

SponsorSHIP Opportunities



OCTOBER 3 – 9, 2018



A **FREE** celebration of the rich maritime traditions of the Chesapeake Bay and the contributions of Marylanders to the defense of the nation.

★ Experience the exceptional and expansive Air Show in the skies over Fort McHenry featuring the United States Air Force Thunderbirds ~ America's Ambassadors in Blue!



★ See the jets and many more historic aircraft on display at Martin State Airport.

★ Board U.S. and International Naval vessels in the Inner Harbor, Fells Point and Locust Point.

★ Enjoy *Fleet Week Festival*, a free, family-oriented festival throughout Baltimore's Inner Harbor.

★ Benefit from a year of activities on the Baltimore Waterfront with Historic Ships in Baltimore

2018 MARYLAND FLEET WEEK & AIR SHOW BALTIMORE

is the legacy event following the highly successful 2012 Star-Spangled *Sailabration*, 2014 Star-Spangled *Spectacular* and 2016 Maryland Fleet Week & Air Show Baltimore!

Maryland Fleet Week & Air Show Baltimore 2018 managed by Historic Ships in Baltimore.

www.mdfleetweek.com

[@MDfleetweek](https://twitter.com/MDfleetweek)

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MARYLAND FLEET WEEK & AIR SHOW BALTIMORE FEATURING THE USAF THUNDERBIRDS

Dates	October 3 – 9, 2018
Key Events	<p>U.S. and International Naval Ships – in Port (October 3-9)</p> <p>Welcome Ceremony (October 3)</p> <p>Air Show Baltimore featuring the USAF Thunderbirds (October 6 & 7)</p> <p>Fleet Week Festival – Inner Harbor (October 5-7)</p> <p>Martin State Airport Open House (October 6 & 7)</p>
Festivals	<p>Fleet Week Festival, Inner Harbor (October 5-7), is a FREE family-oriented festival featuring a variety of exhibitors, merchandise, food and entertainment.</p> <p>Martin State Airport Open House (October 6 & 7) is a FREE festival where visitors can meet crew, see aircraft static displays and watch flights take off. The Glenn L. Martin Maryland Aviation Museum will be open.</p>
Special Events	<p>Receptions to meet U.S. Navy, visiting navies and USAF and other air show personnel (dates tbd)</p> <p>Fleet Week “Meet the Crew” Party (October 5)</p> <p>Fleet Week 5K (October 7)</p>
Ship Tours	<p>Inner Harbor, Fells Point and Locust Point</p> <p>U.S. and International vessels (October 4-8)</p> <p>Historic Ships in Baltimore (Daily)</p> <p>Pride of Baltimore II (Daily)</p>
Education	<p>More than 4,000 students will experience Fleet Week daily through a variety of educational programs (STEM/STEAM) planned with the US Navy, the Thunderbirds and host partner organizations. Monday, October 8 designated as “Navigate the Fleet” Day, a day-long education event (Columbus Day).</p>
Attendance	<p>MARYLAND FLEET WEEK & AIR SHOW BALTIMORE is expected to attract more than 300,000 visitors to the Inner Harbor, Locust Point, Fells Point and Martin State Airport.</p> <p>Thousands of people will experience a multitude of special events and programs including the Welcome Ceremony, Festivals, Sponsor Receptions, Air Show, Ship Tours and more at the Inner Harbor, Fort McHenry, North Locust Point, Fells Point and Martin State Airport.</p> <p>Based on research conducted during Sailabration (2012), Spectacular (2014) and MARYLAND FLEET WEEK & AIR SHOW BALTIMORE (2016), visitors are well-educated with nearly two-thirds of attendees holding four-year college degrees or higher and over half with a household income of \$75,000+. Visitors under age 30 will represent about a quarter of the population, while visitors over age 50 will represent about 44% of the audience. Nearly half of the visitors attend with children.</p>
Admission	MARYLAND FLEET WEEK & AIR SHOW BALTIMORE is FREE!
Website	www.mdfleetweek.com

