

# COMMEMORATIVE PARTNER REFERENCE GUIDE



DEPARTMENT OF DEFENSE  
OFFICE OF COMMEMORATIONS



THE UNITED STATES OF AMERICA



COMMEMORATION

A GRATEFUL NATION THANKS AND HONORS YOU

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## DIRECTOR'S WELCOME LETTER

Dear Commemorative Partner,

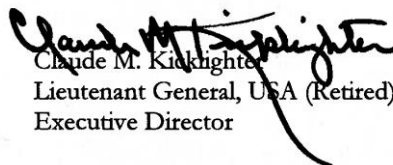
Thank you for volunteering to become a Commemorative Partner with The United States of America Vietnam War Commemoration. This guide is advisory in nature and provided to help you in assisting a Grateful Nation in thanking and honoring our Vietnam Veterans and their families especially those who lost loved ones. As more programs are added and become operational, we will notify you, so that you may take advantage of new materials, new ideas and new opportunities to integrate into your program to thank and honor our Vietnam Veterans and their families.

This guide provides you with the mission of the Commemorative Partner Program, your responsibilities and benefits, and the procedures necessary to order materials or event support (as available) to enhance your activity. We have also provided brief instructions on how to conduct a ceremony and the proper protocol of the use of the Commemorative flag and seal.

Finally, we've provided a format for an after-action report for which we are requesting you provide after your events so that they can be listed on the Commemoration website to highlight your organization's efforts. This will assist other Commemorative Partners with their event planning.

Thank you, again, for your willingness to assist this Nation in properly thanking and honoring our Vietnam Veterans and their families. We look forward to a long and productive relationship with your organization. If you have any questions, please don't hesitate to contact us through our website [www.VietnamWar50th.com](http://www.VietnamWar50th.com), the Commemorative Partner Program email at [CPP\\_vnwar50th@wso.whs.mil](mailto:CPP_vnwar50th@wso.whs.mil) or phone (877) 387-9951.

Very Respectfully,

  
Claude M. Kirknight  
Lieutenant General, USA (Retired)  
Executive Director

## THE COMMEMORATIVE PARTNER PROGRAM

### MISSION

The Commemorative Partner Program (CPP) is designed for Federal agencies, States, local civilian and military communities, international governments, veterans' organizations, civic groups, industries, educational institutions, libraries, museums, business and other organizations to assist a grateful nation in thanking and honoring our Vietnam Veterans and their families to include those who lost loved ones during the war and those families still awaiting the fullest possible accounting of their loved one. It is both a multi-level government and community grass-roots outreach initiative designed to achieve the following five objectives outlined in the 2008 National Defense Authorization Act:

- (1) To thank and honor veterans of the Vietnam War, including personnel who were held as prisoners of war or listed as missing in action, for their service and sacrifice on behalf of the United States and to thank and honor the families of these veterans.
- (2) To highlight the service of the Armed Forces during the Vietnam War and the contributions of Federal agencies and governmental and non-governmental organizations that served with, or in support of, the Armed Forces.
- (3) To pay tribute to the contributions made on the home front by the people of the United States during the Vietnam War.
- (4) To highlight the advances in technology, science, and medicine related to military research conducted during the Vietnam War.
- (5) To recognize the contributions and sacrifices made by the allies of the United States during the Vietnam War.

The Vietnam War Commemoration wants this program to be as hometown-centric as possible. We want to thank and honor the Vietnam Veterans and their families where they live.

## COMMEMORATIVE PARTNER RESPONSIBILITIES

During the period 2015-2017, Commemorative Partners will plan and conduct at least two appropriate events and activities each year that will “thank and honor” our Vietnam Veterans and their families in a memorable, dignified and special manner. Events and activities should be designed to demonstrate a sensitivity and appreciation for the solemnity of the Vietnam War and the losses suffered by Vietnam service members.

Events or activities should meet one or more of the Congressionally-mandated objectives of the program, and as a minimum, with an emphasis on objective one.

