



UNITED STATES MARINE CORPS
MARINE CORPS INSTALLATIONS PACIFIC-MCB CAMP BUTLER
UNIT 35001
FPO AP 96373-5001

IN REPLY REFER TO:

1710
MCCS/FBES
21 JUN 2024

MEMORANDUM

From: Director, Marine Corps Community Services, MCB Camp Butler
To: Distribution

Subj: INITIAL ASSIGNMENT ORDER FOR 2024 MARINE CORPS BALL SEASON

Encl: (1) General Information
(2) Proposed Sequence of Events for Marine Corps Birthday Ball Ceremony
(3) Ten Seating Charts, by each Marine Corps Community Services Club
(4) Transportation Request

1. General

a. The 2024 Marine Corps Birthday Ball Season is currently scheduled 6 October 2024 to 07 December 2024. In those cases where a unit Birthday Ball must be scheduled outside this period, such requirement will be accommodated. Pursuant to enclosure (1) and for planning purposes, the facilities hosting the balls during this year's Birthday Ball season will be Schwab Beachhead, Butler Officers' Club (BOC), Futenma Habu Pit, Hansen Palms, and Kinser Surfside.

b. Uniforms. As prescribed by competent military authority:

- (1) Field Grade Officers: Evening Dress or Service "A".
- (2) Company Grade Officers: Dress Blue "A", "B" or Service "A" (Evening Dress optional).
- (3) Staff NCOs: Evening Dress, Dress Blue "A", or Service "A".
- (4) Enlisted: Dress Blue "A", "B" or Service "A".
- (5) Other Services: Equivalent uniform.
- (6) Civilians: Formal Evening Attire or Coat and Tie.
- (7) Military spouses will wear the uniform or civilian attire prescribed/authorized by their respective unit commanders.
- (8) The dress blue-white uniform is not authorized for Staff NCOs and Officers.

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c. Menu

- (1) Appetizer – Classic Shrimp Cocktail. Old Bay seasoned jumbo shrimp served with a spicy Gochujang sauce.
- (2) Salad – Bistro Salad. Chopped green and red cabbage mixed with julienned carrots, crunchy cucumbers, and cherry tomatoes. Sprinkled with toasted pepitas and dried cranberries. Served with a Zesty raspberry vinaigrette.
- (3) Entrees. All entrées served with an assortment of dinner rolls with butter rosettes, iced tea, or coffee.
 - (a) Beef. Oven-roasted prime rib seasoned with Herbs de Provence with a classic Bearnaise sauce. Accompanied with haricot verts & potatoes.
 - (b) Fish. Oven-roasted fillet of Cod with a horseradish crust. Seasoned with salt and pepper with a Yuzu butter cream sauce. Accompanied with haricot verts & a savory grit cake.
 - (c) Chicken. Pan-seared, oven-roasted breast of chicken, gently seasoned with a French Dijon mustard sauce. Accompanied with haricot verts & rice pilaf.
 - (d) Vegetarian. Ricotta, Parmesan, Romano, and Fontina stuffed raviolis with a spicy Italian Puttanesca. Garnished with zucchini noodles and shaved Parmesan cheese.
- (4) Dessert. Traditional Marine Corps Birthday Cake.

d. Pricing

- (1) All Ranks and equivalent: \$50.00
- (2) Guest of Honor (and Spouse/Guest) meal cost will be absorbed in total ticket price.
- (3) Island-wide entertainment costs absorbed in total ticket price.
- (4) Individual memento cost absorbed in total ticket price.
- (5) Decoration costs absorbed in total ticket price.
- (6) All other overhead costs absorbed in total ticket price.
- (7) Individual photography costs to be borne by attendees.

e. Tickets

- (1) Ticket sales start (2) two months prior to the respective Ball date, and must be purchased no later than five days prior to the Ball.

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(2) Attendees must present ticket QR code(s), displayed on an electronic device or printed copy to gain entry to the Birthday Ball.

(3) Tickets must be purchased online through Eventbrite using the private link provided by the unit ball representative. For those without online access, ticket purchases must be made at the Birthday Ball venue (e.g., tickets for a Birthday Ball at the Futenma Habu Pit must be purchased at the Futenma Habu Pit).

(4) The Birthday Ball venue will provide the unit ball representative with a ticket roster upon request, with the final roster provided five days prior to the event. The roster will include name, rank, entrée selection, and unit designation (e.g., ALPHA Co, BRAVO Co).

2. Unit Assignment

- a. Identification, invitation, billeting, and transportation of VIPs.
- b. Identification, invitation, billeting, and transportation of Guest of Honor, to include procurement and presentation of commemorative memento, if desired.
- c. Assignment and training of VIP and Guest of Honor escorts.
- d. Planning, resourcing, arranging, rehearsing, and conducting traditional birthday ceremony at each Ball Site; to include arranging rehearsal times with III MEF Band (when applicable) and with each club manager.
- e. Development of seating chart assignments and provision of place cards, if desired.
- f. Development and announcement of Unit liberty plans.
- g. Development and announcement of the Unit Commander Birthday Messages.
- h. Development and provision of Guest of Honor high-resolution photograph and biography, submitted to Marine Corps Community Services (MCCS) Marketing no later than 45 days prior to units Birthday Ball date.
- i. Filling of quotas for participants at Uniform Pageant/Birthday Ceremony, if required.
- j. Transportation Plan for participants at Uniform Pageant/Birthday Ceremony.
- k. Identification and publication of uniform requirements for military spouses.
- l. Ensure dissemination of requirements for attendees to bring their Birthday Ball tickets to gain entry to the Birthday Ball venue. Entry will not be granted for those only wishing to view the ceremony without a ticket, and not participating in the rest of the Birthday Ball.

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m. Ensure dissemination of requirement for attendees to purchase Birthday Ball tickets no less than five days prior to the Birthday Ball that they wish to attend. Due to club seating limits, some balls may be sold out early.

n. Submitting requests for live band.

o. MCCA Child Development Center will provide Family Childcare contacts for those requiring childcare.

3. MCCA Assignment

a. Entertainment Plan. To support each ball, to include scheduling and contracting DJ services to be offered at all Birthday Balls. PA Systems for the Birthday Balls will be provided to support all announcements during the Birthday Ball. All information regarding DJs or other types of entertainment should be directed to the MCCA Entertainment & Special Events program.

b. Decoration Plan. To include procurement, installation, and cleanup/storage.

c. Publicity Plan. To include all available advertising media and United States Marine Corps (USMC) resources (e.g., naval message, E-mail, Okinawa Wide Area Network).

d. Menu Planning. To include options for red meat, poultry, fish, and vegetarian entrees.

e. Site Survey Plan. To include setup/takedown of tables, bandstands, dance floors and photography area.

f. Sound/Light Plan. To include recorded music requirements for entertainer breaks.

g. Program Pamphlets. To develop, design, publish, and distribute the Official USMC Birthday Program Pamphlets for each Birthday Ball.

h. Birthday Cake Plan. To include sizing, sourcing, design/decoration/logo requirements, contracting, quality control, pickup and delivery to all ball sites.

i. Table Design Plan. To include place settings, table decorations, table covering and approved general seating charts.

j. Seating Charts. Provision of generic/blank seating charts to unit representatives for use at designated Ball sites, as desired by unit hosts.

k. Service Plan. To include procurement, preparation, presentation, and cleanup of meal service.

l. Bar Plan. To include identification, resourcing, setup, inventory, service, and tear down of the bar service stations.

