



PLYMOUTH 400™

1620-2020

An American Story - A National Legacy

MEDIA KIT



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MISSION

America is poised for an Anniversary of National and International significance, the 400th Anniversary of the *Mayflower* voyage and the founding of Plymouth Colony. The Plymouth 400 Anniversary will highlight the cultural contributions and American traditions that began with the interaction of the Wampanoag and English peoples, a story that significantly shaped the building of America.

Plymouth 400, Inc. is planning *Signature Events and Programs* honoring this historic Anniversary - America's story of *exploration, innovation, self-governance, religious freedom, and thanksgiving*; the legacies sparked by these historic events and that continue today as cornerstones of our nation.

Signature Events and Programs will include historical and cultural exhibitions, live televised and web events, multi-day festivals, original arts and entertainment collaborations and educational programming and resources. *Signature Events and Programs* will take place between 2014 and 2020.

With participation anticipated in the millions, celebrated national and global leaders, artists, entertainers, veterans, descendants, indigenous Nations, and students from around the world will join in the commemoration events and moments of remembrance.



PRIMARY GOALS

Each of Plymouth 400's commemorative events and programs will meet at least two of the following Primary Goals:

- I. Tourism and Economic Development (TED):** Increase tourism, thereby, increasing revenues to the Town of Plymouth and the Commonwealth of MA.
- II. National/International Recognition (NIR):** Increase visibility of Plymouth Colony and its historical significance to the founding of America & cultural contributions to the world by renewing the story of the 1620 voyage and landing—bringing it into focus for current and future generations.
- III. Cultural and Civic Engagement (CCE):** Highlight the multi-cultural roots of America-English, Dutch and Native Americans and the continuing waves of immigrants whose arrival in Plymouth and America inspired our nation.
- IV. Commemoration Legacies (CL):** Create, promote, and/or partner with other organizations in order to leave lasting positive and meaningful legacies as a result of the Anniversary which may include; education tools, sustainable tourist attractions, exhibits, and revitalization of the historic center of the Town of Plymouth.

LANGUAGE

When referencing Plymouth 400 the words “birthday” and “celebrate” are not used, as not all of the events that occurred in Plymouth Colony in 1620 are worthy of a celebration. The events and programs created and supported by Plymouth 400 will **honor** and **commemorate** this historic **anniversary**.

BRAND ELEMENTS





THE LOGO

The Plymouth 400 logo is the cornerstone of the Plymouth 400 brand and symbolizes the integrity of the organization. It should be used carefully and displayed correctly and consistently. Here are a few examples of appropriate uses of the logo.



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THE LOGO, HORIZONTAL

In certain instances where there is limited space it may be necessary to use the horizontal version of the logo. Wherever possible us the centered version.



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THE LOGO, VERTICAL

In certain instances where there is limited space it may be necessary to use the vertical version of the logo. Wherever possible use the centered version.