If partners are not able to conduct an event in a dignified, honorable and memorable way and in a manner consistent with the Congressionally-mandated objectives, they will not be allowed to continue their participation in the Commemorative Partner Program, nor will they be allowed to represent to any member of the public that they are in any way affiliated with the Commemorative Partner Program or the United States of America Vietnam War Commemoration.

The purpose of completing an after-action report following each activity/event is so that we may highlight your organization’s efforts, share with other partners great ideas, and account for the number of veterans and their families being recognized across the country.

Partners are encouraged to conduct additional events/activities before and after 2015-2017.

## COMMEMORATIVE PARTNER BENEFITS

Upon approval as a Commemorative Partner, organizations will be sent a starter kit of commemorative materials (see items a-f below) to develop and implement their programs.

The following benefits and entitlements are authorized for Commemorative Partners:

- a. Certificate of Commemorative Partner designation signed by the Secretary of Defense and the Chairman of the Joint Chiefs of Staff
- b. A commemorative flag for appropriate events
- c. Use of the Commemoration's Seal, without modification, and for approved purposes
- d. A poster prescribing the objectives of the Commemoration
- e. A copy of the Presidential Proclamation recognizing Vietnam Veterans and launching The United States of America Vietnam War Commemoration
- f. Commemorative Partner Reference Guide

Other benefits include:

- a. Use of the Commemoration events calendar at the [www.VietnamWar50th.com](http://www.VietnamWar50th.com) website to upload events and post-event material (under development). The calendar will allow any Vietnam Veteran to see what is going on locally and nationally to recognize their service.
- b. Access to event promotional materials (Public Affairs publications such as pamphlets, newsletters, fact sheets)
- c. Access to the Commemorative Poster collection through the Education Program (up to 10 posters) (under development)
- d. Access to exhibits on an "on-loan" basis (under development)

## SUGGESTED EVENTS AND ACTIVITIES

These projects and activities are intended for military units or installations and civilian organizations and communities. Active duty installations should endeavor to involve the civilian public, retired military, (including those in veterans' and nursing homes or hospitals), and with an emphasis of involvement by our Nation's youth at every possible opportunity.

### A. Military Installation Activities

- Perform a tattoo or formal retreat to dedicate or mark a significant event or holiday.
- Publish service, unit, ship, or activity history brochures.
- Include Vietnam War Commemoration activities in your unit's official briefing and Commander's Calls.
- Include significant dates in history in base newspapers and on official social media sites.
- Obtain and display Vietnam Campaign Streamers for unit guidon staffs in accordance with Service regulations.
- Dedicate National Guard and Reserve annual training periods honoring a specific Vietnam Veteran or Vietnam War campaign.
- Dedicate or rededicate a street, area or honor a Vietnam Veteran or Vietnam War campaign.
- Highlight the contributions of the USO by having installation morale, welfare, and recreation agencies present performing and fine arts programs, such as art exhibits, and 60's -70's musicals, concerts, variety shows, and plays.
- Have installation club/recreation programmers plan social recreation activities around 1960's-1970's themes to serve as educational and cultural enlightenment, especially for teens and young adults.
- Include the Vietnam Commemoration logo on agency/command letterhead, programs and other appropriate publications.
- Include a Vietnam veteran message with your official mail and on military and civilian pay statements.
- Produce videotaped messages from local commander to veterans, social, civic, and school groups, to be used when the commander cannot personally attend the gatherings.
- Dedicate military installation open house each year for the period 2015-2017 to recognizing, thanking and honoring Vietnam Veterans and their families.
- For military units that are still active and participated in the Vietnam War, organize one reunion during the period 2015-2017 to thank and honor Vietnam Veterans and their families.
- For annual POW/MIA Recognition Day ceremonies, invite former Vietnam POWs and family members still awaiting fullest possible accounting of their loved ones from surrounding communities.

