



MARYLAND
FLEET WEEK
& AIR SHOW
BALTIMORE

SEPTEMBER 9-14, 2020



Maryland Fleet Week & Air Show Baltimore is managed by Historic Ships in Baltimore, a program of Living Classrooms Foundation.

www.mdfleetweek.org



SPONSORSHIP OPPORTUNITIES



MARYLAND FLEET WEEK & AIR SHOW BALTIMORE 2020 *will fill Baltimore'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, close proximity to major centers of government and military leadership, and the highest concentration of representatives of the world's governments.

2020 will mark the third official Maryland Fleet Week & Air Show Baltimore (2016, 2018) following the Bicentennial Commemorations of the War of 1812 and Battle of Baltimore Events: Sailabration (2012) and Spectacular (2014).

2020 is the 75th Anniversary of the end of World War II, and this Fleet Week will commemorate the Allied land and sea resources and the people who contributed to victory. This anniversary will celebrate our relationships with our allies and partners—past, present, and future—recognizing the vital role that Maryland men and women played in the war effort.

MARYLAND's ROLE IN WWII

Maryland Fleet Week 2020 will commemorate the 75th anniversary of the end of WWII



All four vessels of the Historic Ships in Baltimore collection participated in the war effort.

- **USCGC TANNEY** is the last warship still afloat to witness the Japanese attack on Pearl Harbor and she participated in other major campaigns during the war.
- The submarine **USS TORSK, SS-423**, sank the last two Japanese enemy combatants of the war in the Pacific.
- **USS CONSTELLATION** was flagship of the U.S. Atlantic Fleet from January to June of 1942 and was relief flagship for the rest of the war.
- **Lightship 116 Chesapeake** was based out of Sandwich, Massachusetts, where she served as an examination and guard vessel at the north entrance of Cape Cod Canal and helped protect the port of Boston.



- While not part of the HSB collection, the **SS JOHN W. BROWN**, also located in Baltimore, is one of two remaining Liberty Ships in existence.
- Finally, the citizens of the State of Maryland played a large role in providing supplies to the war effort including the building of aircraft at Glenn L. Martin Corporation and the building of ships at Bethlehem Steel Sparrows Point Shipyard.

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- The U.S. Navy Blue Angels will join awe-inspiring aviators and air show teams and will take to the skies over Fort McHenry and Patapsco River.
- The U.S. and International Naval vessels will be open for tours around the Baltimore Waterfront.
- Thousands of students will visit ships, historic sites and aircraft for STEM educational experiences.
- U.S. Navy Sailors will be in the community doing special projects with students and volunteer groups.
- Tens of thousands of visitors and residents will enjoy hands-on exhibits, live music, food and drink, packaged in a family-friendly festival atmosphere.

IMPACT



Fleet Week's impact on
Baltimore City is

\$19
MILLION
in business volume



200,000+

visitors & residents

experience the special events, land
and sea programs throughout the
Inner Harbor, Fort McHenry, North
Locust Point, Fells Point and Martin
State Airport.



The Fleet Week Festival at
the Inner Harbor brings tens of
thousands of visitors, workers and
residents **downtown** to experience
interactive demonstrations, live
music, food and drink.



60,000+
visitors

tour the U.S.
Navy ships.

10,000+



WATCH THE AIR SHOW
at Fort McHenry National
Monument and Historic Shrine,
the prime viewing site, while **tens
of thousands** catch a glimpse
from the Inner Harbor, Canton
waterfront, area marinas, and
downtown rooftop decks.



3,000+
students

interact with the U.S.
and Canadian Navies
on clean-up projects
and special "STEM to
Stern" educational
experiences.



www.mdfleetweek.org



AUDIENCE

Fleet Week & Air Show visitors are well-educated with almost two-thirds of attendees earning a four-year degree or higher. More than one in three visitors (44.7%) has a household income above \$75,000.

82% of attendees have a high level of satisfaction

Fleet Week is a family-friendly event with 36% of attendees bringing their children under age 18. Nearly half of attendees (48%) are under age 35, while 20% of visitors are between the ages 35-49, and 32% are age 50+.

IMPACT



With planes taking off and landing at Martin State Airport, the **Baltimore County team** organizes a great open house and free festival, hosting more than **20,000 visitors**.



