

# Tourism Event Sponsorship Application

## Section 1. Profile

---

Legal name of the company

Florida Society of the Sons of the American Revolution

State of Incorporation

Florida

Contact name

Steven DePaul

Title

Chairman, FAAM Committee

Phone #

954-232-5008

Contact email

Westernborn1@gmail.com

Address

2114 N. Flamingo Road

City/St/Zip

Pembroke Pines, Florida 33028

About your company

The Sons of the American Revolution (SAR), founded in 1889 and chartered by the U.S. Congress in 1906, is the largest male lineage organization in the United States, with more than 590 chapters and 37,000 members nationwide. Our mission is to honor Revolutionary War patriot ancestors by promoting patriotism, serving our communities, and educating future generations about our nation's founding principles.

The Florida Society SAR (FLSSAR) regularly hosts commemorative events throughout the state, bringing together veterans, history enthusiasts, civic leaders, and families. For the First Amphibious Assault Memorial (FAAM), we established a special committee with senior members experienced in project management and event production.

Name of Event

First Amphibious Assault Memorial (FAAM) Ribbon-Cutting Ceremony and Dedication

Event Date(s)

March 14, 2026

#### Event Venue(s)

Fisher Family Pier, 222 N. Pompano Beach Boulevard, Pompano Beach, FL

Oceanic at Pompano Beach Pier, 250 N. Pompano Beach Boulevard, Pompano Beach, FL

Proposed amount of sponsorship investment

\$25,000

## Section 2. About the Event

The First Amphibious Assault Memorial Ribbon-Cutting Ceremony will commemorate the 250th anniversary of the March 1776 Continental Marines' landing in the Bahamas, America's first successful amphibious assault.

The dedication event will include:

- A public ribbon-cutting with Color Guard, dignitaries, and community leaders.
- A commemorative evening banquet at Oceanic restaurant, highlighting Broward County's world-class dining and waterfront setting.

As the only monument in the United States commemorating this Marine event, it will be entered into the National Registry of Monuments, ensuring national visibility and recognition for Broward County.

#### Tourism Appeal

- Heritage Tourism & Veterans Travel: A unique attraction for veterans, history enthusiasts, and military families, drawing visitors from across the U.S. to Pompano Beach.
- Annual Commemoration: - For the first anniversary of the dedication event will be an unveiling of a life-sized bronze Continental Marine seated on a bench, designed as an interactive "selfie spot" that will be photographed and shared on social media for years to come. Each March, ceremonies at the monument will become a recurring cultural tradition, encouraging repeat visitation.
- Year-Round Place Maker: Located at Fisher Family Pier — which already attracts more than 280,000 visitors annually — the monument and bench statue will serve as a permanent draw for photos, engagement, and storytelling about Broward County.

#### Tourism Partners

Courtesy room blocks are secured at:

- Sands Harbor Resort & Marina
- Home2 Suites/TRU by Hilton Pompano Beach Pier
- Residence Inn Fort Lauderdale Pompano Beach Oceanfront
- Fort Lauderdale Marriott Pompano Beach Resort

Local restaurants and businesses in the Pompano Beach Fishing Village are participating in the event weekend, including Oceanic (evening banquet), shops, and dining partners.

#### Budget Use

The FLSSAR is fully funding the construction of the monument itself. Sponsorship funding from

Visit Lauderdale will enhance the visitor experience for the dedication, including staging, expanded public seating, live entertainment, event marketing, signage, and the evening banquet at Oceanic Restaurant.

### **Section 3. Event Metrics**

Total projected attendance: 1,000 for the March 14 dedication; 350,000 visitors annually thereafter.

Overnight Stays: At least 70% of dedication attendees are expected to book one to two nights in Broward County hotels.

Out-of-Area Visitors: At least 70% of attendees are expected from outside Broward, Palm Beach, and Miami-Dade counties.

Hotel / Lodging Partners:

- Sands Harbor Resort & Marina
- Home2 Suites/TRU by Hilton Pompano Beach Pier
- Residence Inn Fort Lauderdale Pompano Beach Oceanfront
- Fort Lauderdale Marriott Pompano Beach Resort

Contracted Room Nights: Room blocks will be offered across these hotels to accommodate attendees who have already started booking rooms.

Estimated Non-Contracted Room Nights: Many additional visitors are expected to book independently at other Broward County hotels due to event overflow and tourism demand.

Rationale for Numbers: The event aligns with the U.S. Semiquincentennial in 2026, drawing national attention. SAR chapters, DAR chapters, veteran and service organizations across the U.S. have expressed plans to attend, and prior events of similar significance hosted by SAR have drawn comparable attendance and multi-night stays.

### **Section 4. Event Promotion**

Marketing Beyond South Florida: Yes — the event will be marketed regionally and nationally.

Promotional Plan:

- National press release distributed to regional and national media outlets.
- Features in SAR's national and state magazines (tens of thousands of members nationwide).
- Cross-promotion on 1776Landing.org, Visit Pompano Beach, and Visit Lauderdale websites.
- Paid and organic social media campaigns, highlighting the selfie statue and event activities.
- National exposure and promotional outreach will include: articles and photo features in national magazines, social media posts by key sponsors such as Harrah's-Caesars Pompano Beach, as well as coverage by *Patriot Magazine*, the Florida America 250 website, Peacock Architects, the

Marine Corps League, and national and regional publications and social media of the Sons of the American Revolution (SAR), Daughters of the American Revolution (DAR) and Children of the American Revolution (CAR). Additional promotion will extend through veteran organizations, patriotic networks, and heritage tourism groups.

