogs/Military Working Dogs
- MARSOC (Marine Corps Special Operations Command)
- Parris Island — Making Marines



Construction Team

CJMW Architecture

HICAPS (construction management)

Ralph Appelbaum Associates (exhibits design)

Samet Corporation (general contractor)



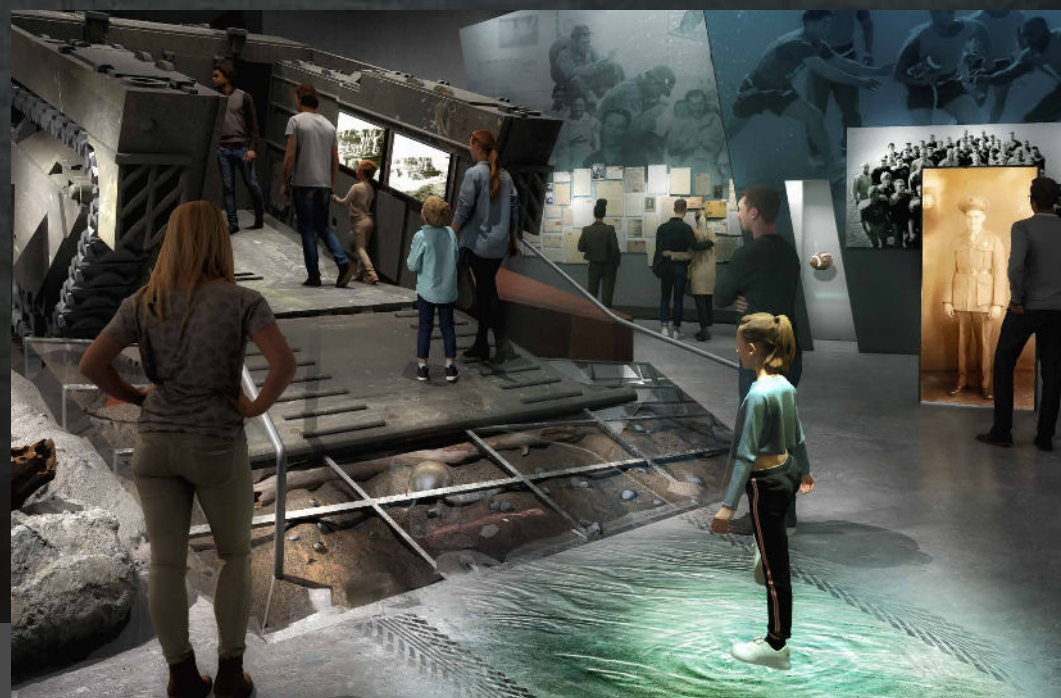
Why Here?

This museum is located in a special place. It is legendary that “Marines come from the sea” – and Marines first came to the Carolinas because it was an ideal place to train and develop innovative amphibious warfare strategies that were a critical part of the success in the brutal battles in the Pacific during World War 2. This type of innovation combined with the grit, bravery, and special ethos of Marines is part of the ongoing legacy and impact of the Corps.

The design concept is conceived as a series of dramatic, immersive experiences consisting of large-scale objects, scenography, images, media, and personal stories illuminating topics, themes, and events. The visitor journey and sequencing of experiences aims to capture a sense of cadence and tempo that is reflective of the steadiness, rhythm, and procession of Marines.

Meet the Marine. Be Inspired.

The stories that unfold in the museum will show how Marines have become “America’s 911 Force” – always ready, always faithful. At Parris Island, the title of United States Marine is earned. In the Carolinas, Marines and Sailors are trained, not just physically but mentally and emotionally, forming deep bonds and values that will continue throughout their lives. We hear and see these stories from the voices and perspectives of Marines, their families, and their communities.



Marine Leadership Forum

Our Marine Leadership Forum will engage visitors of all ages with dynamic educational programming designed to strengthen the museum experience and make it truly memorable. Currently we intend to:

- Host summer programs and camps.
- Create school programs that are in step with the North Carolina standards of learning.
- Provide online programming.
- Conduct events that inspire the community.
- Establish partnerships with important stakeholder groups (Veterans and Youth).