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m. Parking Plan. To include VIP parking, and coordination with Provost Marshal's Office for traffic and any security requirements.

n. Transportation Plan. To include transportation requirements to support delivery of goods, services, supplies, as well as participants to each of the scheduled Birthday Balls.

o. Facilities Plan. To include identification and resolution of facility maintenance requirements prior to conducting balls at each ball site.

p. Memento Plan. To include identification, procurement, and distribution of the approved memento.

q. Support Plan. To include identification and advertising of MCCS Club facility opening and closing plans during the Marine Corps Birthday Ball period, as well as determination and redistribution of club equipment and personnel, as required, to support each Ball/Ball site.

r. Photography Plan. To include contracting of photographers to work at each Birthday Ball venue, the design, construction and location of backdrops, and distribution of finished product to patrons through an online source.

s. Fund Administration Plan. To include receipt, accounting and disbursement of all revenues generated by the Birthday Balls and post-ball financial statements.

t. Copy Commandants Birthday Message video to DVD's and issue two DVDs to each facility hosting Marine Corps Birthday Balls. Club manager to ensure both DVDs are operational before each ceremony commences. This process will not be delegated.

u. Develop, coordinate, and distribute subsequent Letters of Instruction to ensure proper staff functioning, command approval, and conduct of the scheduled events.

v. After Action Report, to include development and distribution to all parties.

4. Action. All addressees are requested to develop those plans and internal working groups necessary to accomplish the tasks identified and set forth herein.



MICHAEL S. GIESECK

Distribution:
Special Events
Marine Corps Ball Working Group

Copy to:
CG, MCIPAC
C/S, MCIPAC

2024 Marine Corps Birthday Ball
GENERAL INFORMATION

1. Attendees must present ticket QR code(s), displayed on an electronic device or printed copy to gain entry to the Birthday Ball.
2. Guest of Honor bios and high-resolution photos must be submitted to Marine Corps Community Services (MCCS) Marketing no later than 45 days prior to the units Birthday Ball.
3. Tickets must be purchased online through Eventbrite using the private link provided by the unit ball representative. For those without online access, ticket purchases must be made at the Birthday Ball venue (e.g., tickets for a Birthday Ball at the Futenma Habu Pit must be purchased at the Futenma Habu Pit).
4. Mementos will be issued to the unit Ball representative. It is recommended that the unit Ball representative distribute mementos to attendees prior to the ball.
5. Ticket sales start (2) two months prior to the respective Ball date.
6. Tickets to Birthday Balls must be purchased no later than five days prior to the respective Ball.
7. Unit representatives can work directly with the Sergeant Major-Marine Corps Installations Pacific (MCIPAC) to coordinate Birthday Ball requirements, unless the Major Subordinate Command (MSC) wants to work via their MSC.
8. MCCS Club Managers cannot switch your ball date or venue. Contact the Sergeant Major-MCIPAC to inquire about any changes to ball dates.
9. POC for Birthday Balls is Sergeant Major-MCIPAC, 645-3920.

PROPOSED SEQUENCE OF EVENTS FOR MARINE CORPS BIRTHDAY BALL CEREMONY

1. On cue, Ceremonial Escort Detail members make their way to their respective starting positions.
2. Senior Member of the Escort Detail commands: "Fall In"... "Draw Swords" ... "Parade Rest."
3. Senior Member of the Ball and Guest of Honor take their positions.
4. Narrator: "Good evening ladies and gentlemen, welcome to (ball name). Please rise as Chaplain (name) delivers the invocation."
5. Chaplain delivers the invocation.
6. Narrator: "Ladies and Gentlemen, please be seated."
7. Narrator: "Ladies and Gentlemen, as you entered this banquet hall, you should have noticed that before us tonight stands an empty chair and a single lone table draped in black, signifying all of our fallen comrades who are not with us this evening, because they have given the full measure of devotion to our country and to our beloved Corps. The single lighted candle reminds us of the flame of eternal life and that the memory of our fallen comrades will be with us always. The Purple Heart Medal is displayed to reflect the shedding of blood and the ebb of life in battle. The identification tags are blank, yet they could bear the name of any of us here tonight.
Only a few Americans choose the dangerous and necessary work of fighting our nation's enemies. As a consequence of that choice, some have paid the ultimate price, joining the honor roll of heroes who built the noble legacy of our Corps. For those of us who carry on that legacy, it is our obligation to honor those fallen Marines. As Marines gather in celebration of our history, we gather in the shadows of greatness- though our fallen can no longer participate in our traditions, they will always be a part of us and who we are."
8. Narrator: "Ladies and Gentlemen, please rise for a moment of silence for our fallen comrades." (Pause), "Ladies and gentlemen, please be seated."
9. Ceremony Adjutant moves into position.
10. Ceremony commands: "Sound Attention."
11. Band: Plays "Attention."
12. Senior Member of the Escort Detail commands: "Escorts, Attention."
13. Ceremony Adjutant commands: "Sound Adjutant's Call."
14. Music (Band or tape recording) plays: "Adjutant's Call: " and if live, the Band executes the appropriate marching maneuvers.
15. Upon completion of "Adjutant's Call," the music commences with "Semper Fidelis."

16. While "Semper Fidelis" is being played, the Senior Member of the Escort Detail, and his/her accompanying escorts, march to their respective positions in the ceremony area; execute a halt and face left/right simultaneously, move to their respective outboard positions and simultaneously execute both an about face and order sword.

17. In turn, and in descending order of grade, the balance of the Escort Detail executes the events set forth in paragraph (step) 16.

18. Once the escort detail is in position, "Semper Fidelis" ceases and the music plays "Attention."

19. The Narrator announces the presence of the Senior Member of the Ball and the Guest of Honor (*e.g., Ladies and Gentlemen, the Commanding Officer, and our Guest of Honor, The Commanding General, III Marine Expeditionary Force; and Commander, Marine Forces Japan*).

20. The Senior Member of the Ball and the Guest of Honor march halfway down the line of escorts and halt. This event occurs without music.

21. Narrator: "Ladies and Gentlemen, please rise for honors (if appropriate), to the Commanding General, III Marine Expeditionary Force; and Commander, Marine Forces Japan), and remain standing for the march on of the colors, the playing of the national anthem and the entry of the traditional birthday cake.

22. The Senior Member of the Escort Detail orders: "Present, Sword." The Escort Detail then executes this command.

23. If appropriate, honors (music) are offered at this time.

24. The Senior Member of the Escort commands: "Order, Sword."

25. Then Senior Member of the Ball and the Guest of Honor move to the senior end of the line of escorts and take their respective positions by halting and facing about. This event occurs without music.

26. The Music now sounds: "Attention."

27. The Color Guard marches halfway down the line of escorts, halts, and remains at carry colors/shoulder arms.

28. The Senior Member of the Escort Detail commands: "Present Sword." Escort detail executes present sword, color guard will execute present colors.

29. The Music plays the "National Anthem."

30. The Senior Member of the Escort Detail commands: "Order Sword." The Escort Detail executes the command and the Color Guard returns to carry color/shoulder arms.