MARYLAND FLEET WEEK & AIRSHOW BALTIMORE

2016 IMPACT



- ★ 300,000 visitors and residents to the City of Baltimore
- ★ Total economic impact of more than \$27.88 million in business volume.
- ★ Maryland Fleet Week & Air Show Baltimore was a family-friendly event with 37.1% of attendees bringing their children under the age of 18; and attendees were more likely to be 50+ (44.6%) while 31.6% of visitors are between 35-49 and 17% between 25-34.
- ★ Attendees had a high level of satisfaction with over 95% stating they are likely to attend another fleet week/air show event in the future.
- ★ Over the course of four days, **close to 50,000 visitors toured** the U.S. Navy ships.
- ★ **4,500 students** interacted with the U.S. and Canadian Navies on clean-up projects and “S.T.E.M. to Stern” educational experiences.
- ★ **The Fleet Week Festival at the Inner Harbor** brought tens of thousands downtown to experience interactive demonstrations, music, and a variety of food and drink.
- ★ **Nearly two dozen aviators** took to the skies October 15 and 16 in a magnificent 4-hour demonstration in skies featuring performances from the Blue Angels, U.S. Air Force, Royal Canadian Air Force, Geico Skytypers and more.
- ★ **Nearly 15,000 watched the Air Show at Fort McHenry National Monument and Historic Shrine**, the prime viewing site, while tens of thousands more watched from the Inner Harbor, Canton waterfront, MedStar Harbor Hospital, and from rooftop decks downtown.
- ★ **With planes taking off and landing at Martin State Airport**, the Baltimore County team organized a great open house and **free festival for more than 20,000 visitors**.
- ★ **Nearly 400 articles, interviews and broadcasts valued at more than \$3 million** putting Baltimore and Maryland in front of an audience of more than **11 million locally and 25 million nationally**. In addition, more than **12 million people used the tag @mdfleetweek** to post positive comments about all aspects of Maryland Fleet Week and the Air Show.

2018 SPONSORSHIP OVERVIEW

MARYLAND FLEET WEEK & AIR SHOW BALTIMORE will fill Baltimore's waterfront with visitors, sailors and students!

The USAF Thunderbirds' jets and many other aircraft will be on display at Martin State Airport and in the skies over Fort McHenry and Middle Branch while U.S. and International Navy vessels will be ready for boarding visitors in the Inner Harbor, Fells Point and North Locust Point.

Sponsorships opportunities are available including festival areas, stages, educational programs and high visibility areas. As a partner/sponsor, you will receive exciting benefits including exposure to huge crowds, printed materials and advertisements, promotional awareness and more to showcase your brand. *Sponsorships can be customized to help you accomplish your marketing objectives and employee engagement.*



Sponsorship opportunities can be customized to help you accomplish your brand and marketing goals. The Fleet Week Sponsorship Team offers great support and will work with you on creating ideas and suggestions to make the best impactful experiences.

TITLE SPONSORSHIP

Maryland Fleet Week & Air Show Baltimore Title Sponsor, 2018 – NORTHROP GRUMMAN

EVENT SPONSORSHIPS



Air Show Presenting Sponsor

Air Show Baltimore performance will be on Saturday, October 6 and Sunday, October 7. Your company name/logo will be incorporated into event materials, signage, media, website, collateral, press releases and announcements at Fort McHenry, the prime viewing site for the Air Show.

FESTIVAL AREAS - PRESENTING SPONSORS

Fleet Week Festival (Inner Harbor)

Presenting Sponsor identity within event materials, signage media, announcements and more. Customized brand and marketing experiences.

Martin State Airport Open House (Martin State Airport)

Presenting Sponsor identity within event materials, signage media, announcements and more. Customized brand and marketing experiences.

Fleet Week 5K (October 7) Inner Harbor run with 1,250 runners – 250 of which sailors from visiting ships!

"Surf vs. Turf" Cook-Off (October 7) Featuring local chefs and cooks from Navy and Coast Guard Vessels

On-Site Presence (various areas)

Exhibit space is available for on-site promotions, samplings, demonstrations, mascots, etc. on a first-come, first serve basis. Space is based on requirements, location and package components including rights and logistical needs such as tenting, electric, tables, chairs and parking. Roaming rights limited to major sponsors.

