



Navy Athletics

2020-21 Sponsorship Opportunities

February 2020



United States Naval Academy



As the undergraduate college of the Naval service, the Naval Academy prepares young men and women to become professional officers in the U.S. Navy and Marine Corps. Students attend the Academy for four years. Naval Academy students are Midshipmen on active duty in the U.S. Navy. Midshipmen graduate with bachelor of science degrees and serve at least five years as Navy or Marine Corps officers. The central theme for over 175 years at the United States Naval Academy has been to develop leaders of character. The institution remains steeped in honor, duty, commitment, integrity, and loyalty. USNA graduates and commission some of the finest young men and women who ultimately lead, entrusted to protect our nation's freedom, and then transition into service to their communities as role models in their civilian profession.

The Naval Academy Athletic Association (NAAA) is a non-profit 501 c 3 and all dollars are invested into the challenge of operating 33 Intercollegiate Sports for 4,400 Midshipmen.



Vice Adm. Sean Buck
Superintendent



Capt. Thomas R. Buchanan
Commandant



Chet Gladchuk
Director of Athletics

USNA QUICK FACTS

LocationAnnapolis, Md.
Founded1845
Enrollment4,400
Student-Athlete Graduation Rate..... 92 percent (13th among FBS Schools)

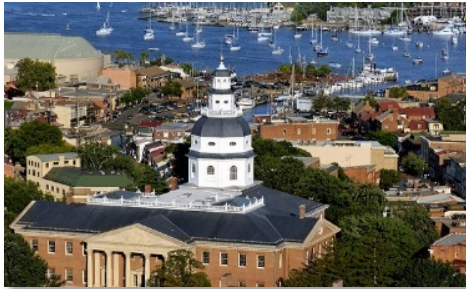


Annapolis and The Capital Region



Within 30 minutes of Annapolis lies both Washington DC, and Baltimore, providing large metropolitan marketing platforms! The majority of Navy fans travel from Washington DC, Northern Virginia and Maryland for Annapolis home games.

The Mid Atlantic and Eastern Seaboard are home to the **largest concentration of Military and Federal Government** centric populations!



2019 Commander-In-Chief's Trophy Winner



- 2019 Commander-In-Chief's Trophy Winner
- 2019 Autozone Liberty Bowl Champions (11-2 Record)
- 16 Commander-In-Chief's Trophies Overall
- 15 Bowl Games In Last 17 Years
- 2015 (Co), 2016 And 2019 (Co) AAC West Division Champs



Events at Navy-Marine Corps Memorial Stadium



USNA Graduation



Navy Football



Navy Lacrosse



Baltimore Ravens Practice



The Military Bowl Football Game



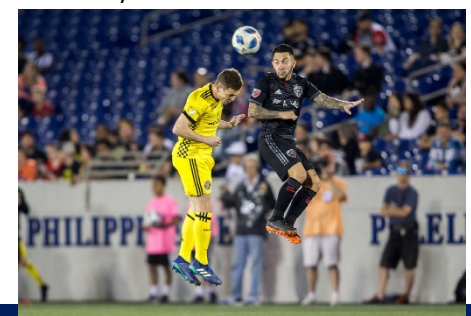
Chesapeake Bayhawks Professional Lacrosse
July 2019 MLS All-Star Game



Travis Pastrana's Nitro Circus
July 2017



NHL Stadium Series
March 2018



DC United Soccer Game
April 2018

National Media Exposure



All of Navy's Annapolis home football games are televised Nationwide on a combination of **ESPN, CBS Sports and CBS Sports Network.**

American Forces Network carries select Navy games Worldwide.

All of Navy conference & road games are carried nationally on the **ESPN** family of networks - **ABC, ESPN, ESPN2 and ESPNU.**



2020 Navy Football Schedule



NAVY FOOTBALL 2020 SCHEDULE

vs. NOTRE DAME
AUGUST 29 | DUBLIN, IRELAND
ESPN | 2 PM ET



vs. LAFAYETTE
SEPTEMBER 12 | ANNAPOLIS, MD.



at TULANE
SEPTEMBER 19 | NEW ORLEANS, LA.



vs. TEMPLE
SEPTEMBER 26 | ANNAPOLIS, MD.



at AIR FORCE
OCTOBER 3 | COLORADO SPRINGS, COLO.