The event will also be spotlighted through presentations at major gatherings including national and state SAR and DAR conferences, the Marine Corps League National Convention, the American Legion National Convention, and meetings of heritage societies such as The Mayflower Society, Order of Founders and Patriots, Sons of the Revolution, and The Society of the Cincinnati, ROTC organizations—encouraging members and attendees from across the country to travel to Broward County for this landmark event.

Proposed Deliverables for Visit Lauderdale:

- Permanent recognition on a bronze plaque at the monument site.
- Visit Lauderdale logo inclusion in event marketing and press release.
- Recognition in SAR's statewide magazine and on 1776Landing.org.
- Long-term visibility as the host destination of America's only memorial to this Revolutionary War landing.

Metrics to Evaluate Success:

- Hotel room block performance and reported occupancy increases from partner hotels.
- Attendance with zip code collection to measure out-of-area visitation.
- Social media engagement metrics on event hashtags and photo shares from the selfie bench.
- Press coverage reach and distribution.
- Year-over-year visitor counts at Fisher Family Pier and Fishing Village.

## THE EVENT

### An America 250 Celebration

The dedication is scheduled for March 14, 2026, in Pompano Beach, Florida, at the Fisher Family Pier. Pompano Beach, Florida, welcomes approximately 230,000 visitors annually to the pier and the surrounding village.



For ongoing updated information regarding Hotel reservations, Banquet & the event, please visit [1776Landing.org](https://1776Landing.org)

## Ways to support our mission

- 250 for the 250 honor roll \$250 and above.
- Minuteman muster roll anything under \$250
- Bronze \$2,500
- Silver \$5,000
- Gold \$10,000
- Platinum \$20,000

Contributions to the Monument are tax deductible; the FLSSAR is a 501(c)(3) Organization.

Checks should be made payable to FLSSAR; write (FAAM) in the memo section of your check.

**FAAM Committee**  
**20210 Moss Hill Way**  
**Tampa, FL 33647**

Or go to: [1776Landing.org](https://1776Landing.org) and hit the donate button.

Email: [1776Landingcontact@gmail.com](mailto:1776Landingcontact@gmail.com)



The first amphibious landing is a little-known yet crucial event in the struggle for American independence. The FLSSAR and the FAAM Committee are committed to the mission statement of the NSSAR, which aims to honor our patriot ancestors, support our communities, and educate and inspire our youth about the founding principles of our nation.

## FIRST AMPHIBIOUS ASSAULT MEMORIAL







## “The Catalyst”

On Christmas Day, 1775, Washington informed Congressman Joseph Hewes that the lack of gunpowder was "inconceivable." Intelligence reports indicated that the British had significant stores of gunpowder on New Providence Island, Bahamas, which prompted Commodore Esek Hopkins to consider it for a future operation. However, due to the burning of Norfolk and British attacks on coastal towns, Hopkins was assigned a higher priority mission.

He arrived at his flagship, the *Alfred*, on January 4, 1776, greeted by officers, including Continental Marine Capt. Samuel Nicholas. Crowds gathered at Philadelphia's Willing & Morris Wharf and James Cuthbert's Wharf to bid farewell to the departing ships *Alfred*, *Columbus*, *Andrew Doria*, and *Cabot*.

First Lieutenant of the *Alfred* and future Navy legend John Paul Jones hoisted the first colors raised on an American warship. The Colors of the American Fleet were striped under the

Union with 13 stripes, called the Thirteen Colonies, and their Standard a Rattle Snake, Motto, ‘Don’t tread on me’



As Hopkins settled into his cabin, he reviewed two letters of instruction provided by Congress. The first letter outlined the expectations of the fleet during the Continental Navy's first deployment. The second letter identified his mission: to proceed immediately to Virginia's Chesapeake Bay, if the winds and weather permitted. At that point, if the British forces were not greatly superior, he was to enter the bay and seek out and destroy any enemy naval forces.

Delays due to weather gave Hopkins time to reflect on his situation and orders. The task assigned to him by Congress was to engage the world's most powerful navy with only a small fleet of converted merchant ships, which were outfitted with low-caliber guns and crewed by inexperienced sailors. Hopkins was concerned about his chances of success.

He decided to leverage a clause in his directive that stated: "If bad winds or stormy weather, or any other unforeseen accident or disaster disable you, you are to follow the course that, in your best judgment, suggests itself." As a result, he opted to sail south, aiming to capture gunpowder from New Providence Island, over 1,000 miles away.

## The Raid

On March 3, 1776, Captain Nicholas led a landing force of 270 Marines and sailors ashore, two miles east of Fort Montague, near the village of New Guinea. This marked the first amphibious landing in Navy and Marine Corps history.

On March 4, Fort Nassau was taken without a fight. The British flag was lowered, and the "Grand Union Flag of the United Colonies" was raised in its place. The Governor, Monfort Browne, was taken prisoner by force of arms.

The Marines captured 88 cannons, 15 mortars, 24 barrels of gunpowder, and thousands of rounds of ammunition needed by the Continental Army, Navy, and Marines. They secured so much materiel that the fleet was unable to carry it all back. Consequently, Hopkins impressed the local sloop, *Endeavor*, with a promise of payment, assuring that the ship would be returned to its owner after she delivered her cargo.