## B. Ceremonies and Civilian Community Events

- Participate in state/local Vietnam Commemoratives.
- Have a Mayor/City Council provide a proclamation on significant dates such as Memorial Day, Fourth of July, Veterans Day, etc.
- Participate in local parades with color guard or marching unit in Vietnam-era uniforms.
- Coordinate with U.S. Postal Service for a ceremony on first-day issues of Vietnam commemorative stamps.
- Identify distinguished local individuals who served during Vietnam and include them in your commemoration activities.
- Invite local officials and veterans to speak about their Vietnam War experience at town meetings or organizational functions including professional development or leadership sessions.
- Develop Vietnam themes for events such as graduation ceremonies, festivals, balls, races, runs, and organization days.
- Rededicate the names of streets, buildings, or trees to commemorate local veterans, Medal of Honor recipients, well-known veterans or campaigns.
- Organize volunteer groups, military and civilian, to visit veteran's individual or group homes, care facilities and hospitals.
- Conduct wreath-laying ceremonies to honor Vietnam Veterans at national, state and local cemeteries and at Vietnam Veteran War Memorials/Monuments.
- Organize volunteer groups to assist local veterans' groups in restoring Vietnam monuments and memorials.
- Host a luncheon for retirees and veterans and encourage guests' participation in other activities. If feasible, hold it at a veteran's home, care facility or hospital.
- Encourage local veterans' organizations to be involved in a hometown homecoming picnic or other events honoring those who served in Vietnam.
- Plant trees as living tributes to the men and women who served in Vietnam. Include a marker or plaque identifying the tree(s) as a tribute to these veterans. This type of event also affords the opportunity to include state/local/city park/officials, National Park Service, or scout troops in community-wide tributes.
- Develop a bumper sticker with a Vietnam message *"Fort/Base/Ship/State/Community (such as San Antonio, Texas or Norfolk Naval Station) is proud to be a Vietnam Commemorative Partner."*
- Participate in a Vietnam community run, walk, bicycle or motorcycle rally event.
- Hold a Vietnam hanger dance with 1960's-1970's style music and dress.
- Conduct a U.S. Flag and/or POW/MIA or Vietnam War Commemoration commemorative flag exchange between older veterans to active duty service members to show a connection between the generations of veterans.



### C. Exhibits

- Display Vietnam veteran exhibits at malls and county fairs.
- Conduct open houses with Vietnam veteran exhibits.
- Collect and display Vietnam photos, memorabilia, letters, and diaries of Vietnam veterans, equipment, and other items of historical significance, prominently in libraries, schools, and unit area where all unit members and visitors may view. For added significance, make the reproduction a permanent display and invite unit members to visit and sign at a small ceremony. Photograph/videotape the event.
- Encourage library displays of books with Vietnam themes.
- Use posters and facsimile reproduction of photographs, documents, or quotes to create a Vietnam corridor in a facility.
- Encourage model airplane builders to display Vietnam-era aircraft and ships.

### D. Educational Activities

- Develop "*Adopt-A-School*" programs or "*Programs of Excellence*" with local schools that highlight Vietnam as a special study program throughout the Commemorative period.
- Co-sponsor with military service organizations, reserve officers associations, or patriotic organizations, trips to Vietnam training sites, museums, and monuments, to learn about the sacrifices and accomplishments of veterans.
- Encourage school groups to visit military installations; discuss significance of Vietnam and how it relates to our military history and our country today.
- Invite members from a local military installation to visit schools to discuss the importance of the Vietnam War.
- Ask other Commemorative Partners to visit local schools and colleges to get them involved in the Commemoration.
- Encourage schools, particularly those with 7th through 12th grades, and local colleges and universities to become a Commemorative Partner especially those schools with Junior and Senior ROTC programs.
- Encourage youth organizations to conduct and participate in Vietnam commemoration programs.
- Encourage students/youth to participate in Vietnam map, essay, poster, and speech contests.

### E. Cultural and Performing Arts

- Military bands be prepared to conduct "Bob Hope"-type shows from the Vietnam period in communities all across America.
- Dedicate military and civilian concerts and productions to the Vietnam veterans, their families, and home front supporters. Ask those Vietnam Veterans in the audience to stand for appropriate recognition.