31. The Senior Member of the Escort Detail commands: "Post the Colors."
32. The Color Sergeant responds with the command: "Counter march, March." The Color Guard executes this command, march to rear of ballroom, counter march, halts and goes to order colors.
33. The Music plays: "Attention." This music is immediately followed by "The Marines' Hymn."
34. As "The Marines' Hymn" commences, the Cake Escort, with the Ceremony Adjutant centered four paces behind the cake, escorts the cake between the lines of escorts to a position two paces in front of and centered on the Senior Member of the Ball. The Ceremony Adjutant, upon attaining the proper position for the cake, commands: "Detail (Cake Escorts), Halt."
35. In response to the command of the Ceremony Adjutant, the Cake Escort immediately halts, executes one sidestep and halts again, and then executes the appropriate inboard facing movement, i.e., left/right face.
36. The Senior Member of the Escort commands: "Parade Rest." All participants, i.e., Color Guard, Escort Detail, and Cake Escort then execute the command.
37. The Narrator invites the audience to take their seats, e.g., "Ladies and Gentlemen, please be seated."
38. The Ceremony Adjutant remains at attention, faces about and goes to order sword, and moves the sword into the position for reading documents.
39. The Narrator reads the introductory statement to General Lejeune's traditional birthday message.
40. The Ceremony Adjutant reads General Lejeune's message, returns to carry sword and exits the ballroom.
41. Narrator: "The inspiring message of our 13th Commandant has left its mark in the hearts and minds of all Marines."
42. The Narrator then reads the Birthday Message from the Commandant of the Marine Corps or shows the video.
43. The Senior Member of the Ball advances to the podium and makes his/hers remarks and introduces the Guest of Honor.
44. The Guest of Honor for the Ball advances to the podium and makes his/her remarks.
45. The oldest and youngest Marines move into a position to the left side of the cake cart and abreast of the positions taken by the Senior Member of the Ball and the Guest of Honor.
46. The Senior Member of the Ball and Guest of Honor advances toward the cake.

47. The Senior Cake Escort steps forward, and presents the sword over his/her left forearm, handle in front, to the Senior Member of the Ball.

48. The Music plays: "Auld Lang Syne."

49. The Narrator reads the following narration: "It is traditional that the first slice of our Corps Birthday Cake be presented to the Guest of Honor, and the next piece to the oldest Marine present, followed by the youngest Marine present."

50. The Senior Marine of the Ball cuts all three pieces of cake and places each piece on a plate, with a fork provided by the Senior Cake Escort. The pieces of cake are then presented, in order, to the Guest of Honor, oldest Marine, and youngest Marine.

51. The Senior Marine of the Ball returns the sword to the Senior Cake Escort.

52. The Narrator states, as the Guest of Honor receives his/her piece of cake: "Ladies and gentlemen, the first piece of cake is presented to our Guest of Honor, (grade/name)."

53. The Narrator states, as the older Marine present receives his/her piece of cake: "The oldest Marine present tonight is (grade/name) who was born on (date of birth). He/she entered the Marine Corps on (date of enlistment). (grade/name) is currently serving as (billet title/command)."

54. The Narrator states, as the youngest Marine present receives his/her piece of cake: "The youngest Marine present tonight is (grade/name) who was born on (date of birth). He/she entered the Marine Corps on (date of enlistment). (grade/name) is currently serving as (billet/command)."

55. In response to their receipt of each piece of cake, the Guest of Honor, oldest Marine, and youngest Marine take one bite from their cake and return the plate to the Senior Cake Escort who places them on the cake cart. The Senior Cake Escort then returns to his/her position next to the cake cart.

56. The Senior Cake Escort commands: "Detail Attention, Forward, March." The Cake Escorts each take one step toward the cart, halt, then, automatically and in unison, face in the direction in which they will exit.

57. The Senior Cake Escort commands: "Forward, March." In response, the Cake Escort, youngest, and oldest Marine depart the ceremony area in trace of the cake cart.

OPTION: Instead of the guest speaker talking before the cake is cut, bring the cake forward, cut the cake and then have the cake depart. Once the cake is out of the way the guest speaker can talk and move about freely and be seen by the audience. Once the speaker is done, colors are closed and depart, followed by the speaker, and followed by the line escorts.

58. The Narrator then states: "Ladies and Gentlemen, please rise for the retiring of the colors and the march off of the official party."

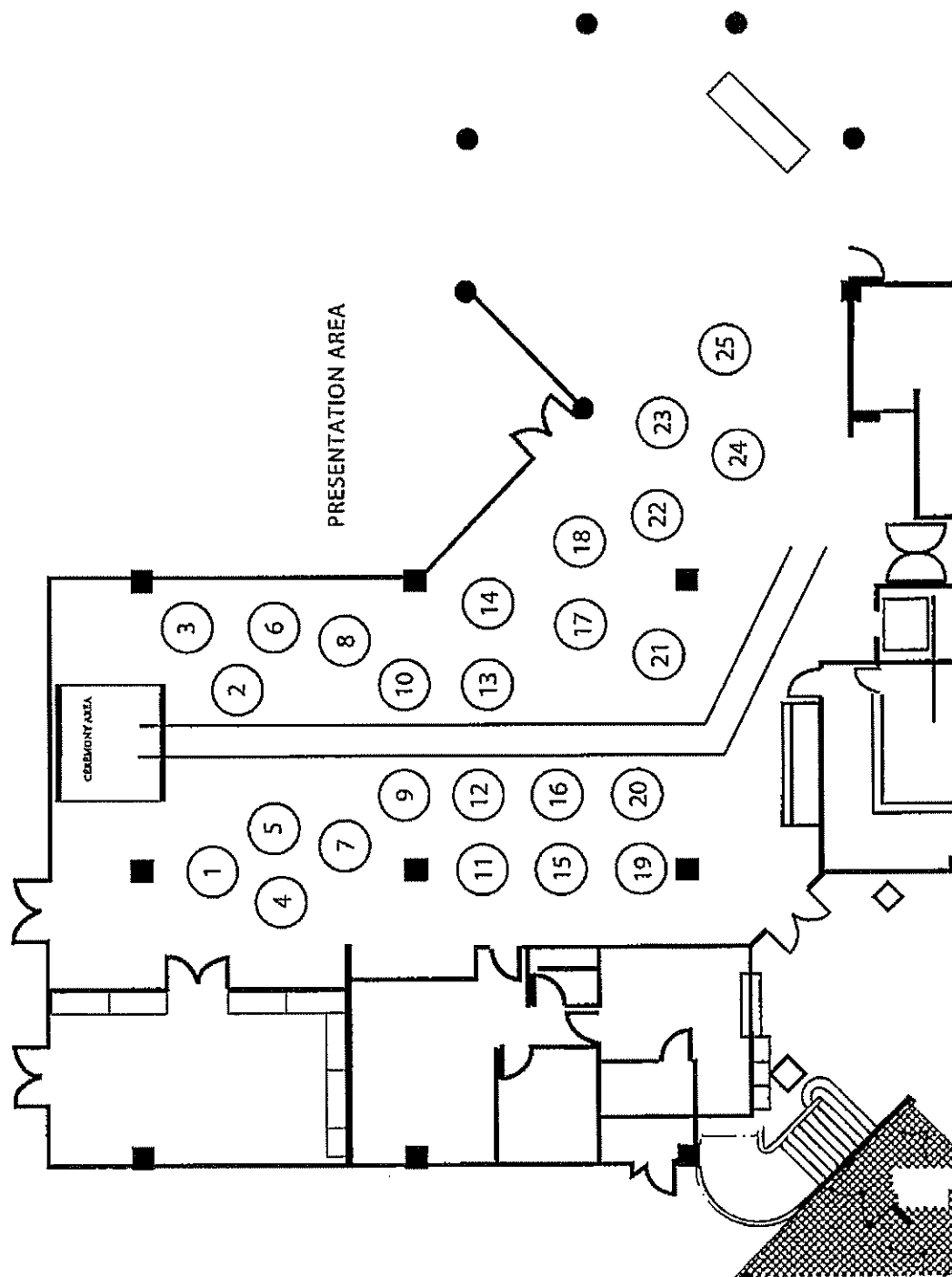
59. The Senior Member of the Escort Detail then commands: "Retire the Colors."