We will teach the core values, strategic thinking skills, and leadership traits and principles that are emblematic of our Marine Corps. We will focus on developing educational material and educational programs aligned with this philosophy. As we execute, we remain committed to General Gray's mission to use the Marine example to inspire future generations. General Gray is an ardent supporter and active member of our Board of Directors.



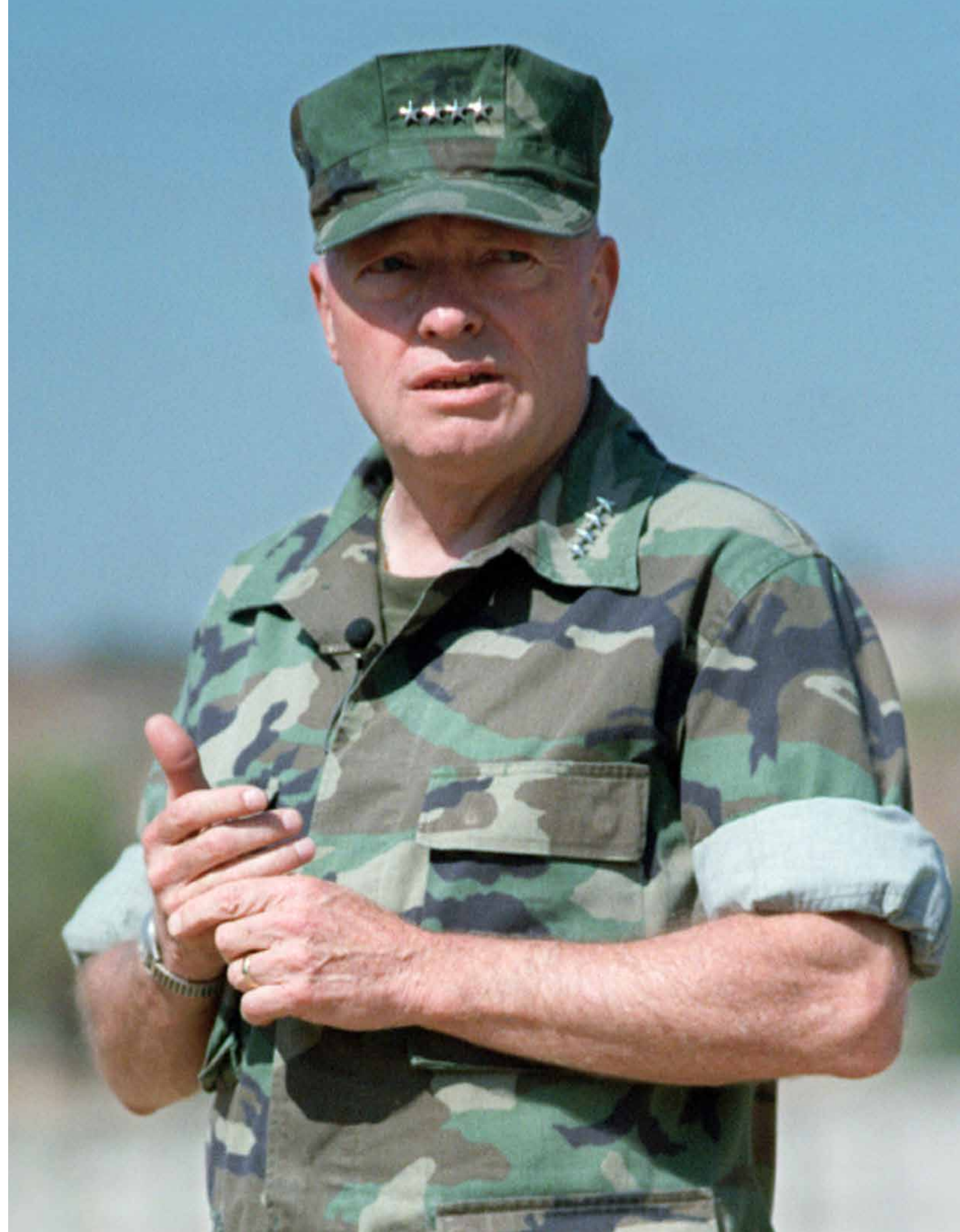
AL GRAY, MARINE

As we transition to the physical construction of the museum, we will integrate our educational programs within the mission of Carolina Museum of the Marine (CMOTM) as one entity. We will teach the core values, strategic thinking skills, and leadership traits and principles that are emblematic of the Marine Corps. CMOTM's overarching educational mission is to use the Marine example to inspire future generations.