at EAST CAROLINA
OCTOBER 17 | GREENVILLE, N.C.



vs. HOUSTON
OCTOBER 24 | ANNAPOLIS, MD.



at SMU
OCTOBER 31 | DALLAS, TEXAS



vs. TULSA
NOVEMBER 7 | ANNAPOLIS, MD.



vs. MEMPHIS
NOVEMBER 14 | ANNAPOLIS, MD.



at SOUTH FLORIDA
NOVEMBER 21 | TAMPA, FLA.



vs. ARMY WEST POINT
DECEMBER 12 | PHILADELPHIA, PA.
CBS



*As of February 20, 2020

Stadium Signage



Navy-Marine Corps Memorial Stadium

Navy-Marine Corps Memorial Stadium, with a capacity of 34,000, is home to Navy Football and Navy Men's/Women's Lacrosse, as well as various other events year round. In-stadium signage opportunities include:

End Zone Field Wall Signage

Fixed logo placement in the end zone on the field level padding.

Video Board Signage

Fixed logo placement at the top of either end zone video board.

- North End Zone Video Board: 90' x 32.5'
- South End Zone Video Board: 90' x 32.5'

**All fixed creative requires white logo on navy blue background*

Year Round Ad Placement

In addition to Navy football games, the stadium hosts various year-round events like Navy Lacrosse, USNA Graduation, Chesapeake Bayhawks games, Baltimore Ravens Practices, an NHL Game and other local events.





Navy Football Radio Network

- Baltimore, MD: WBAL 1090 AM
 - Baltimore, MD: WBAL 101.5 FM
 - Washington DC: WFED 1500 AM
 - Washington DC: WFED 104.5 FM (Western Fairfax / Loudon)
 - Washington DC: WFED 820 AM (Frederick)
 - Washington DC: WFED 94.3 FM (Frederick)
 - Washington DC: WBQH 1050 AM (DC / Northern Virginia)
 - Washington DC: WBQH 93.5 FM (DC / Northern Virginia)
 - Jacksonville, FL: WJXL 1010 AM
 - Jacksonville, FL: WJXL 92.5 FM
 - San Diego, CA: KWFN 97.3 FM
 - Norfolk, VA: WXTG 102.1 FM
 - Norfolk, VA: WXTG 1490 AM
 - Norfolk, VA: W270DA 101.9 FM
 - Norfolk, VA: WQBK 107.9 FM (Williamsburg/Yorktown)
 - Annapolis, MD: WNAV 1430 AM
 - Annapolis, MD: WNAV 99.9 FM
 - Sirius XM
- *Navy also controls local inventory in each of the above markets, allowing for double exposure in select priority cities.*
- *Radio Network as of Fall 2020*

Gameday Opportunities

- :30 and :15 second Network spots
- Additional local spots in Key Military Markets (Washington, DC, Norfolk, San Diego and Jacksonville)
- Additional local spots in Regional Markets of Annapolis, Baltimore and Washington, DC
- Sponsored Broadcast Features
- Live Reads
- Opening/Closing Billboards

Other Broadcast Opportunities

- Navy Football Insider Shows on WBAL
- Navy Basketball Broadcasts
- Navy Lacrosse Broadcasts
- Navy Sports Magazine Show
 - Weekly coaches show that airs in Annapolis, DC and Norfolk



Digital Media



NavySports.com

NavySports.com is the official website of Navy Athletics. We receive over 2.4 million visitors per year, including over 1.1 million during the football season (Sept.-Dec.).

Various ad sizes are available. Ads can be geo-targeted by zip code too. Ads will appear on desktop, tablet and mobile versions of the website.

Ads can also appear on Navy's App.