60. The Color Sergeant then commands: "Right Step, March" (if applicable). The Color Guard responds by executing the sidesteps necessary to close ranks.
61. The Color Sergeant then commands: "Carry, Colors"(if applicable)...and then: "Forward, March."
62. The Senior Member of the Escort Detail then commands: "Escorts, Present, Sword." The escorts respond by executing this command.
63. The Music plays: "Semper Fidelis." The Color Guard responds by marching to a position midway between the escort detail, executes a counter march, and then exits the ceremony area.
64. The Senior Member of the Ball and the Guest of Honor march out between the lines of escorts. They commence their movement, in unison, once the Color Guard exits the ballroom area.
65. As the Senior Member of the Ball and the Guest of Honor exit the ballroom, the Senior Member of the Escort Detail commands: "Escorts, Order, Sword"...and then: "Carry Sword." The members of the Escort Detail respond by executing these commands.
66. On a silent signal, the senior member of the Escort Detail and his/her counterpart, march forward, execute a facing movement (left/right face), step off abreast and exit the ceremony area. In turn, each of the Escorts and their counterparts, from senior to junior, execute the same sequence until the entire Escort Detail had exited the ceremony area.
67. After the last pair of escorts clear the room, the band plays "Anchors Aweigh" and the "Marine Hymn".
68. The Narrator states: "Ladies and Gentlemen, this concludes our ceremony for the evening. Please join me in a round of applause for the Escort Detail, Cake Detail, Color Guard, and III MEF Band (if appropriate), as well as the many others behind the scenes who made this event possible. Dinner will be served. Thank you."

