



**“Amidst bursting champagne bottles, billowing smoke, and flying confetti Fandango created The Moment – the culmination of the ARC renaming ceremony.”**

Fandango was contracted by American Roll-On Roll-Off Carriers to orchestrate the prestigious renaming ceremony for their recently reflagged ships. ARC’s intent was to celebrate the renaming of three cargo ships that will now be sailing under the American flag, and to celebrate the ship’s contracts under the US Maritime Security Program.

Fandango was called upon to provide the following services:

- **Event Design & Layout**
- **On-Site Vendor Coordination**
- **Special Effects Production**
- **Contract Negotiation**
- **Execution of “The Moment”**



**Three commercial cargo ships traded in their Norwegian and Swedish flags for the Stars and Stripes - and picked up the new American names *Courage, Honor and Integrity* – during a ceremony in Baltimore yesterday as part of a federal effort to lock up enough domestic vessels to haul military gear overseas during wars and emergencies.**



The event experts at Fandango Special Events led ARC through the design process, and went on to produce the renaming for the premier roll-on roll-off service provider. The daylong event offered ship tours, a luncheon, presentations on two stages by ARC and U.S. dignitaries, and a climactic christening of all three boats. During the ceremony the custom built anchors, when struck, activated banner drops revealing the new ship names, Honor, Integrity, and Courage. Thanks to a well-articulated inclement weather plan, the steady rain and 40 mph winds did little to dampen the spirit of the event.

The ceremony successfully targeted ARC’s internal and external publics by increasing visibility in the media and the maritime transportation market. The flawless implementation of the event exceeded the expectations of ARC board members and executive staff.



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