



2012
Calendar For America



NFDS Mission

- Navy / Marine Corps Recruiting
- Department of Defense community relations
- Morale and Retention
- International Goodwill
 - Air Shows
 - Fleet Week Events
 - NAVCO Navy Weeks



Community Outreach

- High School visits
- Hospital visits
- Make-A-Wish/Special needs visits
- Autographs along the crowdline
- Air show social functions
- Community events
- Large event flyovers
 - 2 month approval process (SECNAV)



Media Opportunities

- Arrival media with the pilots in front of the jets
- Live morning shows
- Local radio broadcasts
- Riders
 - F/A-18 – 2 Key Influencers, 1 Media
 - Fat Albert – Alternate Key Influencer riders
 - Fat Albert – Media riders (Fri, Sat, Sun)
 - Fat Albert – Select Military personnel



Two Year Schedule

- 14-22 months to plan – better coordination, bigger shows, larger attendance
- Smaller shows can compete
- Better advertising, media, sponsorship, community involvement
- 2012 only had 1 fallout over past 12 months
- 9 Blue Angels shows will anchor Navy Weeks
- Canadian Snowbirds adopted two-year schedule last year



NFDS Schedule

- Schedule is a result of coordination between NFDS and representatives from:
 - CNATRA
 - CNIC
 - CHINFO/NAVCO
 - CNRC
 - Naval History and Heritage Command
 - Office of Legislative Affairs
 - USAF Thunderbirds
- Schedule should satisfy all DoD and SECNAV guidelines, with special attention to NFDS training, logistics and readiness requirements.



NFDS Schedule

- At least 30% civilian sponsored
- At least 30% military sponsored
- Maximum 20% remote/deployed shows
- 2 weekend breaks
- No more than 15% repeat shows
- Reunion show – every two years
- Canadian demonstration encouraged



NFDS Schedule

- Additional considerations
 - Show site suitability
 - Commercial traffic
 - Remote site compatibility
 - Scheduling continuity



NFDS Schedule Approval Timeline

- September 2011
 - 2013 Schedule Conference
 - 2013 Schedule to CNATRA for approval
 - 2013 Schedule to CNAF for approval
- October 2011
 - 2013 Schedule to PACFLT for approval
 - 2013 Schedule to DNS for approval
 - 2013 Schedule to CNO for approval



NFDS Schedule Approval Timeline

- November 2011
 - 2013 Schedule to SECNAV for approval
- December 2011
 - 2013 Schedule released to public at ICAS
 - 05 December

Confidentiality





2012 Summary

- 34 show sites, 67 demonstrations, 3 fly-overs
- 14 military sites > 30%
- 20 civilian sites > 30%
- 10 remote shows > 20%
- 5 repeat shows < 15%
- Thunderbird Distances > 150nm – Unknown
- 7 War of 1812 events
- 1 Canadian show



2013 Summary

- 33 show sites, 63 demonstrations, 1 fly-over
- 15 military sites > 30%
- 18 civilian sites > 30%
- 7 remote shows < 20%
- 4 repeat shows < 15%
- 1 Canadian show



Questions?