SITE SPONSORSHIPS

Entertainment/Stage Areas @ Inner Harbor This area will include the Amphitheater and music stage at the Fleet Week Festival (Inner Harbor) and other stages such as Fort McHenry.

North Locust Point Entry Point (MPA Lot) Thousands of visitors will enter to view the ships docked on the Port of Baltimore's North Locust Point. The area will include light food and services as well as security areas.

HOSPITALITY/FUNCTION SPONSORSHIPS

The following functions/events are available sponsorships opportunities. All dates and times subject are to change.

Fleet Week Air Show Welcome Ceremony

(October 3, 4:00pm, Inner Harbor)

Governor Larry Hogan (to be invited) welcomes representatives from each of the visiting U.S. Navy and International vessels, along with respective diplomatic corps, to Baltimore's famed Inner Harbor. The event takes place at the Amphitheater and includes a concert by a musical unit of the U.S. Navy. The event is free and open to the public, along with reserved seating for special guests.

Fleet Week Air Show – Maritime - Welcome Reception

(October 3, 5:00 pm)

Immediately following the Welcome Ceremony, US and International Navy representatives, City, State and Federal dignitaries and special guests kick off Maryland Fleet Week and Air Show Baltimore. The event takes place in the Top of the World observation level of the World Trade Center. Take in the breathtaking vistas overlooking the Inner Harbor filled with Navy vessels. Estimated attendance 250-300.

Fleet Week Air Show Reception Featuring USAF Thunderbirds

(October 6)

Members of the U.S. Air Force elite flight demonstration squadron will be on hand for an intimate reception with special guests. This cocktail reception is a unique opportunity by invitation only. Estimated attendance 250.

Sponsor a Specific Area or Service:

VIP Air Show Viewing Area at Fort McHenry Sponsor

Fleet Week Transportation & Premium Parking Sponsor

EDUCATIONAL, VISITOR AND CREW EVENT EXPERIENCES SPONSORSHIP



Educational Experience Sponsor

Daily - activities and programs for hundreds of Baltimore City middle to high school students with military personnel bringing them together for interactive impactful projects.

“Navigate the Fleet – From S.T.E.M to Stern...Maritime Heritage & More” (October 8 - Inner Harbor, Fells Point, North Locust Point, Canton) 2,000 middle/high school and college students will descend on Baltimore to receive educational experiences from visiting U.S. and International Navy Ships and Navy assets. With professional development and in-classroom prep prior to event day, *“Navigate the Fleet”* is an exceptional educational opportunity for students to tour the

ships while also learning about maritime industry career opportunities that are in and around the Chesapeake Bay and beyond.

Crew Experiences Sponsor

Crew Sports Day (October 5 daytime – site TBD) U.S. and International Navy crew members will team up for an afternoon of basketball, soccer, beach volleyball, softball and more.

“Meet the Crew” (October 5, 7:00 p.m. - site TBD) US and International Navy crew members converge for an evening of fun and visitors and locals will be invited to “Meet the Crew!”



ABOUT PARTNERS and ORGANIZERS AT A GLANCE

U.S. Navy
U.S. Air Force Thunderbirds
USCG Sector Maryland - National Capital Region
Maryland Department of Commerce
Maryland Department of Transportation
City of Baltimore
Historic Ships in Baltimore

Living Classrooms Foundation
Martin State Airport
Maryland Air National Guard
Maryland Port Administration
National Park Service at Fort McHenry
National Monument and Historic Shrine
Sail Baltimore

Association of Maryland Pilots
Baltimore County
Baltimore National Heritage Area
Downtown Partnership
Visit Baltimore
Waterfront Partnership

HISTORIC SHIPS IN BALTIMORE

Historic Ships in Baltimore (HSIB) is the management team producing MARYLAND FLEET WEEK AIR SHOW BALTIMORE with the partners. HSIB leads the legacy activities created following the successful Maryland 1812 Bicentennial celebrations and commemorations in 2012 and 2014. Chris Rowsom, Executive Director, and Lisa Hansen, Marketing Director, work closely with Maryland Department of Commerce, Division of Tourism Film and the Arts (DTFA), City of Baltimore, Sail Baltimore, State agencies, funders and other partners to produce a successful event.