BEACHHEAD

CAMP SCHWAB

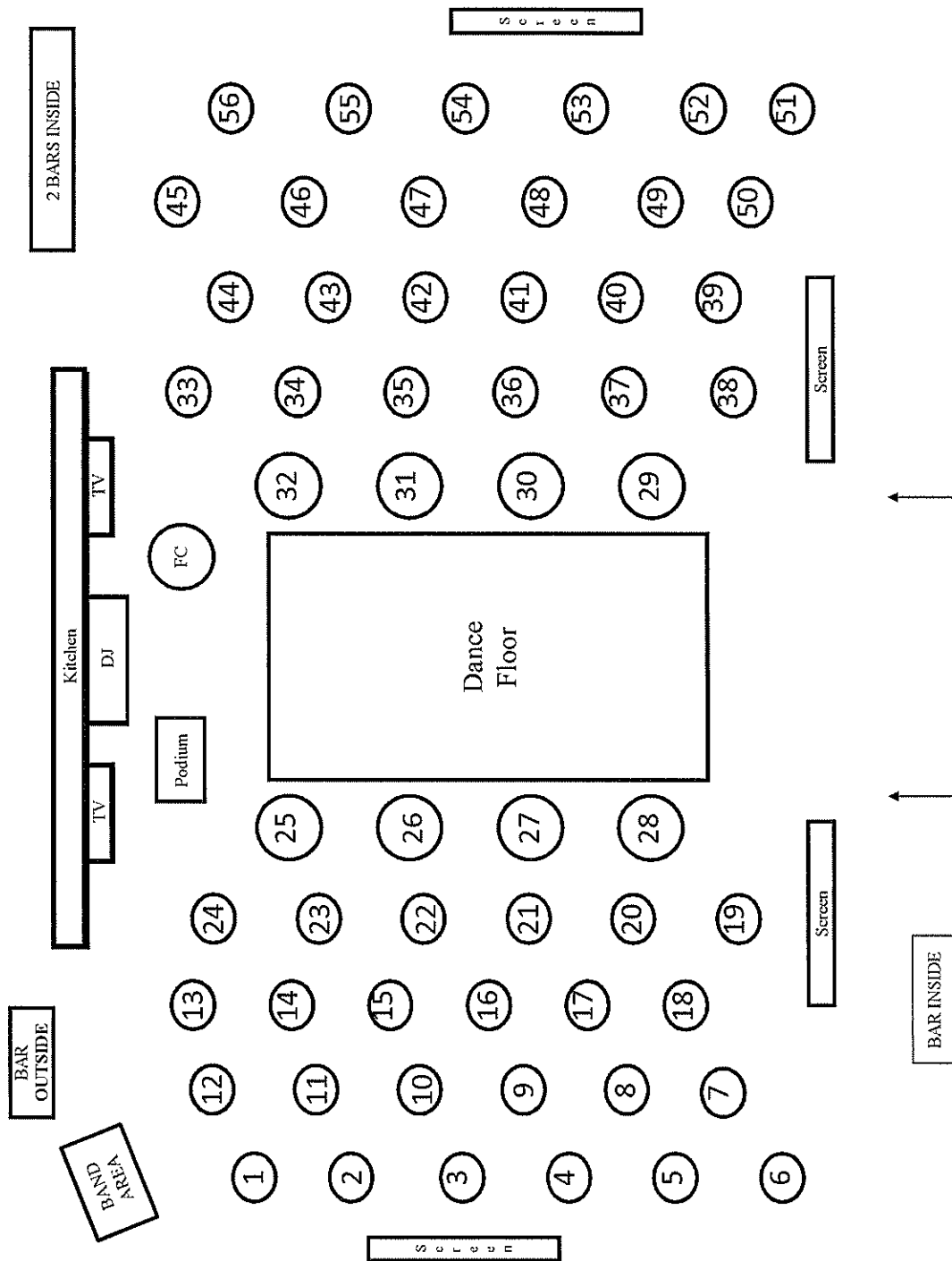
Seating for 200



BUTLER OFFICERS' CLUB

PLAZA HOUSING

Seating for 400



UNITED STATES MARINE CORPS
BIRTHDAY BALL SEATING CHART

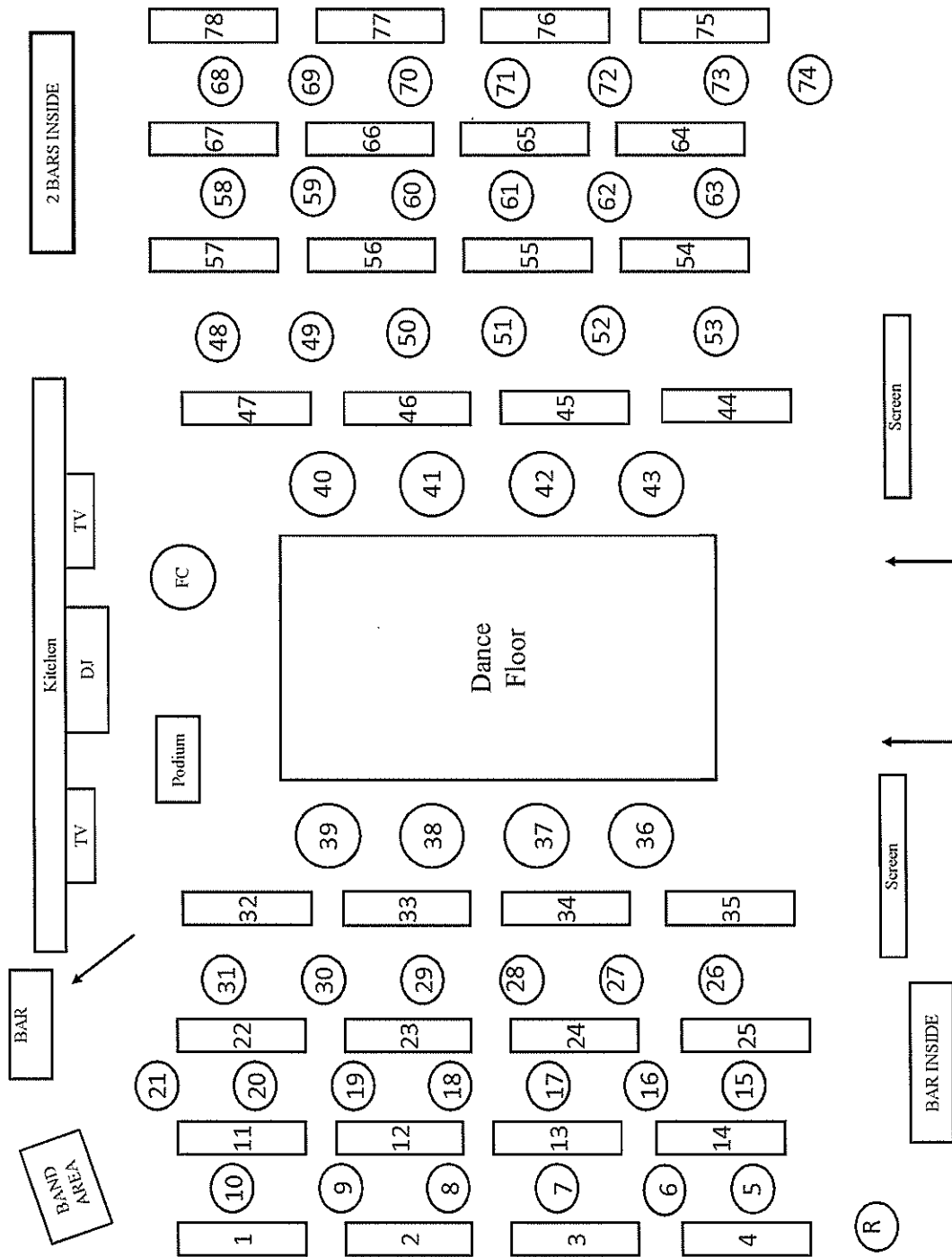
MCSCS
MARINE CORPS SERVICES

THIS SEATING CHART IS AN EXAMPLE BASED ON MAXIMUM CAPACITY.
ACTUAL DIAGRAM IS BASED ON FINAL NUMBER OF PATRONS.

