



MARYLAND
FLEET WEEK
& FLYOVER
— BALTIMORE —

June 12-18, 2024



2024 Sponsor Partnership Opportunities



A week-long, family-friendly, free event featuring an exciting line-up of Fleets, Flyovers, and Festivals, celebrating the rich maritime traditions of the Chesapeake Bay and the contributions of Marylanders to the defense of the nation.





MARYLAND FLEET WEEK & FLYOVER BALTIMORE





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MARYLAND FLEET WEEK & FLYOVER BALTIMORE

IMPACT



100,000+

Residents and visitors
expected to attend



\$10 million-\$15 million
Anticipated economic impact
on Baltimore City and
State of Maryland



97.5%
The % who would
recommend others
attend the event.
2022 Survey





MARYLAND FLEET WEEK & FLYOVER BALTIMORE

MARKETING & COMMUNICATIONS IMPACT

Through public relations, social media and marketing efforts, 2022 Maryland Fleet Week & Flyover Baltimore generated a total online, television, & print audience of:

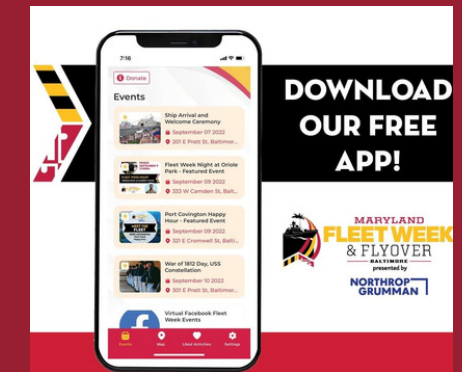
1,368,308,005 Media Impressions



with an estimated total publicity value of

\$40.4 Million

according to Critical Mention provided by Maryland Department of Commerce Office of Tourism



A video look back at 2022:
<https://youtu.be/ZQbxxvAGSpW8>





GOVERNMENT, CIVIC & PLANNING PARTNERS



MARYLAND FLEET WEEK & FLYOVER BALTIMORE

2022 EVENT MAP





MARYLAND FLEET WEEK & FLYOVER BALTIMORE

FLEET!

The US & International Naval Vessels are open for tours around the Inner Harbor, Fells Point, North Locust Point, and along the Baltimore Waterfront!

Plus, visit the **Historic Ships in Baltimore** Museum collection featuring the sailing ship USS *Constellation*, submarine USS *Torsk*, US Coast Guard Cutter WHEC-37, lightship LV116 *Chesapeake*, and Seven Foot Knoll Lighthouse. (entry fee required)





MARYLAND FLEET WEEK & FLYOVER BALTIMORE

FLIGHTS!



With Flyover Control located at Pier 1, eventgoers can enjoy announcements and information provided by nationally recognized aviation experts.

Maryland Fleet Week & Flyover Baltimore hosts a series of flyovers above the Inner Harbor festival grounds featuring both modern and historic aircraft along with helicopter search and rescue demonstrations.





MARYLAND FLEET WEEK & FLYOVER BALTIMORE

FESTIVALS!

Fleet Week features three unique festivals: **Inner Harbor Festival**, **Martin State Airport Festival & Open House**, and **Fells Point Festival**.

All Festivals are FREE & family-friendly!





MARYLAND FLEET WEEK & FLYOVER BALTIMORE

EDUCATION PROGRAMS & COMMUNITY EVENTS

STEM EDUCATION PROGRAMS



Living Classrooms Foundation Fleet Week Education Programs provide engaging "hands-on, minds-on" learning experiences for middle and high school students and youth groups, the next generation of maritime and aviation leaders, that inspire and challenge them to explore STEM career opportunities.

COMMUNITY EVENTS

"Meet the Crew" Party is open to the public, and gives the opportunity for visitors to meet and interact with local Navy Sailors!

ComRel (Community Relations) provides opportunities for students and volunteers to work alongside active-duty US Navy Sailors on local civic projects at Baltimore City parks and community centers.



MARYLAND FLEET WEEK & FLYOVER BALTIMORE

REQUEST FOR 2024 SUPPORT



Planning for Maryland Fleet Week & Flyover Baltimore 2024 is underway.



