

MARYLAND
FLEET WEEK

& FLYOVER

— **BALTIMORE** —

September 7 - 13, 2022



2022 Sponsorship Opportunities



MARYLAND FLEET WEEK & FLYOVER BALTIMORE



will fill the city's waterfront with visitors, sailors, and students!

Baltimore, Maryland is the ideal location on the Eastern seaboard for this event – with a world-class port and aviation facilities as well as close proximity to major centers of government and military leadership.





MARYLAND FLEET WEEK & FLYOVER BALTIMORE

The Highlights

The **US & International Naval Vessels** will be open for tours, both in person and virtually, around the Baltimore Waterfront.

Thousands of **Baltimore Students** will visit ships, historic sites, and aircraft for STEM educational experiences, through both onsite activations and virtual engagement.



US Navy Sailors will be in the **Baltimore Community** doing special projects with students and volunteer groups.

Tens of thousands of **Visitors, Residents and Virtual Viewers** will enjoy exhibits, live music, food and drink, packaged in a family-friendly festival atmosphere.



MARYLAND FLEET WEEK & FLYOVER BALTIMORE

The Impact



**3,000+
Students**

partake in "STEM to Stern"
educational experiences.



**200,000+
Visitors**

experience the special events,
and land & sea programs.



**60,000+
Visitors**

tour the U.S. Navy
Ships.

Fleet Week's Impact on



Baltimore City is
\$19 MILLION
in business volume.



MARYLAND FLEET WEEK & FLYOVER BALTIMORE

The Impact



According to Maryland Office of Tourism, hundreds of articles, interviews, and broadcasts were generated, valued at more than

\$1.7 MILLION

reaching an audience of more than

8 MILLION

locally & nationally in 2018.





MARYLAND FLEET WEEK & FLYOVER BALTIMORE

The Audience

Fleet Week is a **FAMILY-FRIENDLY** event.

Visitors & viewers are **WELL-EDUCATED.**

Over one-third of attendees (36%) bring their children, under age 18.

Nearly half of attendees (48%) are under age 35, while 20% of attendees are between the ages of 35-49, and 32% are age 50+.

Nearly two-thirds of attendees earned a four-year degree or higher.

More than one in three visitors (44.7%) has a household income above \$75,000.



MARYLAND FLEET WEEK & FLYOVER BALTIMORE

2022 AT A GLANCE

ADMISSION Maryland Fleet Week & Flyover Baltimore is FREE!

ATTENDANCE More than 200,000 visitors & residents experience Fleet Week activities & the Flyover.

EVENTS Fleet week is filled with exciting public events and special, invitation-only hospitality opportunities. .



Welcome "Kick-Off" Opening Ceremony – Open to the Public at the Inner Harbor Amphitheater.

Navy Ships in Port – Open to the Public for ship tours.

Flyover Baltimore – Two-days of military & civilian aircraft, security and rescue demonstrations, parachute teams, and more!

Fleet Week Festival – Three-Day event, open to the public along the Inner Harbor, featuring music performances, interactive exhibits, virtual engagements, food, beverage, and more!

Martin State Airport Open House – Two-Day Free Festival in Baltimore County.

Welcome Reception & Sponsor Hospitality Events – Opportunities for sponsors to engage with Military leadership & dignitaries.



MARYLAND FLEET WEEK & FLYOVER BALTIMORE

2022 AT A GLANCE

the FLEET!

US & International Naval Vessels will be open for tours, both in person and virtually, around the Baltimore Waterfront, from the Inner Harbor to Fells Point to North Locust Point.

The Historic Ships in Baltimore Fleet will be open for tours, including USS Constellation, US Coast Guard Cutter WHEC-37, Lightship 116 Chesapeake, and USS Torsk.

Other local historic ships, including the **Pride of Baltimore II**, **SS John W. Brown** and the **NS Savannah** will be open for tours.



the FLIGHTS!

The flyover can be viewed throughout the Baltimore Waterfront, but the prime viewing location is from **Baltimore's famous Inner Harbor.**



Experience the flyover over two days, with flights programmed over the Harbor & City as well as an exciting Naval Air Tattoo.

the FESTIVAL!

The **Fleet Week Festival**, is a FREE & family-oriented event. Located in the Inner Harbor, the festival is a three-day event featuring a variety of exhibitors, merchandise, food, entertainment and virtual activations.



WELCOME & HOSPITALITY EVENTS

Attended by Guests from US & International Navies, Flyover Demonstration Teams, City, State and Federal Dignitaries, and MORE!