- Encourage high school bands and chorale groups to provide a Vietnam-era music concert primarily in honor of Vietnam Veterans.
- Encourage local theater groups to perform Vietnam-era musicals or plays and dedicate productions to Vietnam Veterans and their families.

#### **F. Organization Communications and Products**

- Designate a representative to actively represent your organization on local community or state Commemorative committees for events honoring Vietnam Veterans and their families.
- Enhance organizational Vietnam War commemorative events with the addition of a local Vietnam Veteran or national speaker at schools, social, veteran and civic groups.
- Produce videotaped messages to Vietnam Veterans and their families from local military installation commanders and community leaders.
- Print or silk-screen a Vietnam War battle streamer bookmark for use in schools and libraries.
- Develop Public Service Announcements for events to be used on local radio and TV stations.

#### **G. Memorial Services**

- Conduct wreath-laying ceremonies to honor Vietnam Veterans at national, state and local cemeteries and at Vietnam or Veteran War Memorials/Monuments, particularly during Memorial Day and Veterans Day.
- For Memorial Day or Veterans Day, locate Vietnam Veterans, their families or descendants, and include these people in your commemorations. Determine if descendants and currently serving (National Guard, or Reserve units, in particular, often have grandchildren serving in their Father, Mother, or Grandfather/Grandmother's unit).

Suggestions for potential events and activities are also located on the Commemoration website at [www.VietnamWar50th.com](http://www.VietnamWar50th.com).

## REQUEST FOR MATERIALS

Event support and promotional/educational materials must be requested a minimum of 60-90 days prior to event to ensure timely approval and delivery.

Materials will be sent out to Commemorative Partners 15-30 days prior to event taking place on an “as available” basis. In addition, many materials can be downloaded through the Commemoration website at [www.VietnamWar50th.com](http://www.VietnamWar50th.com).

The Commemoration program will provide additional resources and information, as available, throughout the commemorative period, to partners to help ensure scheduled events are successful and meaningful.

We encourage the use of local resources as much as possible to include Veteran Service Organizations and nearby active military, Reserve or Guard installations.

## PROMOTIONAL MATERIALS

Commemorative Partners will have the opportunity to order materials to enhance their event such as pamphlets and newsletters from the Commemoration. Limited materials can be ordered and downloaded now through the website at [www.VietnamWar50th.com](http://www.VietnamWar50th.com).

## EDUCATIONAL MATERIALS

The History and Education Branch is in the process of developing a historically accurate education program to provide public and private schools in the grades 7 –12, colleges and universities, and the American public with a clearer understanding and appreciation of the Vietnam War. To that end, we will provide a variety of education material on our websites for teachers, students and the general public to include a series of educational posters and facts sheets, recorded interviews of Vietnam Veterans, family members and civilian workers who served in Vietnam, and suggested lesson plans and student activities for use in the classroom. Commemorative partners will be able to order up to ten education posters for use in public events by going to the website and choosing from a variety of themes and periods of the Vietnam War.

## CEREMONIES

There are many ways to recognize all veterans and their families as has been outlined in the chapter of suggested events and activities. Many of these recognition events and activities can be done with little or no cost to the organization. This section provides the Partner with a basic outline of how to conduct a simple ceremony to appropriately thank and honor the Vietnam Veterans and their families, especially Gold Star families. Please remember to include all generations of veterans at your commemorative event including those who have returned from the battlefields of Iraq and Afghanistan. The organization can enhance the ceremony through the addition of music, local Color Guards, nearby military organizations, presentations of certificates, speakers, reception, etc. depending upon availability of time, personnel and cost factors.

### **A basic ceremony should include the following elements:**

1. Opening tribute to the United States flag (National Anthem, Pledge of Allegiance).
2. A prayer or reading to acknowledge/remember those Vietnam Veterans who made the ultimate sacrifice and their families.
3. Greeting of the veterans and their families as the VIPs.
4. Remarks that include the recognition, thanking and honoring of the service and sacrifice of the veterans and the families.
5. Closing tribute such as an appropriate reading, slideshow, or song (e.g. God Bless America, playing of the Service songs of the Veterans). If the ceremony is outside, all veterans may offer a salute during the playing of the National Anthem.

