

Pensacola Council Military Spouse Appreciation Luncheon

A. An Annual formal function that has become one of nine cornerstone events for our Council. Others include; Enlisted Recognition Breakfast, Military Volunteer Recognition Day, Membership Recruiting Social, POW/MIA Remembrance Day, Annual Bar-Be-Que, Golf Tournament, Navy Birthday Ball and Christmas Dinner Dance.

B. This Appreciation Luncheon is accepted and anticipated. Universally supported by both military and civilian community. A completely non-controversial topic. Both Business and Sponsors see goodness and value in the event. Uplifting. Emotional. Who could argue that Military Spouses do not deserve the recognition? Great PR and optics. Conducted in conjunction with National Military Spouse Appreciation Day. We pick a Wednesday or Thursday Luncheon for best participation:

In 1984, President Ronald Reagan recognized the profound importance of spousal commitment to the readiness and well-being of military members with Proclamation 5184, dated April 17, 1984. Congress officially made Military Spouse Appreciation Day part of [National Military Appreciation Month](#) in 1999. Subsequently, the Department of Defense standardized the date by declaring the Friday before Mother’s Day every year as “Military Spouse Appreciation Day” to show appreciation for the sacrifices of military spouses.

C. Event has a standing committee with a Dynamic chairman that begins working the next year event even before completing the current year event. Chronological countdown checklist that starts with “date set” at 12 months out. Venue and EmCee lock at 9 months. Guest Speaker locked at 6 months. The Guest Speaker is typically a Spouse of a local senior officer with years of experience to share. Spouse Nomination requests, Color guard and Sponsorship requests go out at 3 month point.

D. Sponsorship: Major Sponsors; PenAir FCU and NFCU. Table Sponsors and individual Sponsors solicited. Military are no cost for this and all of our events. Typically a Sponsored Table will be for the Spouse being honored plus Command Triad and about half a dozen command supporters. This tends to be an almost 50/50 military/civilian event. We present the Spouse with a Plaque and “Gift Bag” which contains a gift card and other local “goodies.”

E. Public affairs: We work in conjunction with Base PAO and local TV as well as print media outlets. Event always covered by TV Crew because we use their local News Anchor as the EmCee.

F. Attendance: Typically 20-25 local commands represented. We also have our Senator or Congressman (or their representatives) along with State and Local elected officials. Pensacola Mayor a fixture. Optics for these politicians is too good to miss considering media, press and TV Crews on hand.

G. Recognition: Each Spouse is called up on stage while a brief bio and previous year achievement list is read. Congratulations offered by Council President and major sponsor representatives. The benefit accrued from this very public recognition of such deserving Spouses is immeasurable.