Welcome "Kickoff" Opening Ceremony

Open to the public, with reserved VIP Seating.

Welcome VIP Maritime Reception

Sponsor hospitality event; Invitation only

Flyover Performers Reception

Sponsor hospitality event; Invitation only

Naval Receptions

Private Events held by US & International Navies.
Invitation only

EDUCATION PROGRAMS & COMMUNITY EVENTS

Fleet Week provides the opportunity for Baltimore Students & volunteers to interact with Navy Sailors in STEM Education activities, and through participation in community projects.



EDUCATION PROGRAMS

More than 3,000 Baltimore Students will experience Fleet Week through educational STEM programs and tours planned with the US Navy and partner organizations.

"Navigate the Fleet" is a day-long education event with over 1,000 Maryland Students visiting the ships!



COMMUNITY EVENTS

"Meet the Crew" Party is open to the public, and provides an opportunity for the public to meet and interact with US Navy Sailors!

ComRel Students and volunteers work alongside US Navy Sailors on projects in Baltimore Parks and around the city.



MARYLAND FLEET WEEK & FLYOVER BALTIMORE

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR

Highest level sponsorship – there is only ONE of these coveted sponsorship's available!

PRESENTING SPONSORS

- Flyover
- Festival – Inner Harbor
- Festival – Martin State Airport
- Virtual Ship Tours

EDUCATIONAL EXPERIENCE SPONSORS

- "Navigate the Fleet"
- STEAM Activity Box Distribution

FESTIVAL AREA SPONSORS

- Entertainment/Stage- "Amphitheater"
- Entertainment/Stage- "West Short Park"
- "Family Zone"
- "Innovation Zone"
- On-Site Presence

HOSPITALITY/FUNCTION SPONSORS

- Welcome "Kick-Off" Opening Ceremony
- Welcome VIP Maritime Opening Reception
- Flyover Performers Reception

SITE/SERVICES SPONSORS

- Fleet Week Transportation
- Premium Parking

CREW EXPERIENCES SPONSORS

- Crew Sports Day
- "Meet the Crew" Happy Hour

FLEET WEEK MOBILE APP SPONSOR

- Presenting Sponsor of the Fleet Week App
- Various App Page Opportunities



MARYLAND FLEET WEEK & FLYOVER BALTIMORE

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP OPPORTUNITIES

In 2022, Maryland Fleet Week will be a Hybrid event! The possibilities for your company's brand awareness & exposure are endless.



Benefits Include:

Logo Opportunities & Recognition in collateral, programs, online, signage, app, etc.

Social Media promotions & Press Recognition Opportunities

Hospitality/Tickets to Invitation-Only Receptions

Exhibitor Opportunities for Public Engagement

Opportunity for Employee Engagement

Volunteer/Community Interaction Opportunities



MARYLAND FLEET WEEK & FLYOVER BALTIMORE

READY TO GET ON BOARD?!

Employee engagement opportunities, additional marketing and promotional activities can be customized to fit your goals. We can't wait to collaborate with you.

Let's discuss your sponsorship opportunities and customize your benefits!

Please contact us at:

MDFWSponsor@livingclassrooms.org

Historic Ships reserves the right to secure more than one sponsor per sponsorship category (except the Title Sponsor). Benefits subject to availability based on date of signed agreement. Invitations to private receptions subject to availability of site and commitment number subject to change. Events subject to change.



MARYLAND FLEET WEEK & FLYOVER BALTIMORE

ABOUT: HISTORIC SHIPS IN BALTIMORE

Historic Ships in Baltimore is the management team producing MARYLAND FLEET WEEK & FLYOVER BALTIMORE.

Our 2022 event continues the legacy activities created following the the successful Bicentennial celebrations and commemorations of the War of 1812 in Maryland during 2012 and 2014. Beginning in 2016, Historic Ships works closely with Maryland Department of Commerce, Division of Tourism Film & the Arts, the City of Baltimore, Sail Baltimore, State agencies, funders and other partners to produce a successful biennial event.



Located in the heart of Baltimore's Inner Harbor, Historic Ships in Baltimore is the steward of two historic US Navy Vessels: The **USS Constellation** and the **US Torsk**. Also under the care of Historic Ships are the **US Coast Guard Cutter WHEC-37**, the **Lightship 116 Chesapeake**, and the **Seven Foot Knoll Lighthouse**. As significant symbols of our nation's maritime heritage, the nonprofit 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 over 35 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.

BECOME A SPONSOR OF

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

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