

2023 MILITARY BOWL SPONSOR PACKAGES

The Military Bowl is the National Capital Region's college football postseason bowl game featuring a matchup of schools from the **Atlantic Coast Conference** and the **American Athletic Conference**. Played at **Navy-Marine Corps Memorial Stadium** in **Annapolis, Md.**, the Military Bowl is broadcast nationally on ESPN.

Choose the sponsor package that best fits your marketing objectives or identify the most appealing benefits and let's generate a custom program.

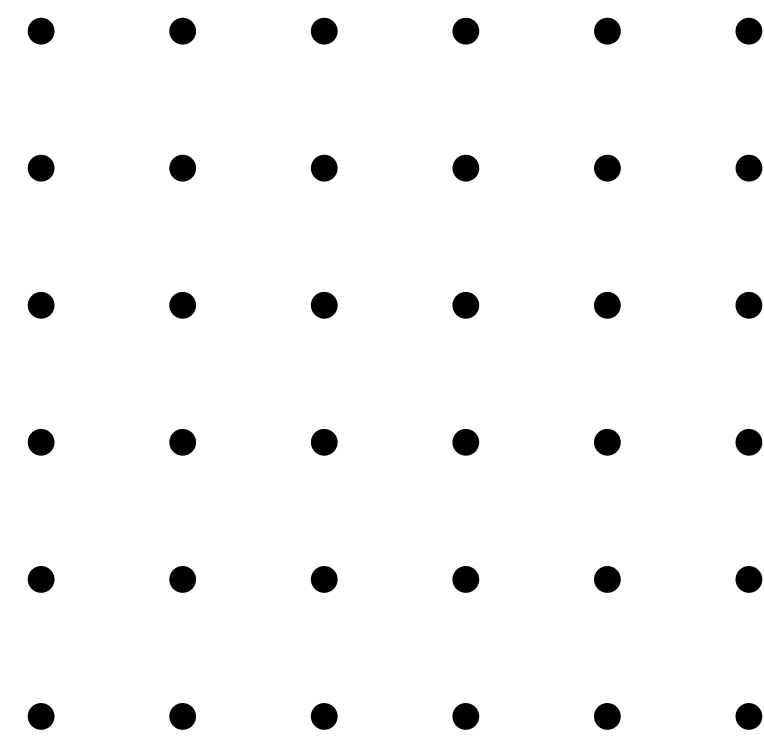
Best of all, every sponsorship supports the mission of the **Military Bowl Foundation** and our efforts to provide a relaxing and safe environment for our nation's wounded, ill and injured service members, their families and caregivers through the operation of Patriot Point, the 294 acre retreat on Maryland's Eastern Shore.

Thanks for being part of the Military Bowl!

SAVE THE DATE!
DECEMBER 27, 2023



MEDIA BLITZ SPONSOR



**ALL PACKAGES CAN
BE CUSTOMIZED**

MEDIA BLITZ PACKAGE- \$85,000

*Gain valuable media visibility at the Military Bowl through national broadcasts and high profile logo visibility. Last year's Military Bowl was viewed by 2.2M on ESPN. **Four available.***

MEDIA

- Two :30 television commercial on **national ESPN broadcast** during Bowl Game
- :30 spot on radio broadcast of Bowl Game on **national network of stations**
- Joint promotional **ad campaign on WTOP Radio**, WTOP.com and Federal News Network website for one week in December 2023. Military Bowl will split :30 promotional spots on WTOP with :15 dedicated for your campaign messaging. Weekly reach 247,500 Washingtonians with frequency of 1.5 times per week and 329,200 gross impressions
- Full page ad in digital and print versions of **game program**.
- :30 in-stadium **scoreboard video spot** or feature in-game element

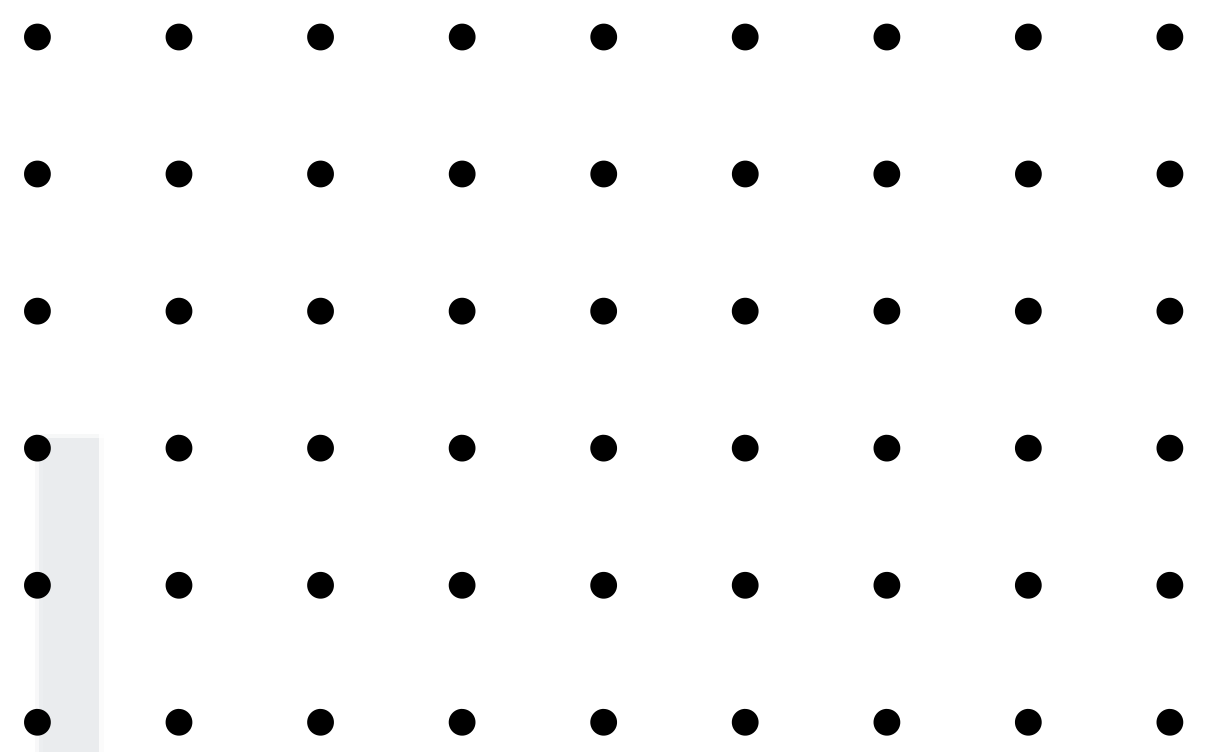
BRANDING

- Logo visibility on one **TV Viewable Sideline Sign**
- **In-app branded ad** with link to preferred website. Accompanied by sponsorship of a sponsored pre-game **push notification** including sponsor link
- Brand integration into **Social Media Campaign** on Military Bowl accounts for up to three weeks
- **Banner Ad** on Military Bowl Website for two months during college football season

HOSPITALITY

- Ten **VIP hospitality** suite passes
- Four invitations to the **Salute to Heroes Dinner** on eve of Military Bowl
- Ten invitations to **Medal of Honor Reception** prior to the Military Bowl
- 20 premier **in-stadium seats**
- Four **parking passes** for Navy-Marine Corps Memorial Stadium

AUTO SPONSOR



OFFICIAL AUTO SPONSOR- \$60,000

Be the **official auto partner** of the Military Bowl gaining valuable visibility at Bowl Week events and on the national broadcast viewed by 2.2M enthusiasts. Portion of fee could be offset by trade for annual use of a vehicle. **One available.**

MEDIA

- :30 television commercial on **national ESPN broadcast** during Bowl Game
 - Add a second :30 spot for \$25,000
- :30 spot on radio broadcast of Bowl Game on **national network of stations**
- Full page ad in digital and print versions of **game program.**
- :30 in-stadium **scoreboard video spot** or feature in-game element

ACTIVATION OPPORTUNITIES

- Choose from multiple activation and display opportunities happening during the Military Bowl including:
 - Inclusion of vehicles in the Military Bowl Parade
 - Activation space in the Military Bowl Tailgate Festival
 - Display space/tabling on the Navy-Marine Corps Memorial Stadium concourse
- Social media post featuring your activation presence from Military Bowl accounts.

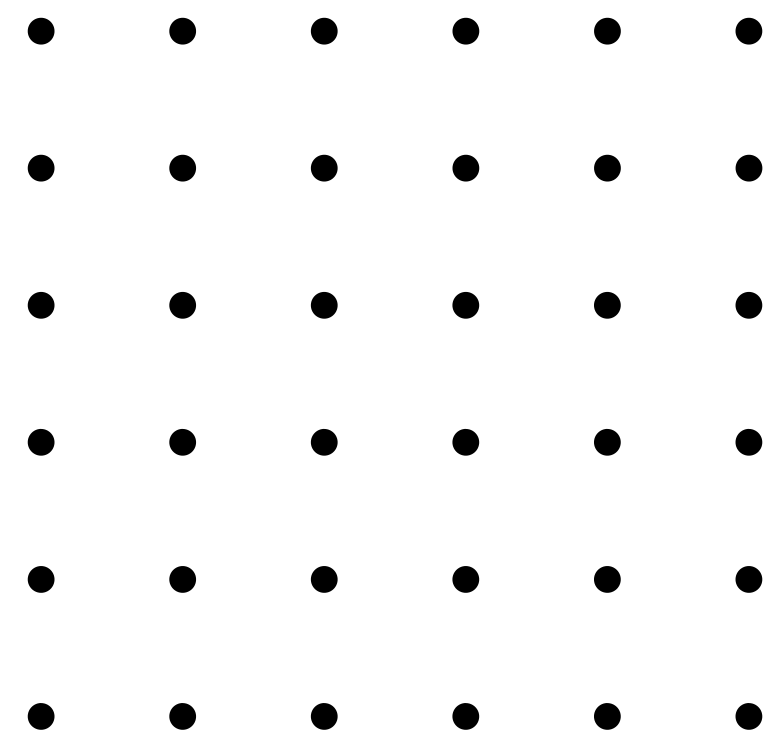
BRANDING

- Logo visibility on one **TV Viewable Sideline Sign**
- **Banner Ad** on Military Bowl Website for two months during college football season
- Logo and link on **Bowl website**
- Logo recognition on **scoreboard**

HOSPITALITY

- Four invitations to the **Salute to Heroes Dinner** on eve of Military Bowl
- Ten invitations to **Medal of Honor Reception** prior to the Military Bowl
- Ten **VIP hospitality** suite passes
- 20 premier **in-stadium seats**
- Four **parking passes** for Navy-Marine Corps Memorial Stadium

CHARLIE MIKE SPONSOR



CHARLIE MIKE SPONSOR- \$45,000

When service members say "Charlie Mike," it means to "continue the mission." Your sponsorship will be on the front lines at the Military Bowl, as a champion of the Military Bowl Foundation's efforts to support our service members with **exclusive visibility as the featured sponsor of one quarter** of the game. **Four available.**

OWN THE QUARTER

- **Continuous logo placement** on scoreboard throughout the entire Military Bowl.
- Exclusive recognition as **featured sponsor for one quarter** of the Bowl to include logo display on scoreboard associated with all replays and statistics.
- Logo, tag and link in **social media posts** at the conclusion of your sponsored quarter.
- In-game **promotional announcement** and **scoreboard recognition** of quarter sponsorship.

PLUS UP THE PACKAGE: For an additional \$6,000, one partner can be the exclusive sponsor of all in-game score notifications from the Military Bowl app to all subscribers. Includes game start, quarter, halftime, final.

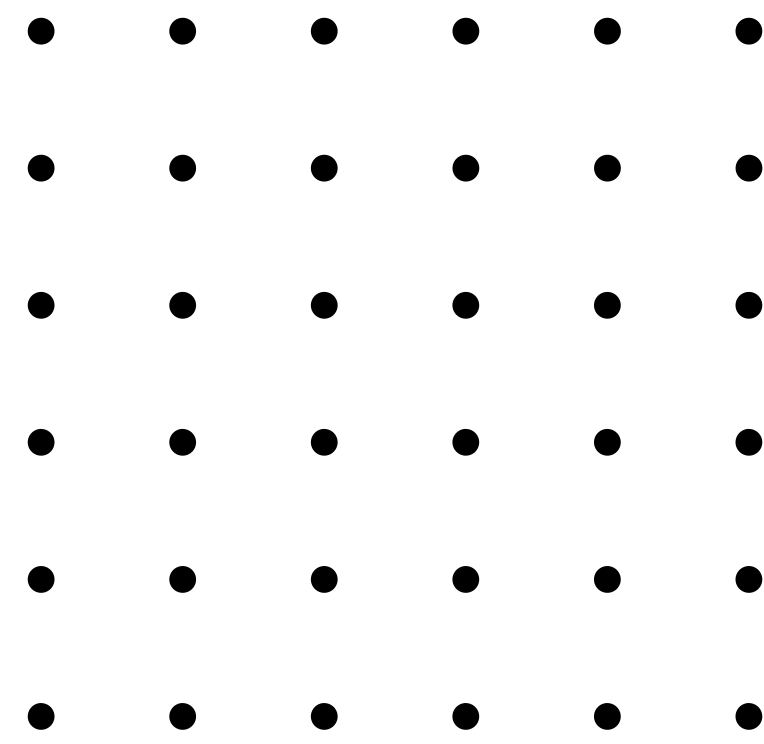
BRANDING

- Logo recognition on **Scoreboard** during Bowl
- Logo and link on **Military Bowl website**
- Logo placement on in-stadium sponsor recognition **signage**
- Full page ad in digital and print versions of **Game Program**
- **:30 in-stadium scoreboard video spot** or feature in-game element

HOSPITALITY

- Two invitations to **Salute to Heroes Dinner** on eve of Military Bowl
- Four invitations to **Medal of Honor Reception** prior to the Military Bowl
- Four **VIP Hospitality Suite tickets** for Military Bowl
- Six premier **in-stadium seats**
- Two **parking passes** for Navy-Marine Corps Memorial Stadium

RED ZONE SPONSOR



RED ZONE SPONSOR- \$35,000

Put your brand front and center each time one of the participating teams penetrates the opponent's 20 yard line and enters the **red zone**. Will the offense score? Will the defense hold? Your sponsorship heightens the excitement when the action enters the Red Zone. **One available.**

RED ZONE EXCLUSIVITY

- Presenting rights to all in-game **red zone branding** including:
 - your company's name officially integrated into phrase "Your Company Name Red Zone"
 - production of **custom scoreboard animation** including logo
 - display of red zone animation **on scoreboard** each time a team enters the Red Zone
 - **public address announcements** each time a team enters the Red Zone
 - Logo placement on **two TV viewable sideline signs** located at each 20 yard line marking the Red Zone

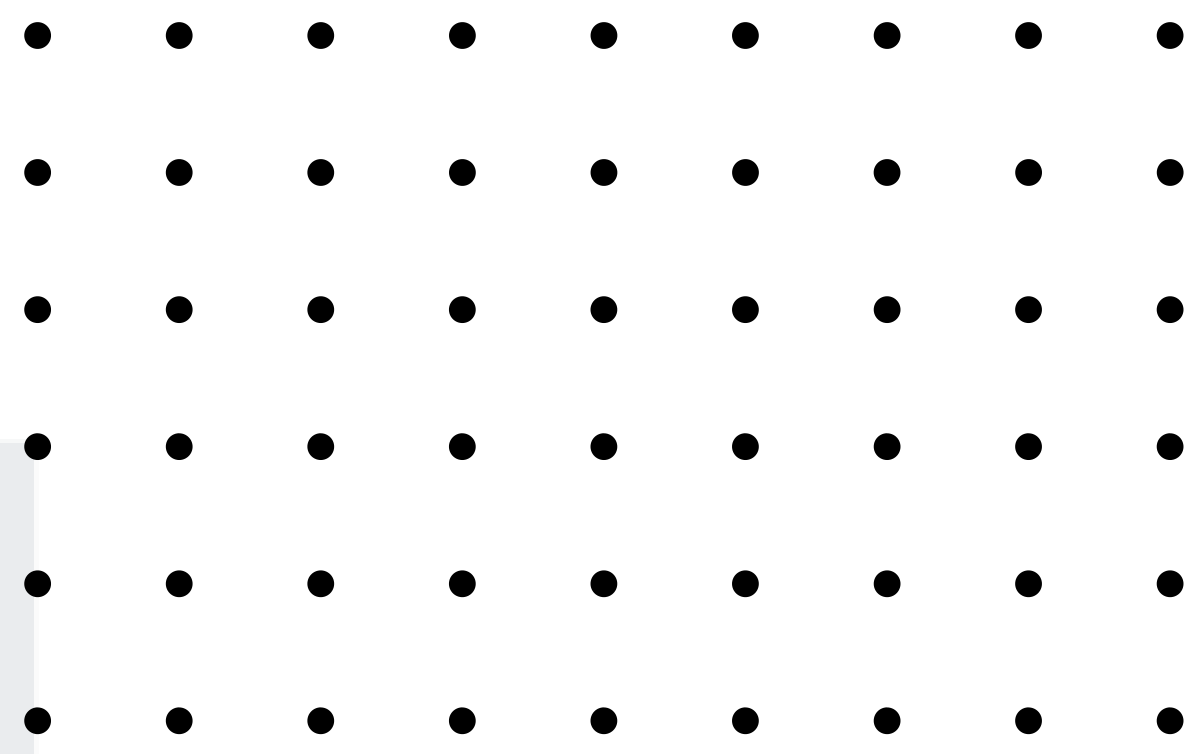
BRANDING

- Logo recognition on **Scoreboard** during Bowl
- Brand integration into **Social Media Campaign** (ie. Bowl Eligible Teams, Key Matchups, Game Predictions) on Military Bowl accounts for up to three weeks
- Logo and link on **Military Bowl website**
- Full page ad in digital and print versions of **Game Program**
- Banner Ad on **Military Bowl Website** for one week during December
- :30 in-stadium **scoreboard video spot** or feature in-game element

HOSPITALITY

- Two invitations to **Salute to Heroes Dinner** on eve of Military Bowl
- Four invitations to **Medal of Honor Reception** prior to the Military Bowl
- Four **VIP Hospitality Suite** tickets for Military Bowl
- Six premier **in-stadium seats**
- Two **parking passes** for Navy-Marine Corps Memorial Stadium

STEM SPONSOR



STEM SPONSOR- \$30,000

*The Military Bowl STEM Scholar-Athlete Program honors one football player at each university that is a member of the ACC and the American Athletic Conference – the two conferences that are represented in the Military Bowl. These players are studying STEM (science, technology, engineering, math) subjects and/or aspire to a STEM career. Be the sponsor who champions these student athletes and the programs at their schools. **One available.***

STEM SCHOLAR-ATHLETE PROGEAM

- Exclusive recognition as **presenting sponsor of Military Bowl STEM Scholar-Athlete Program.**
 - Includes weekly **social media posts** highlighting a different student from schools with conference affiliation to Military Bowl. Sponsor will be recognized with logo in graphic and account tag on all social media posts.
 - Recognition in **media release** including quote about STEM Scholar-Athletes participating in the Military Bowl.
 - **On-field presentation** ceremony during game of big check from sponsor representative to the scholar-athletes from the two schools participating in the Bowl. Includes coverage on **scoreboard** and in **social media**. *Sponsorship fee includes donation of \$1,000 grant to each school on behalf of sponsor and Bowl. Sponsor may augment grant total.*
 - **Recognition on homepage** of Military Bowl website to include graphic, link to story.
 - Recognition with logo and link from **eNewsletter** distributed by Military Bowl.

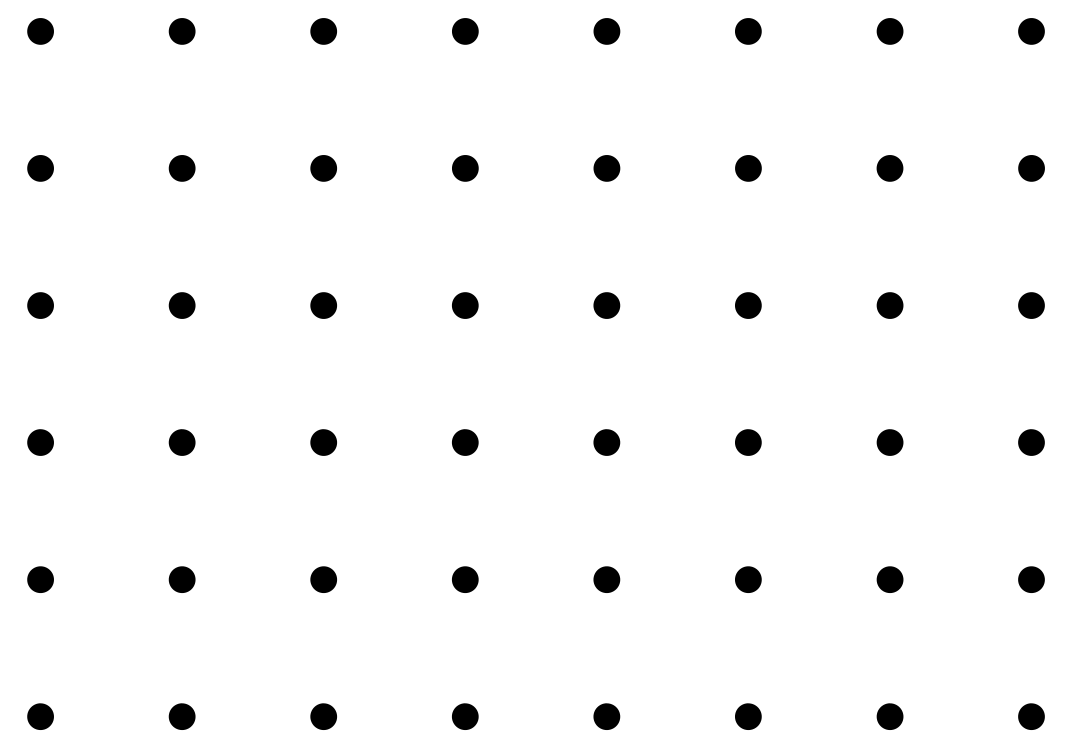
BRANDING

- Logo recognition on **Scoreboard** during Bowl
- Logo and link on **Military Bowl website**
- Logo placement on in-stadium sponsor recognition **signage**
- Full page ad in digital and print versions of **Game Program**

HOSPITALITY

- Two invitations to **Salute to Heroes Dinner** on eve of Military Bowl
- Eight invitations to **Medal of Honor Reception** prior to the Military Bowl
- Eight **VIP Hospitality Suite tickets** for Military Bowl
- Ten premier **in-stadium seats**
- Two **parking passes** for Navy-Marine Corps Memorial Stadium

COMMAND CENTER SPONSOR



COMMAND CENTER SPONSOR- \$27,500

*All branches of the U.S. military use a command communication strategy in their operations. This requires top quality technology and error-free, precise communications. The Military Bowl App serves as a virtual command center unifying organizers, fans, attendees and the community. **Be the official sponsor of the Military Bowl App**, the essential game day resource and information hub. **One available.***

APP

- Exclusive recognition as **presenting sponsor of Military Bowl app**.
 - Automated **push notifications** delivered via Military Bowl app to all subscribers featuring updated score at conclusion of each quarter of the Military Bowl including logo and link.
 - High profile logo placements within the app including on **splash screen, settings menu, navigation bar**.
 - Banner ad on app **schedule page**.
 - **Recognition in all promotion** of the app including feature placement on **Bowl homepage** throughout December, in **social media** posts, on **signage**, on **scoreboard** and **public address announcements**.
 - Recognition with logo and link from **eNewsletter** distributed by Military Bowl to promote the app.

BRANDING

- Logo recognition on **Scoreboard** during Bowl
- Logo and link on **Military Bowl website**
- Logo placement on in-stadium sponsor recognition **signage**
- Full page ad in digital and print versions of **Game Program**

HOSPITALITY

- Two invitations to **Salute to Heroes Dinner** on eve of Military Bowl
- Four invitations to **Medal of Honor Reception** prior to the Military Bowl
- Four **VIP Hospitality Suite tickets** for Military Bowl
- Six premier **in-stadium seats**
- Two **parking passes** for Navy-Marine Corps Memorial Stadium

STAR SPANGLED: : : SPONSOR

STAR SPANGLED SPONSOR- \$27,500

Be the **exclusive presenting sponsor of the Military Bowl pre-game pageantry and ceremonies.** Prior to kickoff, fans will experience the thrill of a military flyover, the arrival of a military veteran parachute team, the unfurling of the giant, on field American flag and the performance of the National Anthem. **One available.**

PRE-GAME CEREMONIES

- Recognition as the Military Bowl's "**Official Pre-Game Ceremonies**" sponsor with exclusive logo placement on scoreboard and recognition in announcements.
- Your **employee volunteers** or a designated group can assist with unfurling the amazing American flag across the football field.
- Logo, tag and link in all **social media posts** showcasing highlights from the ceremonies.
- Recognition with logo and link from **eNewsletter** distributed by Military Bowl to promote the festivities.
- Recognition on **homepage of Military Bowl website** with link to pre-game ceremonies information.
- 20 **on-field passes** for the pre-game ceremonies for your guests and representatives.

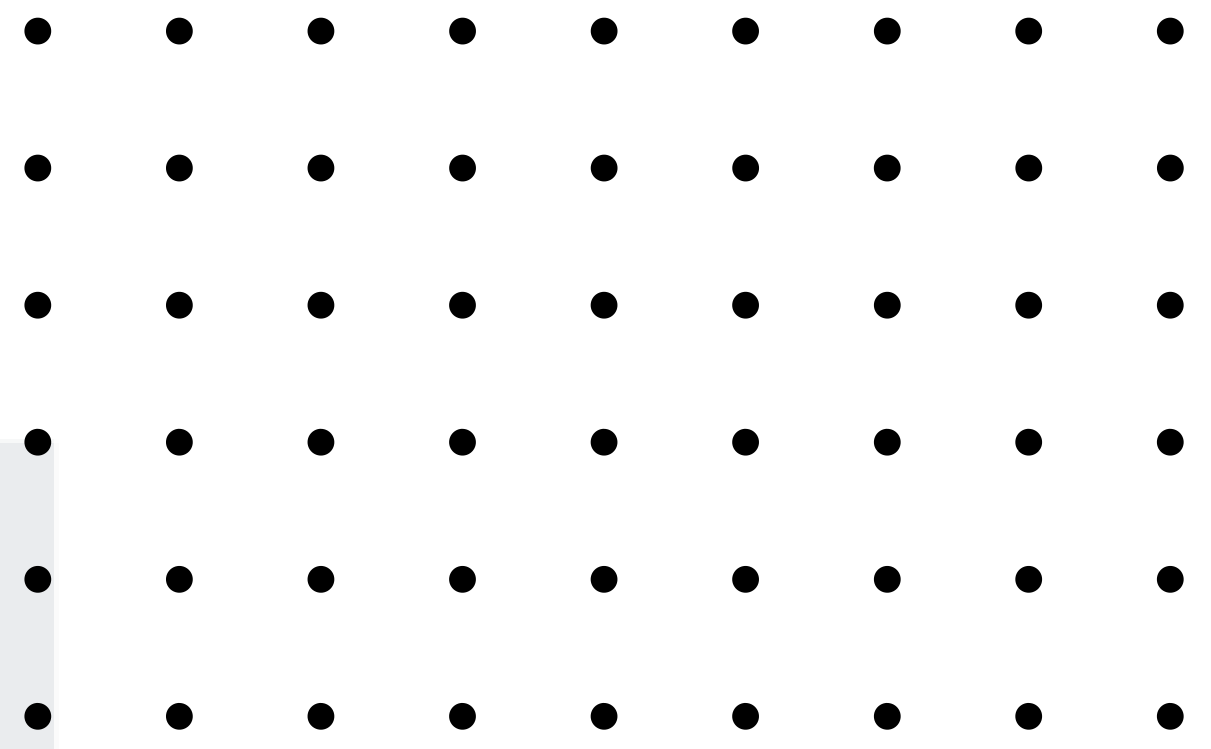
BRANDING

- Logo recognition on **Scoreboard** during Bowl
- :30 in-stadium **scoreboard video spot** or feature in-game element
- Logo and link on **Military Bowl website**
- Logo placement on in-stadium sponsor recognition **signage.**
- Full page ad in digital and print versions of **Game Program**

HOSPITALITY

- Two invitations to **Salute to Heroes Dinner** on eve of Military Bowl
- Four invitations to **Medal of Honor Reception** prior to the Military Bowl
- Four **VIP Hospitality Suite tickets** for Military Bowl
- Six premier **in-stadium seats**
- Two **parking passes** for Navy-Marine Corps Memorial Stadium

SALUTE THE TROOPS SPONSOR



SALUTE THE TROOPS SPONSOR- \$25,000

*A program designed to demonstrate your commitment to our service members while gaining valued visibility and hospitality at the Military Bowl. **Six available.***

SERVICE MEMBERS INITIATIVES

- Sponsorship of **Tickets for Troops** initiative coordinated in partnership with USO. Recognition alongside other corporate partners during game, in official program, on social media and on scoreboard. Program distributes free Military Bowl tickets (at least 1,500) to active duty military and families.
- DC Touchdown Club **Executive Membership**. Be part of a year's worth of philanthropic events that support Patriot Point. Package includes:
 - a table for eight at the **Awards Dinner** in April
 - a foursome in the **Golf Outing** in June
 - two invitations plus sponsored service members guests at the **Home of the Free... Because of the Brave Dinner** in September

ACTIVATION

- Choose from multiple **activation and display opportunities** during the Military Bowl including:
 - Activation space in the Military Bowl **Tailgate Festival**
 - Display space/tabling on the Navy-Marine Corps Memorial Stadium **concourse**

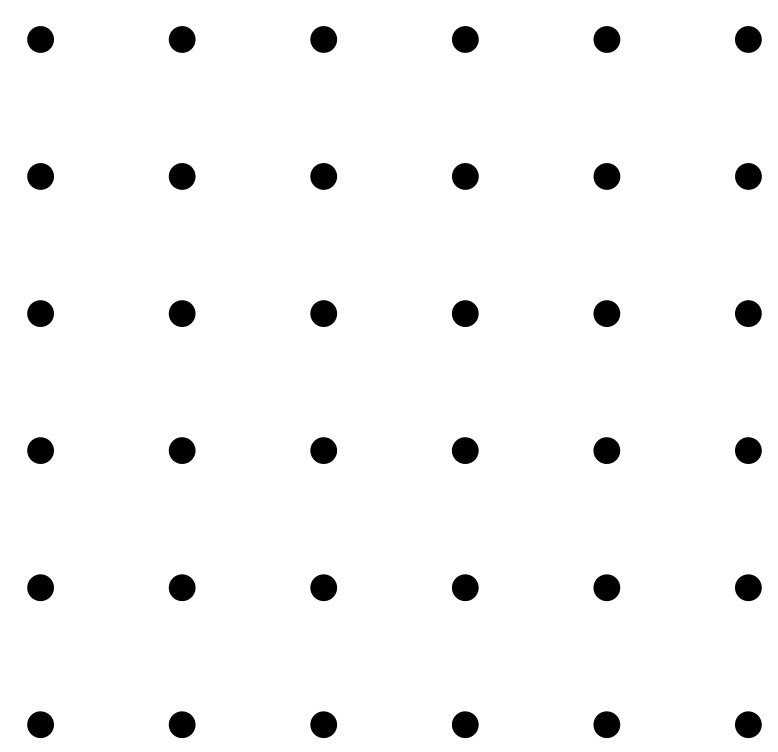
BRANDING

- Sponsorship of "**Military Players of the Game**" - a feature that highlights the players participating in the 2023 Bowl, who are part of a military family. Will be shared on Foundation **social media**, on **scoreboard** during **game**, in **electronic communications** with participants and in feature article on **website and program**.
- Exclusive recognition in one **social media post** from Military Bowl accounts
- Logo and link on **Military Bowl website**
- Half page ad in digital and print versions of **Game Program**
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HOSPITALITY

- Four invitations to the **Salute to Heroes Dinner** in December on eve of Military Bowl
- Four invitations to **Medal of Honor Reception** prior to the Military Bowl
- Four **VIP hospitality suite tickets** and parking for the Military Bowl.
- 10 premier **in-stadium seats**
- Two **parking passes** for Navy-Marine Corps Memorial Stadium
- Four **pre-game field passes**

SUSTAINABILITY SPONSOR



SUSTAINABILITY SPONSOR- \$25,000

Align with the Bowl's important mission of sustainability. In 2022, the Military Bowl was presented the Bowl Season Sustainability Award recognizing the Bowl's efforts including diverting 1.5 tons of waste from landfills. This effort occurred in the Bowl's zero waste Tailgate Festival. Free and open to the public, the Festival includes military displays, music, food and beverages and interactive booths and with this sponsorship, you'll be the **presenting sponsor of the Tailgate and an official sustainability partner** of the Military Bowl. Sponsor has option to expand the program to full zero waste throughout stadium for additional \$15,000. **One available.**

TAILGATE PRESENTING SPONSOR

- **Entitlement rights as presenting sponsor** of the Military Bowl Tailgate Festival the four hour event that occurs outside the stadium prior to the game. Includes...
 - Brand integration into **official title** as "Military Bowl Tailgate Festival presented by..."
 - **Activation space** within the festival
 - Recognition and quote included in **media release** about Bowl sustainability results
 - Exclusive display in welcome **signage** wrapping the entrance of the Festival space.
 - Branded **recycling receptacles** throughout Tailgate.
 - Dedicated content section including banner ad, link and text on Tailgate page of **website**.
 - Exclusive brand visibility in multiple **social media posts** promoting Tailgate Festival
 - Logo, link and text included in **push notification** delivered to all app subscribers to announce opening of Tailgate Festival on event day
 - Tile ad with text and link featured in pre-event **eNewsletter**

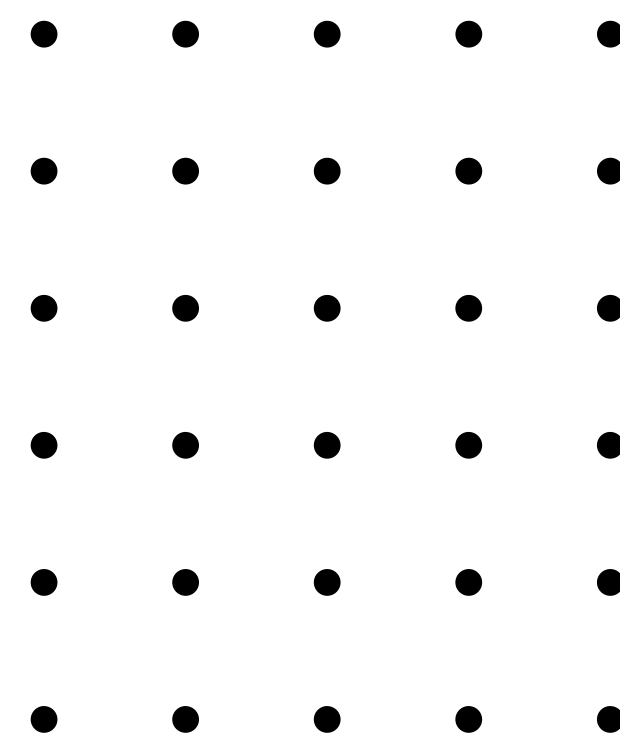
BRANDING

- Logo and link on **Military Bowl website**
- Logo display on **scoreboard** during game
- :30 in-stadium **scoreboard video spot** or feature in-game element
- Half page ad in digital and print versions of **Game Program**

HOSPITALITY

- Two invitations to **Salute to Heroes Dinner** on eve of Military Bowl
- Two invitations to **Medal of Honor Reception** prior to the Military Bowl
- Two premier **in-stadium seats**
- Two invitations to **VIP Hospitality Suite** tickets for Military Bowl
- One **parking pass** for Navy-Marine Corps Memorial Stadium

BUY THE BOOK SPONSOR



BUY THE BOOK SPONSOR- \$20,000

Be the **exclusive presenting sponsor of the Military Bowl game program**. With your sponsorship, the 100+ page glossy booklet will be distributed for free to 5,000 game attendees inside the gates of Navy-Marine Corps Memorial Stadium. Digital version of the program will be promoted on social media and hosted on the Military Bowl website. **One available.**

GAME PROGRAM

- Recognition as the Military Bowl's "**Official Game Program Sponsor**" with exclusive logo placement on **cover** and high-profile **two full-page ad** placements.
- Your **employee volunteers** or a designated group can distribute the programs at the entrance gates on game day.
- Logo, tag and link in all **social media posts** promoting the digital version of the program.
- Recognition with logo and link from **eNewsletter** distributed by Military Bowl to promote the digital version of the program.
- Recognition on **homepage of Military Bowl website** with link to digital version of program.
- In-game **promotional announcement** and **scoreboard recognition** of program sponsorship.

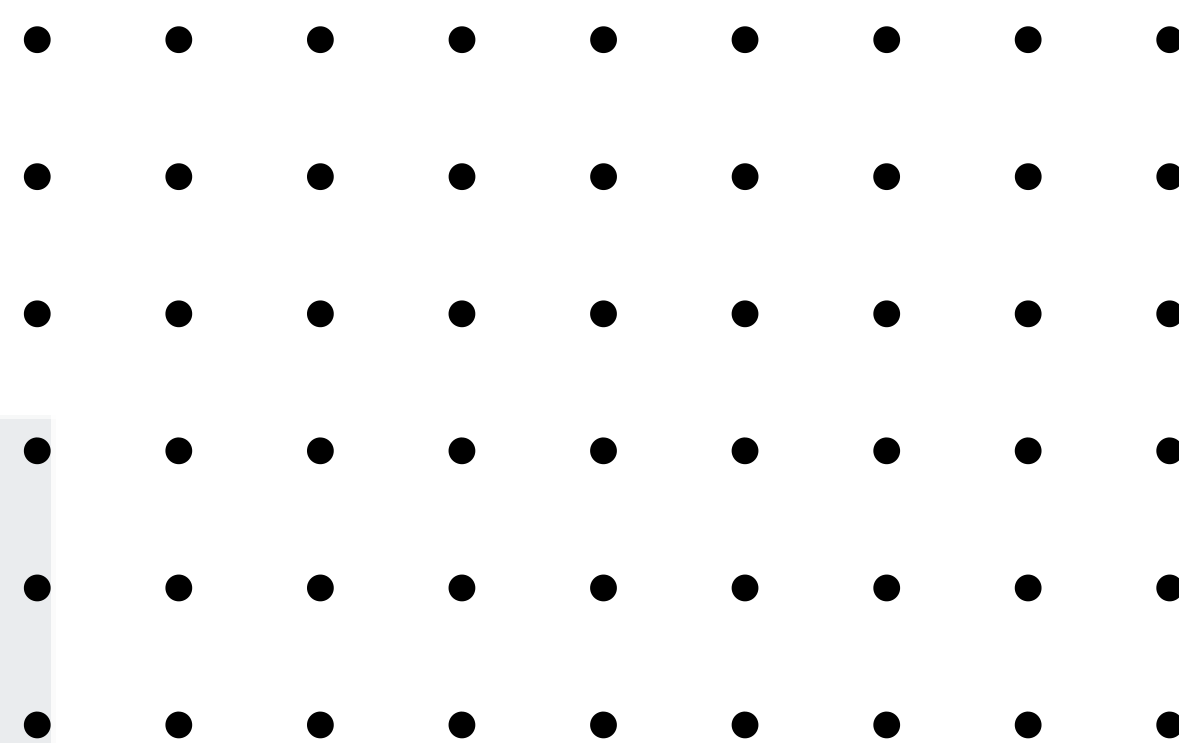
BRANDING

- Logo recognition on **Scoreboard** during Bowl
- Logo and link on **Military Bowl website**
- Logo placement on in-stadium sponsor recognition **signage**.

HOSPITALITY

- Two invitations to **Salute to Heroes Dinner** on eve of Military Bowl
- Four invitations to **Medal of Honor Reception** prior to the Military Bowl
- Four **VIP Hospitality Suite tickets** for Military Bowl
- Six premier **in-stadium seats**
- Two **parking passes** for Navy-Marine Corps Memorial Stadium

PARADE SPONSOR



PARADE PRESENTING SPONSOR- \$19,500

Pomp, circumstance, and the world famous Clydesdales are all part of this parade along Main Street in Historic Annapolis on the morning of the Military Bowl. Over 60 parade elements featuring marching bands, cheerleaders, mascots, elected officials, military groups, Medal of Honor recipients, youth football teams and more. *Be recognized as the presenting sponsor of the Military Bowl Parade in all event promotion and publicity. One available.*

PARADE PRESENTING SPONSOR

- Exclusive recognition in all references to the parade as the **presenting sponsor** of the Military Bowl Parade.
- Featured inclusion including quote in Military Bowl Parade **media release**.
- Logo placement and tag in all **social media posts** featuring Parade
- Inclusion in promotion of Parade on homepage of **Military Bowl website** including recognition and logo.
- Logo on all display **magnets** affixed to vehicles in the Parade.
- Opportunity to participate in **Parade** with vehicle, display or marching group.
- Inclusion with tile ad, link and logo in two pre-event **eNewsletters**.
- **Media release** and **LinkedIN post** announcing partnership.

ACTIVATION OPPORTUNITIES

- Choose from multiple activation opportunities happening during the Military Bowl including:
 - Activation space in the Military Bowl Tailgate Festival
 - Display space/tabling on the Navy-Marine Corps Memorial Stadium concourse

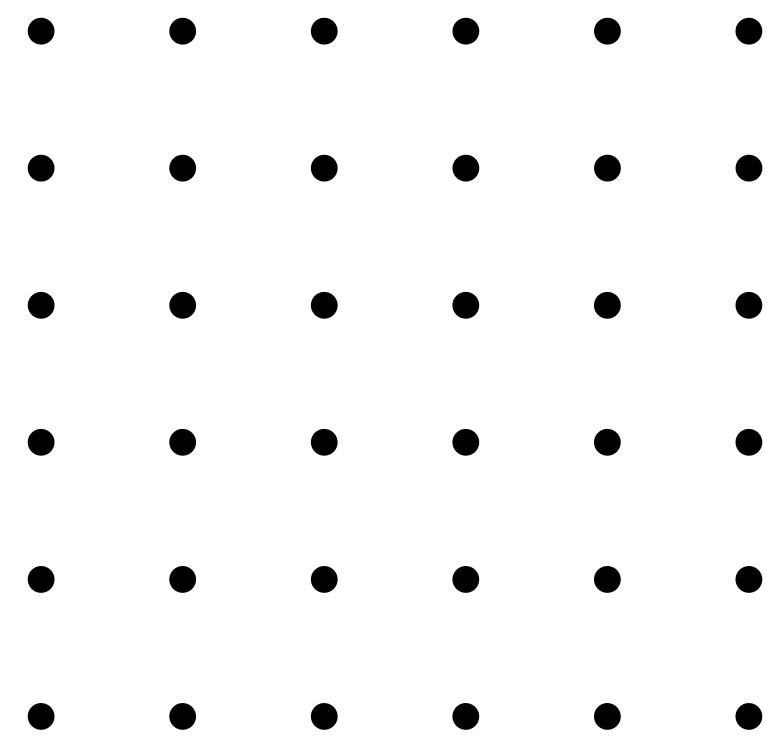
BRANDING

- Logo recognition on **Scoreboard** during Bowl
- Logo and link on **Military Bowl website**
- Logo placement on in-stadium sponsor recognition **signage**
- Half page ad in digital and print versions of **Game Program**

HOSPITALITY

- Two invitations to **Salute to Heroes Dinner** on eve of Military Bowl
- Six invitations to **Medal of Honor Reception** prior to the Military Bowl
- Six **VIP Hospitality Suite tickets** for Military Bowl
- Ten premier **in-stadium seats**
- Three **parking passes** for Navy-Marine Corps Memorial Stadium

FRONT LINE SPONSOR



FRONT LINE SPONSOR- \$7,500

*Tens of thousands of alumni, football fans, military veterans and area residents participate in Military Bowl events. Have a presence on the front lines of the action with this **activation-focused package**. Ten available.*

ACTIVATION OPPORTUNITIES

- Choose from multiple activation opportunities happening during the Military Bowl including:
 - Participation in the Military Bowl Parade
 - Activation space in the Military Bowl Tailgate Festival
 - Display space/tabling on the Navy-Marine Corps Memorial Stadium concourse
- **Social media** post featuring your activation presence from Military Bowl accounts.

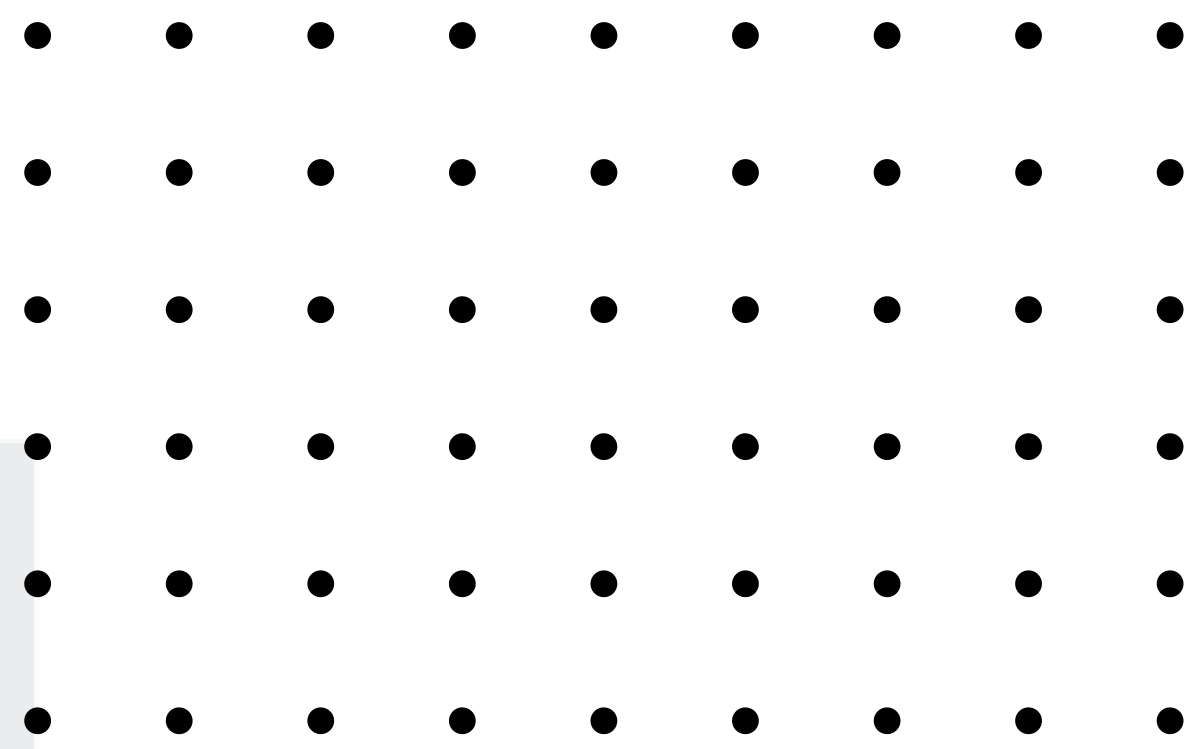
BRANDING

- Logo recognition on **Scoreboard** during Bowl
- Logo and link on **Military Bowl website**
- Logo placement on in-stadium sponsor recognition **signage**
- Quarter page ad in digital and print versions of **Game Program**

HOSPITALITY

- Two invitations to **Salute to Heroes Dinner** on eve of Military Bowl
- Two invitations to **Medal of Honor Reception** prior to the Military Bowl
- Two **VIP Hospitality Suite tickets** for Military Bowl
- Two premier **in-stadium seats**
- One **parking pass** for Navy-Marine Corps Memorial Stadium

DIGITAL SPONSOR



DIGITAL SPONSOR- \$5,000

*Designate your sponsorship exposure as an exclusively digital play. Sponsor the game and support the mission through the many **digital and social touchpoints** of the Bowl. **Ten available.***

DIGITAL

- Partnership announcement post on Foundation's **LinkedIn**
- Exclusive recognition in **three social media posts** during the college football season as part of weekly content features including Bowl Eligibility; Key Matchups; Bowl Predictions. Includes account tag and logo.
- Exclusive logo placement within **Military Bowl App** on scrollable home screen cards that open to corresponding sections of the app

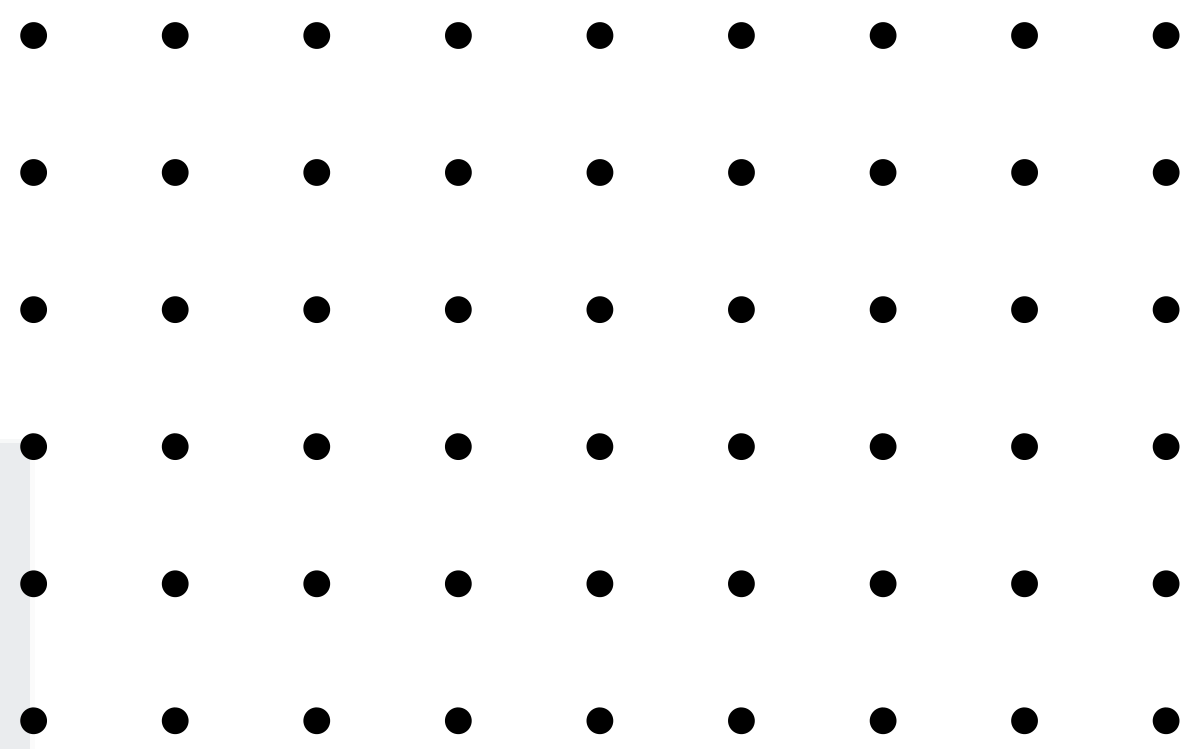
BRANDING

- Logo recognition on **Scoreboard** during Bowl
- Logo and link on **Military Bowl website**
- **Logo** inclusion on **sponsor recognition** page of digital and print versions of Game Program
- Quarter page ad in digital and print versions of **Game Program**

HOSPITALITY

- Two invitations to **Salute to Heroes Dinner** on eve of Military Bowl
- Two invitations to **Medal of Honor Reception** prior to the Military Bowl
- Two **VIP Hospitality Suite tickets** for Military Bowl
- Two premier **in-stadium seats**
- One **parking pass** for Navy-Marine Corps Memorial Stadium

PLUS UP



+PLUS UP YOUR SPONSORSHIP

*Support the support the Military Bowl and the year-round efforts of the Military Bowl Foundation by adding any or all of these plus ups! **Ten available.***

GOLF OUTING

- Sponsor a hole at the Touchdown Club annual Golf Outing in June. \$500

AWARDS DINNER

- Sponsor an ad in the official program of the Awards Dinner in April. \$500

HOME OF THE FREE...BECAUSE OF THE BRAVE DINNER

- Purchase two tickets to sponsor two veterans to attend the annual dinner on the night of the NFL season kickoff game in September. \$500