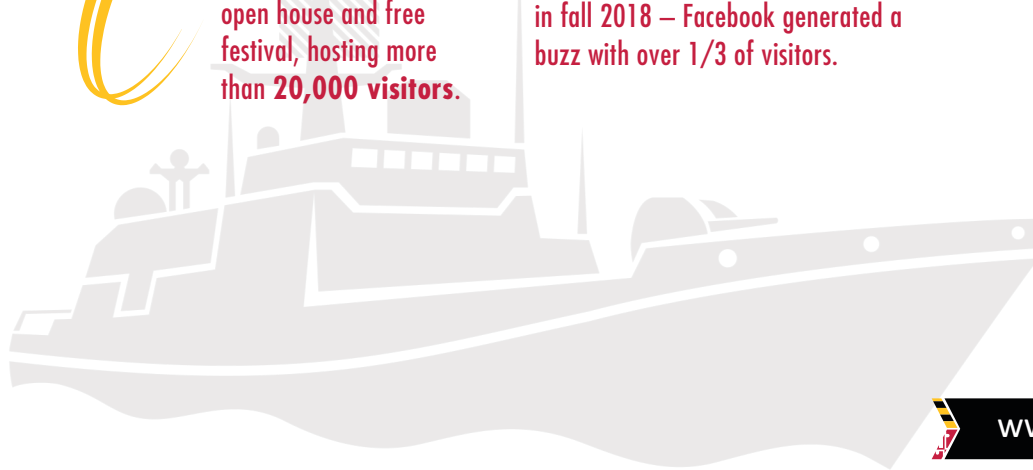
Fleet Week was **covered on social media** with **extensive reach and growth in impressions** in fall 2018 – Facebook generated a buzz with over 1/3 of visitors.



Maryland

OFFICE OF TOURISM

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 and nationally in 2018.**



2020 AT A GLANCE

Sponsor benefits include exposure to huge crowds and the opportunity to showcase your brand through on-site and online audience engagement.

-  festival areas
-  corporate hospitality
-  performance stages
-  educational programming
-  sporting events
-  employee engagement

ADMISSION MARYLAND FLEET WEEK & AIR SHOW BALTIMORE is FREE!

ATTENDANCE More than 200,000 visitors and residents experience Fleet Week activities and the Air Show.

- Welcome “Kick-off” Opening Ceremony (September 9) Inner Harbor Amphitheater
- Navy Ships in Port (September 9-14) with Ship Tours (September 10-13)
- Air Show Baltimore (September 12-13) View the most exceptional and expansive air show—featuring the U.S. Navy Blue Angels
- Fleet Week Festival – (September 11-13) Inner Harbor with music performances, interactive exhibits, food, beverage and more
- Martin State Airport Open House & Free Festival (September 12-13)

AT A GLANCE

FLEET! See and tour the Ships!

Inner Harbor, Fells Point and around the Waterfront

- U.S. and International Naval Ships
 - in Port (September 9 – 14)
 - Tours (September 10 – 13)
- Tall Ships invited to participate
- Local Ships' participation: USS CONSTELLATION, USS TORSK, USCGC TANEY, Lightship 116 *Chesapeake*, *Pride of Baltimore II*, SS JOHN W. BROWN and NS *Savannah*



AT A GLANCE

FLIGHTS! Experience the Air Show!

September 12 & 13

- Viewed from Fort McHenry National Monument & Historic Shrine & the Middle Branch
- Air Show Baltimore features the U.S. Navy Blue Angels
- Nearly two dozen aviators will join the Blue Angels and take to the skies each day in a magnificent 4-hour demonstration also featuring the USAF A-10 Demo Team, the Royal Canadian Air Force, Geico Skytypers and many more.
- Jets take off from Martin State Airport



AT A GLANCE

FESTIVALS! Fun, food, music and more!

Inner Harbor and Martin State Airport

- **Fleet Week Festival**, Inner Harbor (September 11-13)
 - >a FREE family-oriented festival featuring a variety of exhibitors, merchandise, food and entertainment.
- **Martin State Airport Festival & Open House** (September 12 & 13)
 - >a FREE festival where visitors can meet flight crews, see aircraft displays and watch jets take off.
 - Organized by Glenn L. Martin Maryland Aviation Museum located at Martin State Airport, and a site very important to the WWII war effort



AT A GLANCE

WELCOME & HOSPITALITY EVENTS

Attended by guests from U.S. and International Navies, air show teams, City, State and Federal dignitaries and more!