Living Classrooms Foundation is seeking your
support as a partner
of

Maryland Fleet Week and Flyover Baltimore
June 12-18, 2024

Collaborations between businesses,
nonprofit organizations, and government agencies
are the cornerstone to making this event successful.



MARYLAND FLEET WEEK & FLYOVER BALTIMORE

PARTNERSHIP OPPORTUNITIES

A variety of sponsorship levels are available to meet your goals.

PREMIER PARTNER/PRESENTING SPONSOR

Package Range \$250,000-\$300,000

- Entitlements for Event Announcement Press Conference, Welcome Ceremony (speaking roles), Inner Harbor Festival, and Flyover
- Company logo added to official event logo
- Signage (Dominant Placement on Amphitheater backdrop and Inner Harbor light pole signage)
- Website and Digital (Dominant Placement)
- Social Media lone post with suggested content by Premier Partner
- Mobile APP (Dominant Placement)
- Print and Digital (Dominant Placement in all Collateral Material)
- VIP Experiences (Welcome Ceremony, Welcome and Visiting Ship receptions)
- Activation Opportunity (Large Booth, High Traffic Placement at Inner Harbor Festival)



MARYLAND FLEET WEEK & FLYOVER BALTIMORE

PARTNERSHIP OPPORTUNITIES

PARTNER

Package Range \$25,000-\$50,000

- Entitlements for One (1) Second Tier Program options such as Flyover, Education Program, Welcome Ceremony/Reception, Living Classrooms Highlight Reception
- Signage (Second Tier Placement on Amphitheater backdrop)
- Website and Digital (Second Tier Placement)
- Social Media as part of Partner sponsors
- Mobile APP (Second Tier Placement)
- Print and Digital (Second Tier Placement in all Collateral Material)
- VIP Experiences (Welcome Ceremony, Welcome Reception)
- Invitations to Visiting Ship Receptions
- Activation Opportunity (Medium Booth, High Traffic Placement at Inner Harbor Festival)



MARYLAND FLEET WEEK & FLYOVER BALTIMORE

PARTNERSHIP OPPORTUNITIES

COMMUNITY PARTNER

Package Range \$5,000-\$15,000

- Entitlements for One (1) Third Tier Program options such as Volunteer Program, Kids Parade, First Responder Care & Nourishment, Crew Party, Sports Day
- Signage (Third Tier Placement on Amphitheater backdrop)
- Selling Rights at Inner Harbor Festival
- Website and Digital (Third Tier Placement)
- Social Media post as part of Community Partner sponsors
- Mobile APP (Third Tier Placement)
- Print and Digital (Third Tier Placement in all Collateral Material)
- Activation Opportunity (Booth Presence at Inner Harbor Festival)
- Invitations to Visiting Ship Receptions





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PARTNERSHIP OPPORTUNITIES

EXHIBITOR PARTNER

Package Range \$1,500-\$3,000

- Festival Exhibitor Space (various areas)
- Sample Rights
- Up to three days
- On-Site Activation Opportunity with Booth Presence at Inner Harbor Festival)





MARYLAND FLEET WEEK & FLYOVER BALTIMORE

PARTNERSHIP OPPORTUNITIES

**The possibilities for sponsor brand awareness & exposure are endless!
We create creative, custom packages to help align with your goals.**



Benefits Include:

- Logo Opportunities & Recognition in collateral, programs, online, signage, app, etc.
- Social Media promotions & Press Recognition Opportunities
- Hospitality/Tickets to Private Receptions
- Exhibitor Opportunities
- Employee Engagement
- Volunteer/Community Interaction Opportunities



MARYLAND FLEET WEEK & FLYOVER BALTIMORE

READY TO GET ON BOARD?!

Let's discuss your partnership opportunities, custom benefits, and more!

Thara Taylor | Vice President, Development | thara@livingclassrooms.org

Tracy Baskerville | Development Officer | tbaskerville@livingclassrooms.org

Chris Rowsom | Fleet Week Director | crowsom@historicships.org