Since 1775, the United States Marine Corps has been integral to the security of our country, and integral to the mission of the Corps are the core values of honor, courage, and commitment. The histories of the Marine Corps and of the United States Navy are graced with a wealth of examples of these core values in action. This history is worthy of remembrance and respect.

The three most important things the Marine Corps does for the Nation are make Marines, win battles, and return quality citizens. CMOTM is dedicated to remembering and honoring the many achievements of Carolina Marines and Sailors, and to bringing those achievements to the American public. You will meet a Marine and be inspired.

Warm Regards and Semper Fidelis,
General Al Gray, USMC (Ret)
29th Commandant
Executive Board Member
Founder, Marine Leadership Forum



200,000

Tourism and demographic studies show that the Museum can expect 200,000 visitors each year.

81%

81% of tourists (those who went on a trip of at least 50 miles from home) engaged in at least one heritage tourism activity and 21% of these travelers are frequent heritage tourists, making more than three such history/culture-related trips per year.

180,000

Camp Lejeune and the surrounding community is home to an active duty, dependent, retiree, and civilian employee population of approximately 180,000 people.

200,000

Over 200,000 people live in Onslow County and over 70,000 in Jacksonville, NC.

\$300M

The annual tourism economic impact in Onslow County is over \$300M.

400

There are more than 400 Marine Corps retiree and unit associations in the United States.

\$20B

\$20B is the direct visitor spend in tourism for North Carolina and North Carolina is the 5th most visited state.

80%

Approximately 80% of active-duty Marines come through eastern North and South Carolina during their first enlistment.

Help Make these Numbers Count

Keep the Flame Burning Brightly

From every walk of life to every clime and place, Marines and Sailors selflessly answer the call to support and defend our Constitution, to carry high the torch of freedom, and to preserve our way of life.

Now we ask you to answer the call to protect and preserve their legacy, to carry the torch to future generations.

Your meaningful gift to Carolina Museum of the Marine sets in place a firm foundation for future generations to meet the Marine and be inspired.

Help us preserve the legacy of Carolina Marines and Sailors and the communities in which they raise their families. Give generously with pride in our Marines and Sailors. Your gift is a tangible and permanent way to thank the most diverse group on earth united for one common cause – this great Nation, and our way of life.

Inside the back folder of this campaign book, you will see a list of naming opportunities. Does one call to you? Do you see your place among those who stand beside the legacy of our Marines?

Thank you for your support. Semper Fidelis!

CAROLINA MUSEUM OF THE MARINE

Naming Opportunities

Full Museum	\$5,000,000
Front Park – Entire	\$750,000
Flag Poles	\$100,000
Eternal Flame in Courtyard	Byrd Family Foundation
Patriots Walkway	Byrd Family Foundation
Outside Courtyard	\$200,000
Bus Outside	\$200,000
Benches (\$10,000 each)	\$10,000
Bronze Statue	\$200,000
Great Hall	\$1,000,000
Catering Kitchen	\$50,000
Intro - World Warriors	\$100,000
Classrooms (x2)	\$150,000 each
Collections & Technology Storage	\$50,000
Meet the Marine (x 10)	\$50,000 each
Marines Come from the Sea	\$200,000
Technology Underwriter: "Powered by. "	\$1,000,000
World War II	\$1,000,000

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CAROLINA MUSEUM OF THE MARINE

Meet the Marine. Be Inspired.



business card space

CAROLINA MUSEUM OF THE MARINE

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Marines Come from the Sea	\$200,000
Technology Underwriter: "Powered by..."	\$1,000,000
World War II	\$200,000
LVT	\$100,000
Coming Home	\$200,000
Bus Inside	\$100,000
Curator Office	\$25,000
Meeting New Challenges	\$200,000
Vietnam Jeep	\$100,000
Always Faithful	\$200,000
Retail Space	\$100,000
Café Restaurant	Minges Bottling Group
Reflection and Celebration Park at Lejeune Memorial Gardens	Marine Federal Credit Union, Woodmen of the World, Military Order of the Purple Heart Beirut Chapter 624, Jacksonville Fire Station 1
Donor Recognition Wall	5,000+
Operating Support	Gifts of any size