### **Things to consider:**

#### **Planning and Organization:**

Successful events are the result of good planning and organization. Planning should begin well in advance of the event for organizational meetings. You may want to establish committees that will handle various aspects of the event such as logistics, volunteers, veteran and community outreach, ceremony sequence of events, and media and promotion outreach.

#### **Locations:**

The ceremony should be conducted in a memorable, dignified and honorable way for the veterans and family members. The setting should be comfortable for the attendees and accommodate those with special needs such as wheel chairs, crutches, canes, etc. Locations that are in compliance with the American Disability Act offer the best opportunity for veterans and family members to participate. In other words, is an elevated stage appropriate for veterans and family members who can't negotiate stairs easily? If the event is scheduled to be outside, is there a back-up location in the event of inclement weather? Consider the impact of weather conditions such as heat and cold for

older veterans. Are there cold and hot beverages available? Is there enough seating and convenient parking for the veterans and their families?

### **Outreach and Attendees:**

Events should include the maximum number of veterans from all wars and their families not just Vietnam Veterans. Also, in keeping with the Congressional objectives, events should recognize not only Army, Marine, Navy, Air Force, and Coast Guard veterans, but also Merchant Marines and Department of Defense, State Department and other government civilians. Include youth groups from churches, mosques, synagogues, temples, high school or college ROTC or scouting organizations to help as escorts. Military personnel from nearby active, Reserve or Guard units can also add meaning to a veteran recognition ceremony. If available, community leaders could be included in the ceremony to offer remarks. Also include as many local Veteran Service Organizations, civic groups and local Veteran Affairs facilities and personnel to maximize veteran attendance. We also encourage outreach to educators in the community. They may want to have students attend such events to learn about the history of the veterans' experiences from their hometown.

### **Media Involvement/Promoting the Event:**

Encourage local print, radio and television media to attend and cover the event. Also consider contacting advertising the event through brochures, ads, posters and flyers or on billboards, banners and signs. Include the opportunity for oral histories to be done with the veterans.

The Library of Congress runs the Veteran History Program which collects oral histories of all veterans. We encourage you to visit [www.LOC.gov/vet](http://www.LOC.gov/vet) to discover more about the program. It's an opportunity for high school and college students, scouts, Veteran Service Organizations, the Department of Veteran Affairs and civilian care facilities in addition to the media to capture the story of each of our veterans.

### **Forms of Recognition:**

It is the goal of the Commemoration and its partners to thank and honor each Vietnam Veteran and their family. There are different ways to recognize people. A public offering of thanks during a local sports event, a locally developed certificate, a presentation of a flag flown over the city municipal building or state capitol, etc. The important thing to remember is that each veteran, and when possible, his or her family is thanked and honored on behalf of a grateful nation as much as possible even if the veteran is bedridden in a care facility. The following words are a sample of what can be said when recognizing a veteran with a tangible recognition such as a badge or certificate:

“On behalf of a grateful Nation, it is a privilege to present to you a tangible sign of our Nation’s thanks and to honor for your service, valor and sacrifice when our country needed you.

Or

“On behalf of a grateful Nation, it is a privilege to present you with this symbol of thanks and to honor for your service, valor and sacrifice when our country needed you.”

Or

“On behalf of a grateful nation, we present you with a token of its appreciation for your honorable and faithful service.”

When presenting an item to the veteran, the presenter should face the veteran and present the item, shake their hand, and if military, offer a salute to the veteran as a form of recognition.

It is important to remember that the presentation of an item to the veteran is not contingent upon membership to an organization. The purpose of the item is to recognize, thank and honor each and every veteran and the family members for their service and sacrifice on behalf of a grateful Nation regardless of membership.

If no tangible recognition will be made, then the following may be said individually or as a group:

“On behalf of a grateful Nation, it is a privilege to thank and honor you for your service, valor and sacrifice when our country needed you most.”