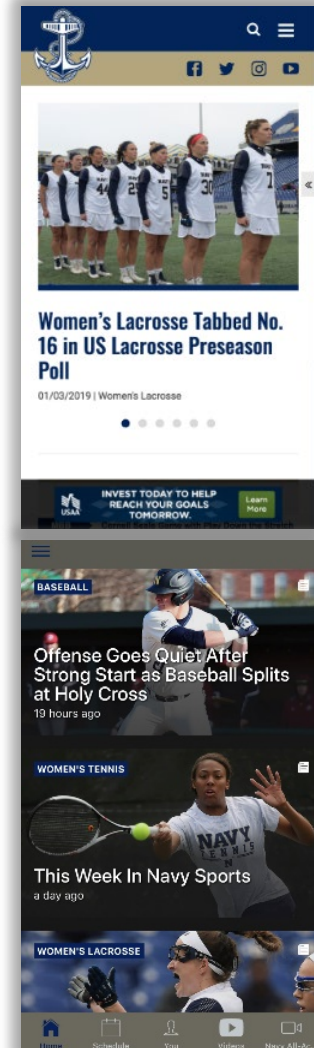
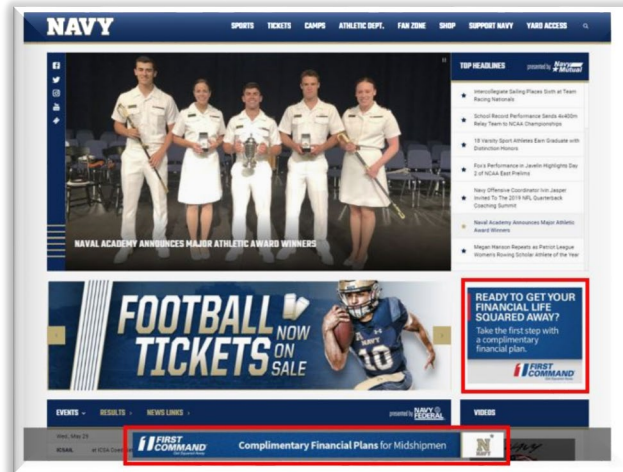
Only Navy partners have the ability to advertise on NavySports.com.

Navy Anchor Mails

Navy Athletics send email blasts to over 120,000 subscribers on a weekly basis.

Ad panels of 600 x 63 are available, as well as logo inclusion.

Email blasts can be sport specific.



Digital Media - Videos



Videos

Navy Athletics posts highlights, interviews, game previews, hype videos and more on video platforms such as YouTube, Facebook, Instagram and Twitter. Video sponsorships via logo inclusion are available.



Navy Football Practice Report - August 5, 2019



Social Media



Social Media

Navy Athletics has a dedicated following on all social media platforms with more than 335,000 followers on our main three platforms.

Facebook: 201,000 Followers

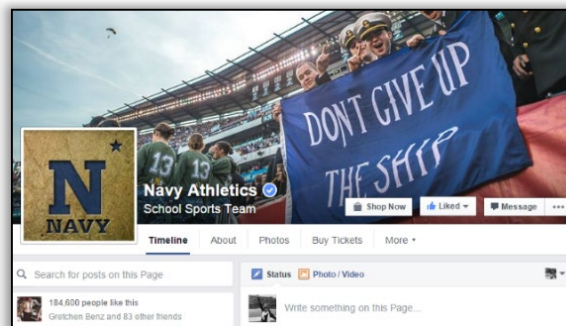
Twitter: 49,000 Followers

Instagram: 86,000 Followers

Navy Athletics Ranks:

#1 among Service Academies in combined Facebook and Instagram followers

#3 Facebook, #3 Instagram in Football's American Athletic Conference



Game Sponsorships



Football Game Sponsorship

Navy offers Presenter, Co-Presenter and Supporting Sponsorships for Annapolis Regular Season Home **Football Games**.

Opportunity for Sponsor Branding (Pre-Promotion and Game Day), On-Site Activation, VIP Hospitality and Tickets, Increased Media Exposure and more!

Game Sponsorships also available for Men's and Women's **Basketball** and Men's and Women's **Lacrosse**.



On-Site Activations



Football

On-site activations opportunities in Navy Fest Area on the exterior of Navy-Marine Corps Memorial Stadium. Area is in a high foot traffic portion of the stadium and along the Midshipmen's marching route.

Basketball/Lacrosse/Soccer

Basketball: Opportunity to have activation space in the main lobby of Alumni Hall.

Lacrosse: Opportunity to have activation space on the concourse of the stadium.

Soccer: Opportunity to have activation space at the entrance of the Glenn Warner Soccer Facility.

Opportunities include product sampling, name/data capture or distributing approved giveaways.



Promotions



Video Board Features

Use our high-definition video boards to promote your brand and get the fans excited with a video board feature or on-court promotion!