War of

Located in the heart of Baltimore's Inner Harbor, Historic Ships in Baltimore is the steward of two historic U.S. Navy vessels: the US Sloop-of-War CONSTELLATION and the US submarine TORSK. CONSTELLATION is the last all-sail warship built by the U.S. Navy and has an historic provenance dating back to the 1797 frigate CONSTELLATION built in Baltimore. USS TORSK, a WWII era Tench class "fleet boat" submarine, sank the last two Japanese enemy combatants and holds the record for the most dives of any US submarine. Also under the care of Historic Ships are the US Coast Guard Cutter TANEY, the last ship still afloat to witness the Japanese attack on Pearl Harbor, Lightship 116 *Chesapeake*, which marked the entrance to the Chesapeake and Delaware Bays, and the Seven Foot Knoll Lighthouse, built in 1856 to mark the entrance to the Patapsco River and Baltimore Harbor. As significant symbols of our nation's maritime heritage, the non-profit organization plays a key role in the heritage and cultural landscape within the City of Baltimore and strives to raise awareness throughout Maryland and the United States of these important elements of our nation's history. For more information, visit www.historicships.org.

Historic Ships in Baltimore is a program of the Living Classrooms Foundation, which has its roots in the maritime heritage of the Chesapeake Bay. For more than 30 years, Living Classrooms has been providing hands-on maritime and environmental education programming for Baltimore area youth and adults. For more information, visit www.livingclassrooms.org.



THE UNITED STATES NAVY AND MARINE CORPS TEAM

The Department of the Navy recruits, trains, equips, and organizes to deliver combat ready Naval forces to win conflicts and wars while maintaining national security and deterrence through sustained forward presence. The U.S. Navy and Marine Corps Team are deployed around the world during peacetime and during conflicts. The Navy and Marine Corps team also supports humanitarian assistance and disaster relief efforts. Forward presence allows the U.S. Navy and Marine Corps team to do what needs to be done, when called upon to do it. The service members participating in the Maryland Fleet week are warfighters first who train to be ready to operate forward to preserve peace, protect commerce, and deter aggression.

MARYLAND TOURISM



The Maryland Office of Tourism is an agency of the Division of Tourism, Film and the Arts within the Maryland Department of Commerce. Visitors to the state spent \$17.3 billion on travel-related expenses in 2016. The Maryland tourism industry also generated \$2.35 billion in state and local taxes, and provided Marylanders with more than 146,000 jobs with a payroll of \$6 billion. For more information, visit www.visitmaryland.org.

Maryland Office of Tourism www.visitmaryland.org—The Maryland Office of Tourism is an agency of the Division of Tourism, Film and the Arts within the Maryland Department of Commerce. Visitors to the state spent \$16.4 billion on travel-related expenses in 2014. The Maryland tourism industry also generated \$2.2 billion in state and local taxes, and provided 140,288 jobs.

Martin State Airport – Located in the Middle River area of Baltimore County, Martin State Airport Middle River, Maryland, is 11 miles east of downtown Baltimore. Serving as the State's primary general aviation reliever airport, Martin State is operated by the Maryland Aviation Administration on behalf of the Maryland Department of Transportation. Today, there are over 250 aircraft based at MTN, including from the Maryland Air National Guard. www.martinstateairport.com



2018 PARTNERS, ORGANIZERS, SITES & SUPPORTERS





THANK YOU!

SPONSOR INFORMATION & AGREEMENT

SPONSOR TYPE (TITLE/AREA/EVENT): _____

AMOUNT: \$ _____

ORGANIZATION/COMPANY		
OFFICIAL SPONSOR NAME (if different)		
CONTACT	TITLE	
STREET ADDRESS		
CITY	STATE	ZIP
WORK PH #	CELL PH #	
EMAIL		
Alt Contact Name & Phone for Tickets and Logistics		

For more information about sponsorship opportunities, custom benefits and more, please contact:

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 Elizabeth Kircher | Development Officer | Living Classrooms Foundation | 410.685.0295 x486 | ekircher@livingclassrooms.org

Historic Ships reserves the right to secure more than one sponsor per sponsorship category (except Title).