Ceremonies that involve Gold Star families (those who lost loved ones during the Vietnam War) and for families still waiting for the fullest possible accounting of their loved one are very special. The following wording (or similar) could be used when recognizing these families:

“A grateful nation thanks and honors you and your family for your service and sacrifice. Your (husband, wife, son, daughter, sister, brother) answered our nation’s call and proudly served in the footsteps of previous generations of American servicemen and women. It is a privilege to present you with (description of item to be presented) in recognition of the patriotism, service and sacrifice of your loved one and family.”

### **Volunteers:**

Depending on the event, your organization may require volunteers to assist with a variety of tasks. From set-up to breakdown of the venue site, escorting, information, medical assistance or security, volunteers can be invaluable in making the event extra special and run smoothly. Set aside time for a rehearsal or training period for your volunteers so they know what to expect.

### **After the event:**

These events often offer the opportunity for communities to come together and heal, as well as to remember and thank our veterans and their families. Please be sure to appropriately recognize and thank all those who supported and helped with the event. A simple note of thanks or a letter/certificate of appreciation from the organizer or other organization/community leader is very meaningful.

## Generic Ceremonial Program or Sequence of Events

### Reception and Dinner Honoring Vietnam Veterans

(Date)

- 6:00 pm No-host reception (cocktails optional)
- 6:40 Dinner chimes - request all proceed to Dining Room
- 6:50 Vocalists and/or musicians enter or taped music ready to go
- Emcee requests audience to stand for the posting of The Colors and National Anthem
- Color Guard posts The Colors
- National Anthem or Pledge of Allegiance
- Retire the Colors (if Colors are not to remain in room)
- Audience is seated*
- 7:00 Welcoming Remarks (Emcee)
- Invocation or any Special Prayer of Blessing to open the evening
- Emcee asks audience to stand; "charge your glasses"
- Toasts – To: (Optional)
- President of the United States/Commander in Chief
  - U.S. Armed Forces
  - Specific Military Service (if applicable, i.e. U.S. Air Force)
  - Unit Specific (optional)
  - Our absent and missing comrades (POW/MIA Service Table)—toast with water
  - Our Spouses (spouses then seated by prompt from Emcee)
  - After spouses are seated ---- Emcee toasts the spouses
- 7:15 Musical interlude or slideshow
- Patriotic songs
  - "Vietnam-era" music
  - God Bless America

- God Bless the USA
- Service Medley individuals stand with their Service song
- Special Unit Song (i.e., Ballad of the Green Berets)

Vocalists and/or Musicians Depart

7:30 Dinner Served

8:15 Introduction of Special Guests --- Special Awards and Recognition (Emcee)

- Presentation of any special award
- Welcome to any General Officers
- Read names of Vietnam Veterans and Wounded Warriors
- Identify Special Guests
- Identify any veterans of WW II, Korea, Grenada, Panama, Bosnia, Desert Storm, Iraqi Freedom, Enduring Freedom, other conflicts (Somali Pirate confrontation, Blackhawk Down, etc.)
- Special recognition ---- Our spouses
- Guest (s) of honor, Speaker and family

8:30 Introduction of Speaker (if any)

9:00 Acknowledgements

- Unit or local veteran deaths (if applicable)
- Flowers, printing of invitations, vocalists and/or musicians, singers, Color Guard, etc.
- Behind the scenes support
- Event chairman
- All those who have contributed to veterans and their families
- The Speaker and family

9:05 Closing Remarks

Retire the Colors (if not previously retired)

Benediction or Special Prayer of Blessing to close the evening

Singing/playing of God Bless America or other appropriate song (Optional)

9:15 Program Conclusion



## COMMEMORATIVE FLAG

A commemorative flag has been designed for The United States of America Vietnam War Commemoration. Commemorative Partners are entitled to a complimentary flag upon selection as an approved Partner. The following describes the elements that make up the design.

### Flag Description

“The United States of America Vietnam War Commemoration” is the official title given to the Department of Defense program in the 2008 National Defense Authorization Act. The traditional use of the color gold to signify a 50th Anniversary was chosen for the phrase “50th Anniversary” and symbolizes the specific mission of the Department of Defense program as outlined in the Congressional language “to commemorate the 50th anniversary of the Vietnam War.”