- **Welcome “Kickoff” Opening Ceremony** (September 9)
- **Welcome VIP Maritime Reception** (September 9)
- **Air Show Performers Reception** (September 12)
- **Naval Receptions** will be held by U.S. and International Navies (dates TBD)



AT A GLANCE

CREW EVENTS

- **Fleet Week “Meet the Crew” Party** (September 11) – open to the public
- **ComRel** – Daily community relations events in local parks

EDUCATION PROGRAMS

- More than 3,000 students will experience Fleet Week through educational STEM programs and tours planned with the US Navy, the Blue Angels and partner organizations.
- “Navigate the Fleet,” a day-long education event with over 1,000 students visiting the ships!



SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR

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

PRESENTING SPONSORS

- Air Show Presenting
- Festival – Inner Harbor - Presenting
- Festival – Martin State Airport - Presenting

HOSPITALITY/FUNCTION SPONSORS

- Welcome “Kick-Off” Opening Ceremony
- Welcome VIP Maritime Opening Reception
- Air Show Performers Reception

AREA SPONSORS – INNER HARBOR FESTIVAL

- Entertainment/Stage “Amphitheater”
- Entertainment/Stage “West Shore Park”
- “Family Zone”
- “Innovation Zone”
- On-Site Presence - Custom options available

EDUCATIONAL EXPERIENCE SPONSORS

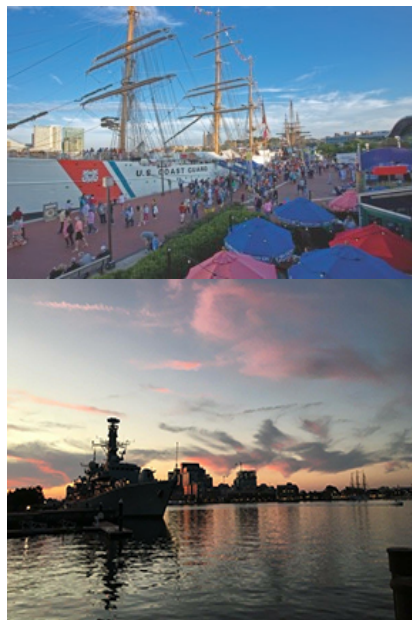
- Daily Activities and “Navigate the Fleet”

SITE/SERVICES SPONSORS

- Fleet Week Transportation & Premium Parking

CREW EXPERIENCES SPONSORS

- Crew Sports Day
- “Meet the Crew” Happy Hour



SPONSORSHIP OPPORTUNITIES – BENEFITS SUMMARY

Benefits include

- Logo Opportunities and Recognition in collateral, programs, online, on-site signage and more
- Social Media Promotions and Press Recognition Opportunities
- Hospitality Events/Ticket Opportunities
- Exhibitor Opportunities
- Employee Engagement / Volunteer Opportunities



READY TO GET ONBOARD?!

Employee engagement opportunities, additional marketing and promotional activities can be customized.

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

Lisa Lynn Hansen, Director, Marketing & Programs

Historic Ships in Baltimore

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Elizabeth Kircher, Development Officer

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Historic Ships reserves the right to secure more than one sponsor per sponsorship category (except Title). 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. As of 9/19



ABOUT



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

Leading the legacy activities created following the successful Maryland War of 1812 Bicentennial celebrations and commemorations in 2012 and 2014 along with Fleet Week 2016 and 2018, Historic Ships works closely with Maryland Department of Commerce, Division of Tourism Film and the Arts, City of Baltimore, Sail Baltimore, State agencies, funders and other partners to produce a successful event.



ABOUT

Located in the heart of Baltimore's Inner Harbor, Historic Ships in Baltimore is the steward of two historic U.S. Navy vessels: the U.S. Sloop-of-War CONSTELLATION and the U.S. 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. U.S.S. 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 U.S. submarine. Also under the care of Historic Ships are the U.S. 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.

Become a sponsor of MARYLAND FLEET WEEK & AIR SHOW BALTIMORE 2020

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

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