Available at football, basketball, lacrosse, soccer, volleyball, baseball and wrestling.

Marketing Programs

Team up with one of our many marketing programs and be a participating sponsors of our programs aimed at getting the community involved and growing our fan base!

Programs include:

- Meet the Mids
- Football Fan Fest
- Youth programs
- Kid's Club
- Birthday Party Program
- Ball Kids





Game Day Programs

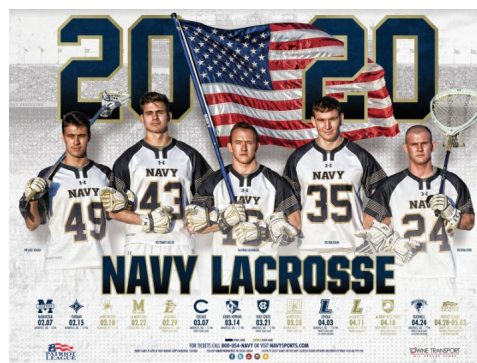
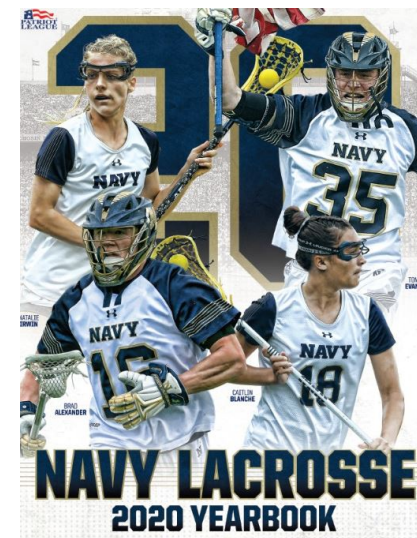
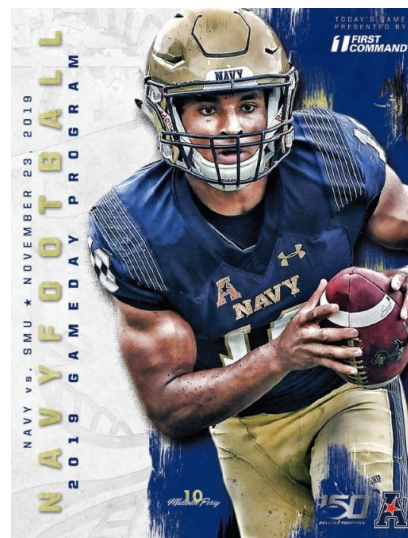
Football opportunities include full, half or quarter page ads in either four color or black/white. Included in all home Annapolis home football games. The full game programs, including the ad pages, are also available digitally on navysports.com for all fans.

Other opportunities include Army-Navy programs, Lacrosse programs and basketball roster cards.

Schedule Posters and Pocket Schedules

Navy Athletics produces promotional schedule posters and pocket schedules that include a sponsor logo for the following sports:

- Football
- Men's and Women's Basketball
- Men's and Women's Soccer
- Men's and Women's Lacrosse
- Men's and Women's Swimming
- Volleyball
- Wrestling
- Baseball
- Sprint Football





Football Premium Seating

Enjoy the Navy football game day experience at Navy-Marine Corp Memorial Stadium from one of our **24 luxury suites!** Located between the goal lines above the east side of the stadium and in the south end zone, our suites offer fans the ultimate viewing experience!

AMENITIES

- 30 season tickets for all regular season home football games
- 4 parking passes located next to the stadium
- Access to suites two hours prior to kickoff
- Climate controlled
- HD television coverage of game programming
- Food and beverage available for additional cost
- Access to suite for other stadium events like Navy Lacrosse, Graduation, etc.

NavyFest Tailgates

Bring your whole company to a Navy Football game a treat them to a pre-game tailgate in our NavyFest area. Tent and equipment is included and catering is available for purchase.



Contact Info



Thank you for your interest in partnering with Navy Athletics! Please reach out to the contacts below for additional information regarding sponsorships at Navy. We look forward to hearing from you.

Go Navy!

Jon Starrett

Senior Associate Athletic Director-
Corporate Sales
410-293-8784
starrett@usna.edu

Matt Muzza

Director of Corporate Services
410-293-8778
muzza@usna.edu