A representation of the Vietnam Service Medal (ribbon) rests below the inner rings.

The red, white, and blue inner rings represent the flag of the United States of America and recognize all Americans, both military and civilian, who served or contributed to the Vietnam War effort.

The outer black ring serves as a reminder of those who were killed in action, held as prisoners of war or listed as missing in action during the Vietnam War. The black ring surrounds the red, white, and blue rings to call attention to their sacrifices, the sacrifices of their families, and the defense of our nation’s freedom.

Within the blue ring are the words “Service, Valor and Sacrifice”; virtues demonstrated by our veterans during the Vietnam War. The gold-rimmed white star located between the words Service and Valor represents hope for the families of those veterans for which there has not been a full accounting. The gold star located between the words “Valor” and “Sacrifice” represents the families of those veterans who paid the ultimate sacrifice during the war. The blue star at the bottom of the inner blue ring represents the families of all veterans and symbolizes their support from home.

At the bottom of the inner blue ring are six white stars, three on each side of the blue star. These six white stars symbolize the contributions and sacrifices made by the United States and its Allies, Australia, New Zealand, Philippines, Republic of Korea, and Thailand.

The center circle contains a map of Vietnam in black outline relief, signifying both the country and the Vietnamese veterans who stood with our veterans. The subdued outlines of Cambodia, Laos, Thailand, and surrounding waters represent the area of operation where U.S. Armed Forces served.

The green laurel wreath signifies honor for all who served.

The phrase “A Grateful Nation Thanks and Honors You” is the personal message to each veteran, civilian, family member, and all who served and sacrificed during the Vietnam War.

The seal’s blue background is the same color as the canton in the United States Flag. When placed next to the flags of World War II and the Korean War Commemoration Flags, the Vietnam War

Commemoration flag will signify the Vietnam Veterans taking their rightful place among generations of U.S. veterans.

### **Flag Protocol**

In accordance with Army Regulation 840-10, Chapter 2, para 2-5, the Commemoration flag has been designated an Organizational flag. As such, if flown, it would be flown below State and municipal flags. If hung from a pole on a stage, it would be placed to the far right from the audience's perspective.

## COMMEMORATIVE PARTNER SEAL

Commemorative Partners are entitled to use the Commemorative Partner seal for authorized Commemorative purposes. The following describes the elements that make up the design and the approved usage and restrictions in using the seal. Please see the Commemorative Partner Style Guidelines for specific instructions on how to display the Commemorative Partner Seal.

### Seal Description

“The United States of America Vietnam War Commemoration” is the official title given to the Department of Defense program in the 2008 National Defense Authorization Act.

A representation of the Vietnam Service Medal (ribbon) rests below the inner rings of the Seal.

The red, white, and blue inner rings represent the flag of the United States of America and recognize all Americans, both military and civilian, who served or contributed to the Vietnam War effort.

The outer black ring serves as a reminder of those who were killed in action, held as prisoners of war or listed as missing in action during the Vietnam War. The black ring surrounds the red, white and blue rings to call attention to their sacrifices, the sacrifices of their families, and the defense of our nation’s freedom.

Within the blue ring are the words “Service, Valor, and Sacrifice”; virtues demonstrated by our veterans during the Vietnam War. The gold-rimmed white star located between the words Service and Valor represents hope for the families of those veterans for which there has not been a full accounting. The gold star located between the words “Valor” and “Sacrifice” represents the families of those veterans who paid the ultimate sacrifice during the war. The blue star at the bottom of the inner blue ring represents the families of all veterans and symbolizes their support from home.

At the bottom of the inner blue ring are six white stars, three on each side of the blue star. These six white stars symbolize the contributions and sacrifices made by the United States and its Allies Australia, New Zealand, The Philippines, Republic of Korea, and Thailand.