BUTLER OFFICERS' CLUB

PLAZA HOUSING

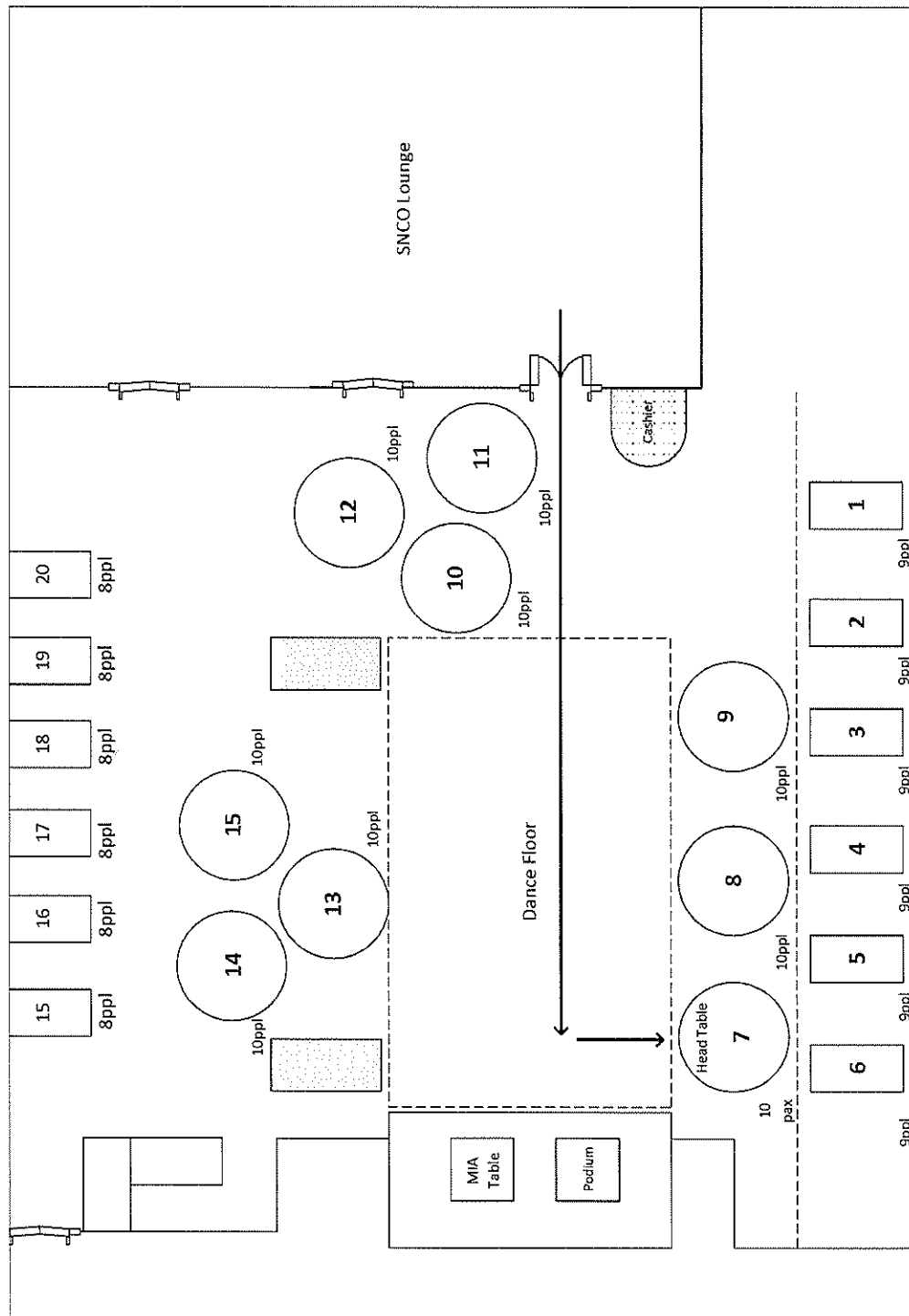
Seating for 550



HABU PIT

MCAS FUTENMA

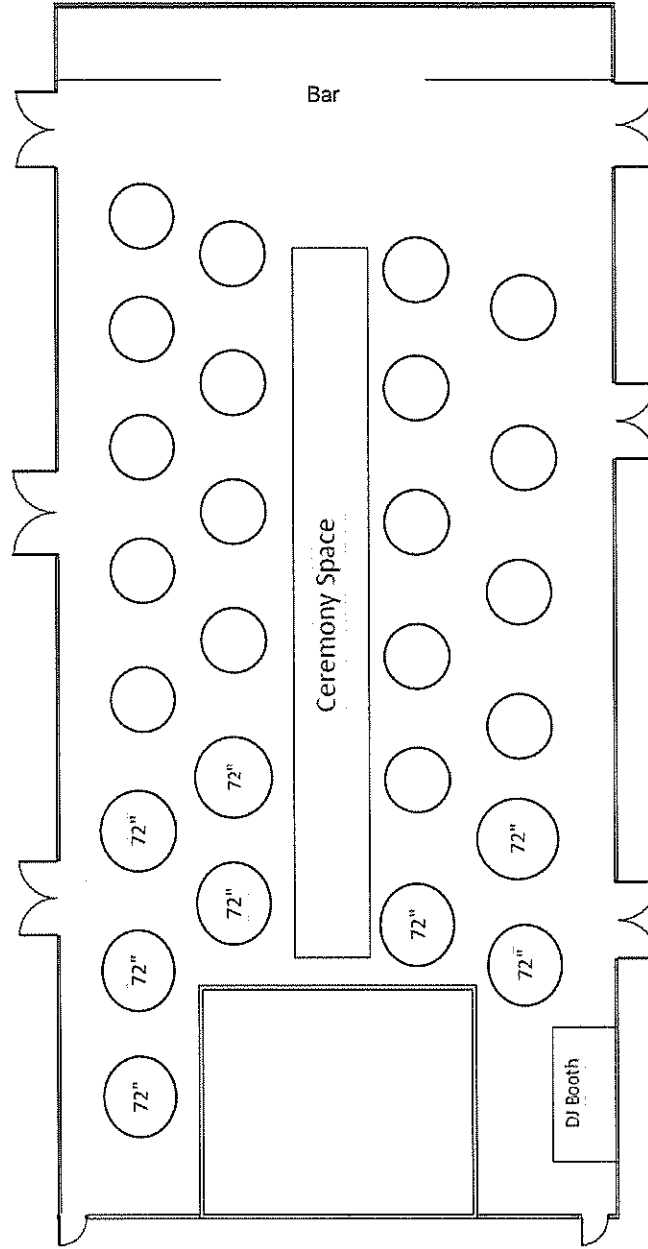
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SURFSIDE

CAMP KINSER

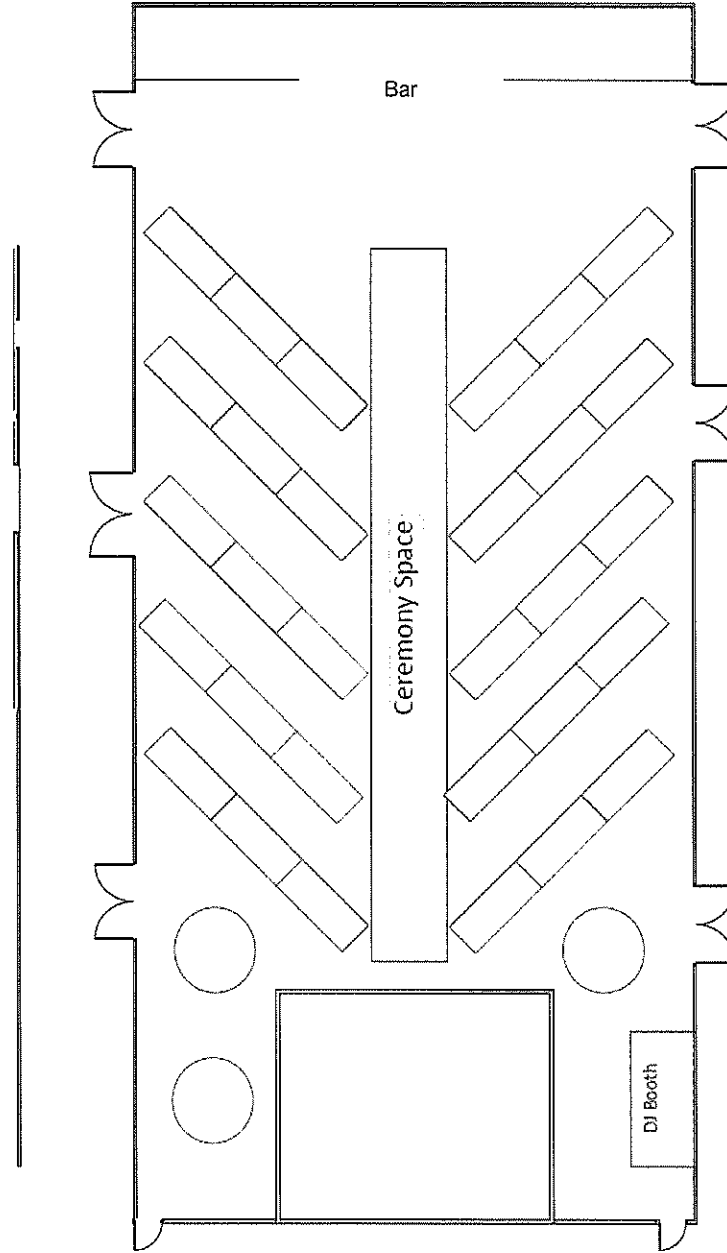
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SURFSIDE

CAMP KINSER

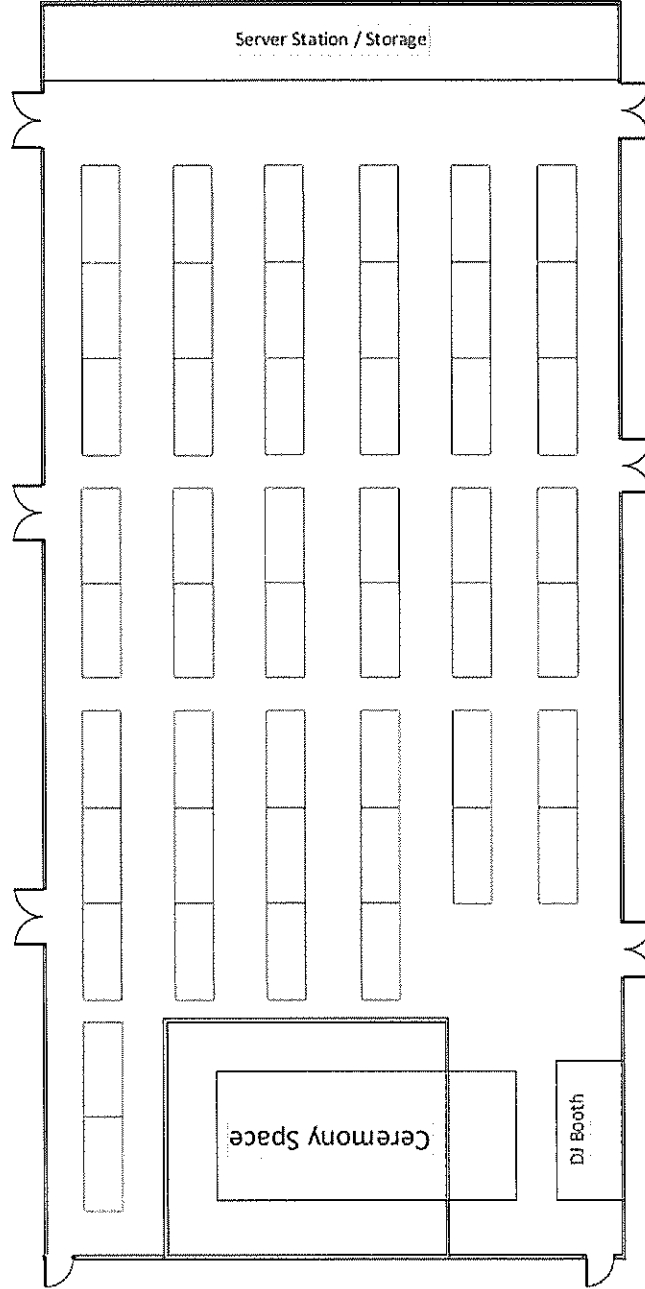
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SURFSIDE

