



MARYLAND  
**FLEET WEEK**  
& FLYOVER

— BALTIMORE —  
presented by

**NORTHROP  
GRUMMAN**

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:

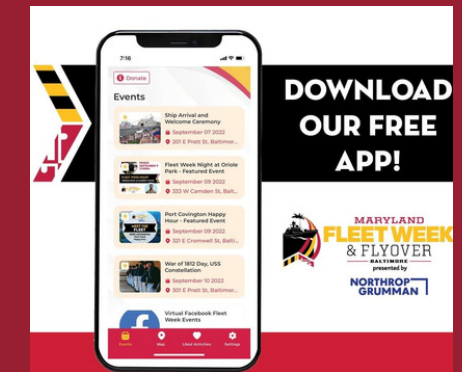
**1,368,308,005 Media Impressions**

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 on the Harborplace Portico, 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

## NEW THIS YEAR! STEM EDUCATION PIER

**Maryland Fleet Week & Flyover Baltimore 2024 features a  
NEW education program for festival-goers.**

Focusing on Science, Technology, Engineering and Math, the STEM Education Pier provides engaging learning experiences.

Located on Pier One in Baltimore's Inner Harbor, the STEM Education Pier activation features "hands-on, minds-on" activities and exhibits of interest to youth and families inspiring and generating interest in STEM-related maritime and aviation career opportunities.

In addition to Historic Ships in Baltimore and Living Classrooms Foundation, participating organizations include National Oceanic and Atmospheric Administration | Northrop Grumman | US Navy Carderock Division | US Navy Dahlgren Division | Maritime Institute of Technology and Graduate Studies | Masonville Partnership | Waterfront Partnership | Naval History and Heritage Command | The Technology Advancement Center (Cyber) | NexGen Strategies (Cyber) | and Army Corps of Engineers.







# MARYLAND FLEET WEEK & FLYOVER BALTIMORE

**NEW THIS YEAR!**

**FREE ADMISSION TO BALTIMORE'S HISTORIC SHIPS**

For the first time during Fleet Week, Living Classrooms Foundation is offering the opportunity to underwrite free admission to its Historic Ships in Baltimore fleet. Residents and visitors can walk the decks, explore down below, learn about the historic legacy of the city's maritime vessels, and experience what life was like for the sailors who served aboard.

This new opportunity will not increase accessibility and greatly enhance the overall Fleet Week experience by providing more ships to visit and shorter wait times.



**USS Constellation**



**LV 116 Chesapeake**



**USS Torsk**



**USCGC Cutter 37**





# MARYLAND FLEET WEEK & FLYOVER BALTIMORE

## 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**

**SOLD**

- 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 Options

- Entitlements for One (1) Second Tier Program options include Flyover, STEM Education Pier, Welcome Ceremony/Reception, Historic Ships in Baltimore Complimentary Mission, etc.
- 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 at Inner Harbor Festival







# MARYLAND FLEET WEEK & FLYOVER BALTIMORE

## PARTNERSHIP OPPORTUNITIES

### COMMUNITY PARTNER

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

- Activation Opportunity Tent/Space at Inner Harbor Festival
- 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 contribution level option)
- Website (Third Tier Placement)
- Social Media post as part of Community Partner sponsors
- Mobile APP (Third Tier Placement)
- Print and Digital (Third Tier Placement in Collateral Material-if possible and space allows)
- Invitations to Welcome Reception and if possible to Visiting Ship Receptions





# MARYLAND FLEET WEEK & FLYOVER BALTIMORE

## PARTNERSHIP OPPORTUNITIES

### EXHIBITOR PARTNER

Package Range \$3,000-\$7,5000

- Festival Exhibitor Space - choice of three space/tent sizes
- Up to three days
- On-Site Activation Opportunity with 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](mailto:thara@livingclassrooms.org)

**Tracy Baskerville** | Development Officer | [tbaskerville@livingclassrooms.org](mailto:tbaskerville@livingclassrooms.org)

**Chris Rowsom** | Fleet Week Director | [crowsom@historicships.org](mailto:crowsom@historicships.org)