The center circle contains a map of Vietnam in black outline relief, signifying both the country and the Vietnamese veterans who stood with our veterans. The subdued outlines of Cambodia, Laos, Thailand and surrounding waters represent the area of operation where U.S. Armed Forces served. The white number “50<sup>th</sup>” emblazoned over the map, and the outer and inner gold rings which make traditional use of the color to signify the 50<sup>th</sup> anniversary, symbolize the specific mission of the Department of Defense program as outlined in the Congressional language “to commemorate the 50<sup>th</sup> anniversary of the Vietnam War.”

The green laurel wreath signifies honor for all who served. The seal’s blue background is the same color as the canton in the United States Flag. The blue ribbon below the seal indicates that the organization is a Commemorative Partner with the Vietnam War Commemoration.

## Approved Use and Restrictions

The United States of America Vietnam War Commemorative Partner seal is protected by public law, and as such, approved Commemorative Partners are granted limited permission to reproduce it on printed commemorative publications only. This agreement does not extend to any online, digital, or other collateral materials without prior written permission. The Commemorative Partner shall supply the Commemoration staff with samples of any originally produced products that use the Commemorative Partner seal, including all content for pre-approval. Commemorative Partners will not make any changes whatsoever in any artwork, design or insignia provided by the Commemoration staff. Commemorative Partners are not authorized to use the seal for any other purpose, except subsequent printings of previously approved materials, without prior written approval. Please see the Commemorative Partner Style Guidelines for further instructions on how to display the Commemorative Partner Seal for commemorative events.

Upon approval of the application to become a Commemorative Partner, the partner will use the official Commemoration flag and Commemorative Partner seal without making any modification, and in accordance with the following terms and conditions:

- a. The use will be for non-commercial purposes in direct support of dignified, honorable and memorable commemorative events or in related printed materials, such as event promotions, programs, newspaper or magazine articles.
- b. Any use of the seal will preserve its integrity, character and dignity, and following any publication, the Partner will cooperate with Commemoration officials in an effort to verify that the seal has not been altered.
- c. Commemorative Partners will have no rights to sell, license, manufacture, distribute, or use the seal for fund-raising purposes or recruitment purposes.
- d. Commemorative Partners will have no right to reproduce the flag or seal for purposes other than those enumerated above.
- e. Commemorative Partners who have any questions about whether a use is permitted will submit a written request for assistance from the Commemoration and will not proceed until after such assistance is provided.

Partners are not under contract with the Department of Defense or the Commemoration staff. Therefore, a Partner may not state or imply, either directly or indirectly, that it is supported, endorsed or sponsored by the Department of Defense.

Finally, as outlined in the Commemorative Partner Statement of Understanding, the Commemorative Partner will not publicize this partnership in any way that implies endorsement. In addition, Commemorative Partners will prominently display the following disclaimer on print and electronic media with this Commemorative Partnership and related events:

“(Organization name) is not a part of, or endorsed by, the Department of Defense.”

## AFTER-ACTION REPORT

After each event, Commemorative Partners are requested to fill out a short after-action report outlining the event, how many attended, how many veterans and family members were recognized, media participation, etc. Information from these reports will enable the Commemoration to account for the outreach to Vietnam Veterans and their families and to share good ideas from commemorative events to help other Partners in planning their events. Reports should be sent to the Commemoration no later than 30 days after the event concludes.

## CONTACTING THE COMMEMORATION STAFF

As a Commemorative Partner, you have an essential role in the Commemoration's mission to "thank and honor" our Vietnam Veterans and their families. Please feel free to contact our staff if you have any questions regarding the planning and conducting of your events. We stand ready to support you.

You may reach us by the following methods:

General Inquiries Email: [vnwar50th@wso.who.mil](mailto:vnwar50th@wso.who.mil)

Commemorative Partner Program Email: [CPP\\_vnwar50th@wso.whs.mil](mailto:CPP_vnwar50th@wso.whs.mil)

Website: [www.VietnamWar50th.com](http://www.VietnamWar50th.com)

Phone: (877) 387-9951

Mailing Address:

DoD Vietnam War Commemoration Program Office  
1101 Wilson Blvd, Suite 810  
Arlington, VA 22209