CAMP KINSER

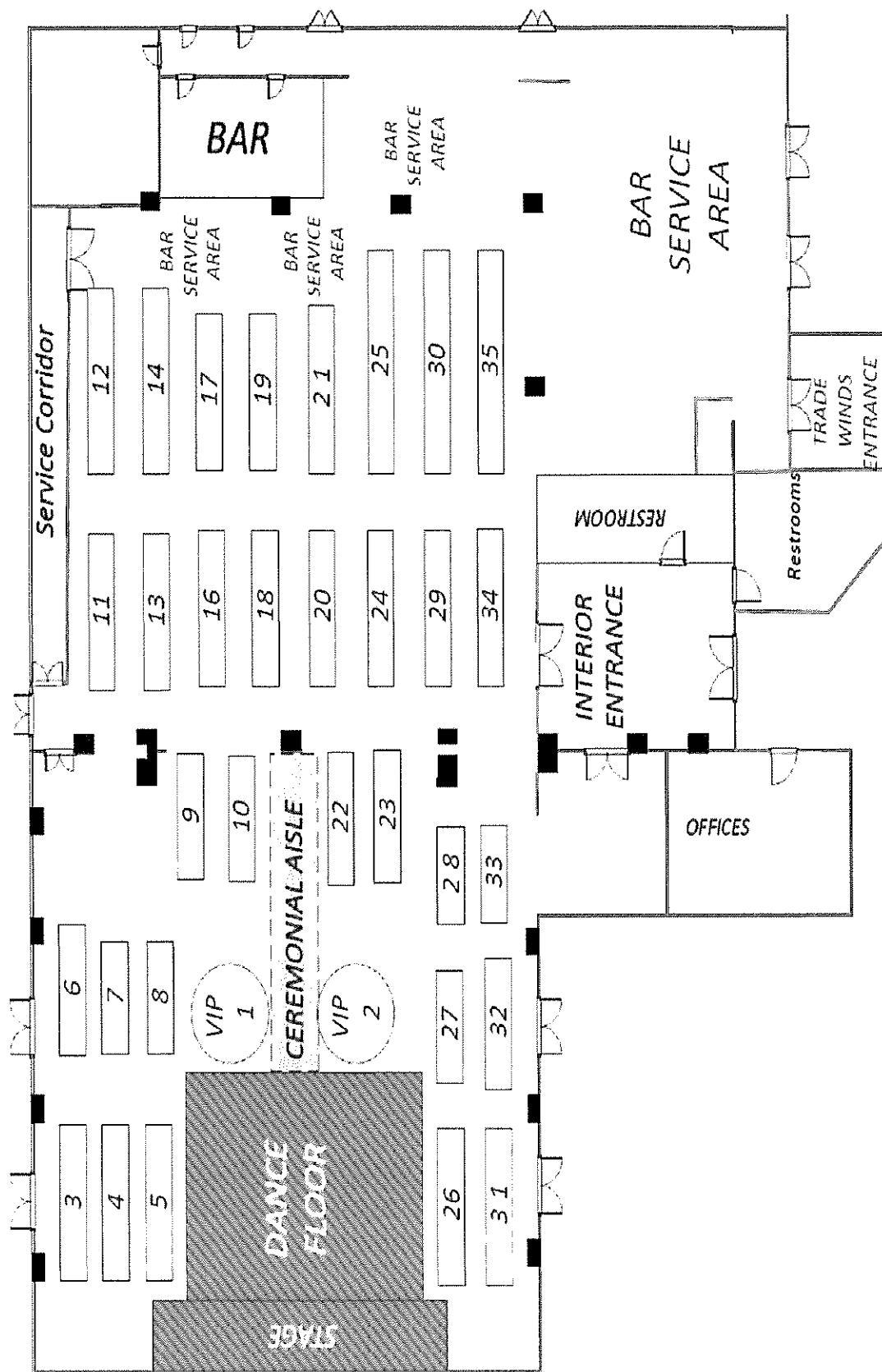
Seating for 384



THE PALMS

CAMP HANSEN

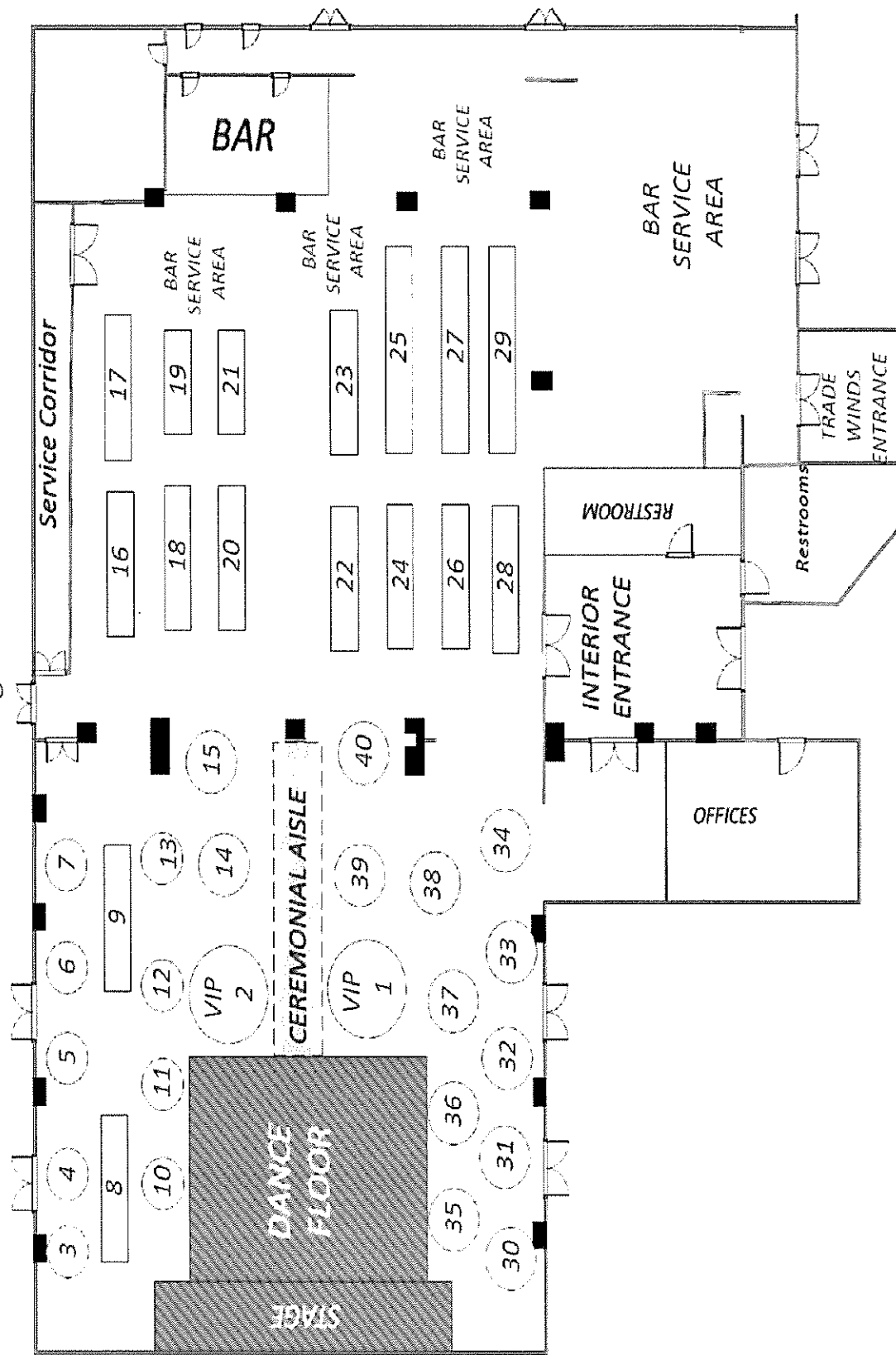
Seating for 872



THE PALMS

CAMP HANSEN

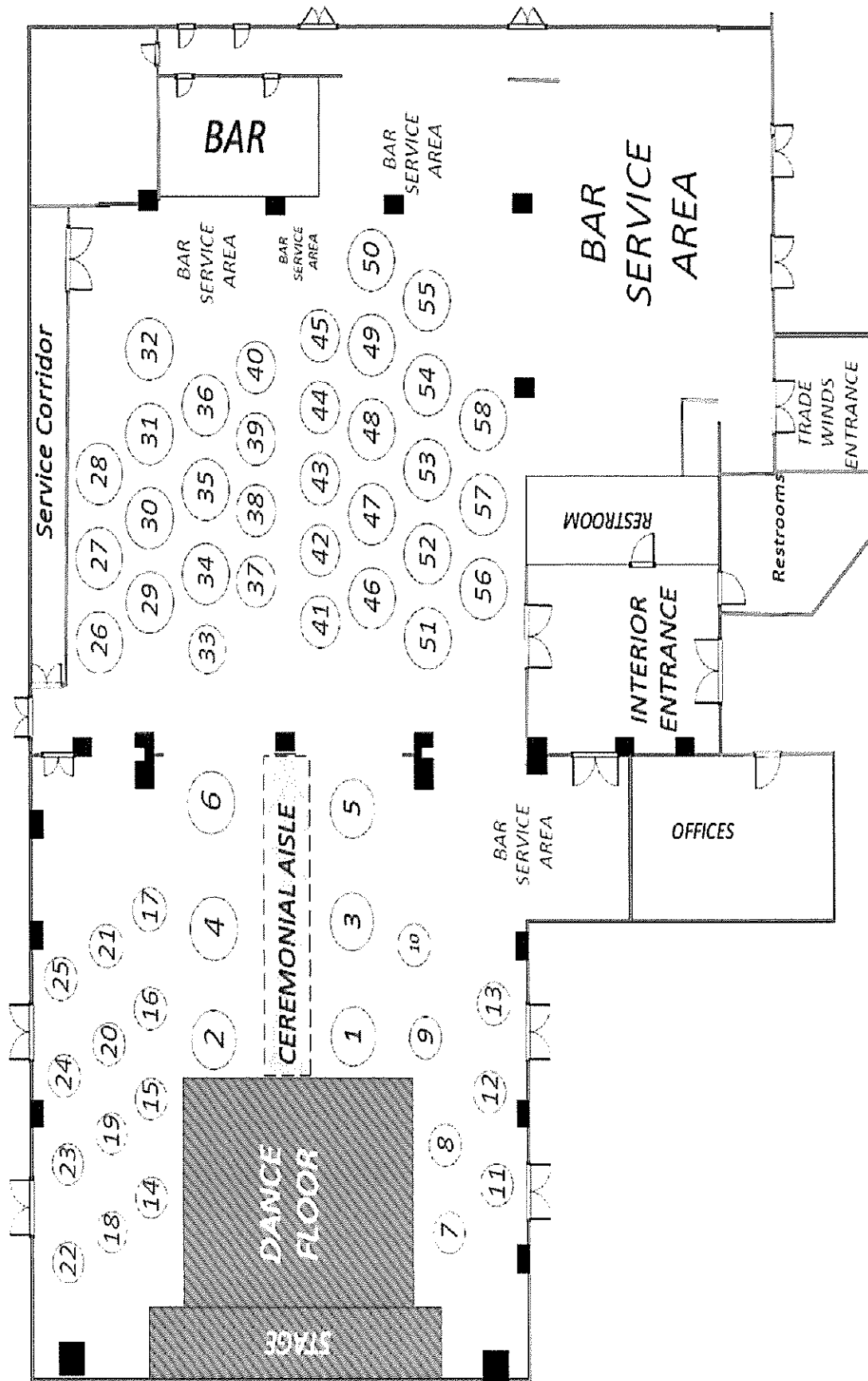
Seating for 682



THE PALMS

CAMP HANSEN

Seating for 522





MARINE CORPS BALL TRANSPORTATION REQUEST FORM

MCCS Motor Transport Office 645-7516

Submission Date:

Send to: TransportationRequest@okinawa.usmc-mccs.org

Requestor Name:	Office Phone:	Cell Phone:
Unit / Section:	Email:	
Event:	Quantity:	Vehicle Type: Pick One
Number of Passengers:		

Pickup Timeline Details

Date	Pickup Location	Time	ETA	Destination	Point of Contact	Cellular

Return Timeline Details

Date	Pickup Location	Time	ETA	Destination	Point of Contact	Cellular

Additional Remarks / Notes / Details / Directions:

All requests for Marine Corps Ball Transportation require a minimum 14 calendar day (2-Weeks) advance notice to schedule resources.

Balls being held at non-MCCS facilities will incur a Bus Charter Fee of \$50 per hour per bus. (Minimum 3-hour start-up fee will apply).

MCCS Bus Rules:

Rules are in place for the safety of our passenger, failure to follow the rules could result in a late to no arrival to your destination.

- No eating, drinking, smoking, or vaping while on the bus.
- Opening of windows are strictly prohibited and all body parts must remain inside at all times.
- All passengers must remain seated with their seatbelts fastened while the bus is in motion.
- Excessive noise levels must be kept to a minimum.
- Onboard Unit chaperones will be responsible to ensure order and discipline is maintained at all times.
- Chaperones will ensure cleanliness of the bus is maintained and check for left behind items post ball.
- Unit bears all reimbursement costs for any/all damaged caused to MCCS property.
- Disruptive, rowdy, and disorderly conduct will result in PMO intervention.

Acknowledgment of the contents and requirements outlined above: