



# FLEET WEEK SAN DIEGO

## Sponsorship Opportunities

*Fall 2024*

# WHAT IS FLEET WEEK SAN DIEGO?

FLEET WEEK SAN DIEGO



*Anniversary*

Fleet Week is a 501(c)(3) nonprofit organization - EIN 33-0965545

Fleet Week San Diego, founded in 1997 by community and business leaders, celebrates the region's support for the men and women of the Navy, Marine Corps and Coast Guard, and affirms San Diego as a patriotic city. The series of events, initially nurtured by the Chamber of Commerce, grew rapidly, and by 2001 were incorporated under the auspices of the San Diego Fleet Week Foundation, a 501(c)(3) non-profit organization. Today, Fleet Week San Diego hosts more than a dozen events attended by over 20,000 people.



# FLEET WEEK SAN DIEGO

## 2024 EVENTS

<b>Enlisted and Jr. Officers Golf Tournament</b>	<b>September 20</b>	<b>Student STEM Days</b>	<b>November 6-8</b>
<b>Fleet Week Softball Tournament</b>	<b>October TBD</b>	<b>Innovation Zone</b>	<b>November 7</b>
<b>Enlisted Recognition Luncheon</b>	<b>November 1</b>	<b>Kickoff Reception</b>	<b>November 8-11</b>
<b>Military and Veterans Appreciation Concert</b>	<b>November 1</b>	<b>Broadway Pier Open to the Public w/ Military Displays</b>	<b>November 8-11</b>
<b>SDSU Fleet Week Football Classic</b>	<b>TBD</b>	<b>Military Family Day</b>	<b>November 10</b>
<b>Fleet Week SDMAC Breakfast</b>	<b>November 6</b>	<b>MRE Cooking Contest</b>	<b>November 10</b>
		<b>Veterans Day Boat Parade &amp; Post Parade Concert</b>	<b>November 11</b>

# WHY SPONSOR FLEET WEEK?

## Impact on the Community:

- San Diego – Largest Concentration of Active Duty in the Nation – 100,000+
- Over 30 Military Technical Organizations & High-Tech businesses participate at the Innovation Zone each year.
- 3700+ students participate in Student STEM Days “Innovation Zone”, including multiple schools in underserved communities.
- More than 1,000 service members man the ships and military displays at Broadway Pier over 5 consecutive days.
- San Diego is designated as one of the Country’s LARGEST official “Coast Guard Cities”.
- Over 20,000 Visitors are expected to attend Fleet Week in 2024.
- 225,000 Veterans call San Diego Home.

## Impact on your Team:

- Family friendly / Free to the Public
- Volunteer Opportunities for all.
- A Unique Opportunity to Meet and Engage with the Men and Women who are serving this Country.
- Collaboration with Nonprofits to support missions that impact our service members and their families.

# MAKE AN IMPACT

**14,305**

## **Guests**

In 2023, Fleet Week hosted more than 14,000 guests on Broadway Pier from November 10-12.

***Thank you so very much for such an exciting Innovation event for our students. They really enjoyed it and so did all of the adults. I would say, hands down, best field trip for students!***

***– Rohr Innovation Academy***

**925**

## **Special Guests**

In addition to the students, Active Duty, and the public, more than 900 special guests joined the fun. This included senior military, elected officials, community leaders, educators, and other invited guests.

***“It was great. All those in the service were genuinely interested in sharing their work and equipment with us. My husband and our 7-year old grandson loved climbing in the trucks/tanks. The three of us had a wonderful time.”***

***-FLEET WEEK 2023 GUEST***

**420**

## **Active Duty**

More than 400 Active Duty assigned to ships and Military displays, including:  
125 Marines  
195 Navy personnel  
100 US Coast Guard members

**3,711**

## **Students**

More than 3,700 students from throughout San Diego and Orange counties.

# SPONSORSHIP BENEFITS



	PLATINUM - \$50K	GOLD - \$25K	SILVER - \$20K	COPPER - \$15K	BRONZE - \$10K	NICKEL - \$7,500
PRESENTING SPONSOR OF A FLEET WEEK EVENT	✓	✓	✓			
INVITATIONS (+1) TO KICKOFF RECEPTION	8	6	4	2	1	1
RESERVED TABLE AT ENLISTED RECOGNITION LUNCHEON**	✓	✓	✓	✓		
RESERVED TABLE AT SDMAC FLEET WEEK BREAKFAST**	✓	✓	✓			
# OF RESERVED SEATS AT MILITARY APPRECIATION CONCERT	6	6	4	4	2	2
YEAR ROUND DIGITAL ADVERTISING	✓	✓	✓	✓	✓	✓
PARTICIPATION IN INNOVATION ZONE (if appropriate)	✓	✓	✓	✓	✓	✓
EMPLOYEE VOLUNTEER OPPORTUNITIES	✓	✓	✓	✓	✓	✓
BOOTH SPACE AT MILITARY FAMILY DAY (if appropriate)	✓	✓	✓	✓		
HOLE SPONSORSHIP AT THE GOLF TOURNAMENT	✓	✓	✓			
MEDIA AND BRANDING	✓	✓	✓			
WELCOME REMARKS	✓	✓	✓			

\*\* TABLES INCLUDE MILITARY GUESTS ASSIGNED BY FLEET WEEK.

# PRESENTING SPONSOR OPPORTUNITIES

**Fleet Week San Diego - \$50k and up**

**Military Family Day - \$30k**

**Enlisted Recognition Luncheon - \$25k**

**Fleet Week SDMAC Breakfast - \$25k**

**Student STEM Days - \$25k**

**Innovation Zone - \$25k**

**Active Duty Golf Tournament - \$20k**

**Fleet Week Football Classic - \$20k**

**Kickoff Reception - \$20k**

**Post Boat Parade Concert - \$15k**

**Softball Tournament - \$15k**

**Military and Veterans Appreciation**

**Concert - \$15k**

**Making a Difference Award - \$15k**

**Veterans Day Boat Parade - \$15k**

**MRE Cooking Contest - \$15k**



# SUPPORTING SPONSOR OPPORTUNITIES

- Student STEM Days Bus Sponsor (15 busses) - \$15,000**
- Military Family Day Meal Sponsor - \$15,000**
- Military Family Day Gift Bag Sponsor - \$15,000**
- Enlisted Recognition Luncheon Gift Bag Sponsor - \$10,000**
- Fleet Week Main Stage Sponsor - \$10,000**
- Softball Hat Sponsor - \$10,000**
- Golf Reception and Awards Sponsor - \$10,000**
- Tee Shirt Sponsor (500 Shirts, Multiple Events Available) - \$10,000**
- Active-Duty Golf Tournament Hat Sponsor - \$10,000**
- Military Family Day Entertainment Sponsor - \$10,000**
- Military Family Day Kid Zone Sponsor - \$10,000**

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# SMALL BUSINESS & NON PROFIT OPPORTUNITIES

- Innovation Zone Stage & Screen Sponsor - \$7,500
- Veterans Day Boat Parade Sponsor - \$7,500
- Family Day Snack Sponsor - \$5,000
- Boat Parade Flyover Sponsor - \$5,000
- STEM Days Bus Sponsor (5 busses) - \$5,000
- Softball Equipment Sponsor - \$5,000
- Military Family Day Snack Sponsor - \$5,000
- Military Family Day Kid Gift Sponsor - \$5,000
- STEM Days Single Bus Sponsor - \$1,000

- Golf Tournament Putting Contest - \$5,000
- Golf Tournament Longest Drive - \$1,500
- Golf Tournament Longest Drive - \$1,250
- Golf Tournament Hole Sponsor - \$1,000
- Weekend Booth (Nov 9-11) - \$1500
- Military Family Day Booth - \$750
- Enlisted Recognition Luncheon Table:
  - PREMIUM - \$1,000
  - PREFERED - \$750
  - STANDARD - \$600

**BUNDLES:**

**Tier 1 - \$2500**

- Hole sponsorship at the Golf Tournament
- Enlisted Luncheon Table
- Booth at Military Family Day

**Tier 2 - \$1500**

- Hole sponsorship at the Golf Tournament
- Enlisted Luncheon Table



# BECOME A FLEET WEEK SAN DIEGO SPONSOR TODAY!

## **CUSTOM PACKAGES ARE AVAILABLE -**

Are you interested in a specific event? Is there a benefit missing you don't see?

We will create a package as unique as your business! Email

[maggie@fleetweeksandiego.org](mailto:maggie@fleetweeksandiego.org) for more information.

## **CONTACT US -**

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