

SPONSORSHIP OPPORTUNITIES 2022



UNITED STATES NAVAL ACADEMY
ALUMNI ASSOCIATION AND FOUNDATION

DID YOU KNOW?

The U.S. Naval Academy Alumni Association and Foundation provides engaging opportunities for your messaging to reach our many loyal audiences. Our team hosts dozens of events attracting thousands of people every year. We can also design customized partnerships to meet your goals.

WHAT'S THE BEST PART?

Your partnership not only supports your goals, but will also help to positively impact and serve our midshipmen and the Naval Academy family.

Thank you for your support. **GO NAVY!**





EVENT TABLE SPONSORSHIP



❑ COUNCIL OF CLASS PRESIDENTS— SPRING CONFERENCE

USNA alumni class presidents gather in Annapolis to coordinate their efforts and engage with the Alumni Association. Classes host reunions in Annapolis every five years as well as seasonal tailgates and events, making this gathering a prime opportunity to advertise your business to the class decision makers as they look forward to planning their next reunions.

Friday, 22 April 2022
Navy-Marine Corps Memorial Stadium, Akerson Tower
8 a.m. – 4 p.m.

SPONSOR \$1,000

Sponsorship includes the following:

- 8-foot table and chairs in meeting space
- Space for sign/banner and promotional materials (subject to approval by USNAAA)
- Lunch for two representatives
- Time for brief (1-2 minute) presentation to group
- Parking

❑ COUNCIL OF CLASS PRESIDENTS—FALL CONFERENCE

USNA alumni class presidents gather in Annapolis to coordinate their efforts and engage with the Alumni Association. Classes host reunions in Annapolis every five years as well as seasonal tailgates and events, making this gathering a prime opportunity to advertise your business to the class decision makers as they look forward to planning their next reunions.

Fall 2022
Navy-Marine Corps Memorial Stadium, VADM William Lawrence N* Room
8 a.m. – 4 p.m.

SPONSOR \$1,000

Sponsorship includes the following:

- 8-foot table and chairs in meeting space
- Space for sign/banner and promotional materials (subject to approval by USNAAA)
- Lunch for two representatives
- Time for brief (1-2 minute) presentation to group
- Parking

EVENT TABLE SPONSORSHIP

❑ INTERNATIONAL CHAPTER OFFICER FORUM

The leaders of the Naval Academy Alumni Association's 100 alumni chapters gather in Annapolis to coordinate efforts, share best practices, network and continue their engagement with the Alumni Association. As these leaders are active in many alumni events, this gathering is a prime opportunity to advertise to alumni locally, nationally and abroad.

Thursday, 11 May 2022
Alumni Hall, Bo Coppedge Room
7 a.m. – 4 p.m.

SPONSOR \$1,000

Sponsorship includes the following:

- 8-foot table and chairs in meeting space
- Space for sign/banner and promotional materials (subject to approval by USNAAA)
- Lunch for two representatives
- Time for brief (1-2 minute) presentation to group
- Parking

❑ PARENT CLUB OFFICERS CONFERENCE

The leaders of the Naval Academy Alumni Association's parents' clubs across the country gather in Annapolis to coordinate efforts, share best practices, network and continue their engagement with the Alumni Association. As these leaders are active in many midshipman events and travel to Annapolis often, this gathering is a prime opportunity to advertise to proud and influential parents of current midshipmen and future alumni.

Thursday, 8 September 2022
Navy-Marine Corps Memorial Stadium, VADM William Lawrence N* Room
8 a.m. – 4 p.m.

LEAD SPONSOR \$2,500

Sponsorship includes the following:

- Web: Recognition on www.usna.com on Parent page
- 8-foot table and chairs in meeting space
- Space for sign/banner and promotional materials (subject to approval by USNAAA)
- Two months highlight ads in our WaveTops e-newsletter based on availability
- Lunch for two representatives—embark on conversations with parents
- Time for brief (1-2 minute) presentation to group

PRESENTING SPONSOR \$1,500

Sponsorship includes the following:

- 8-foot table and chairs in meeting space
- Space for sign/banner and promotional materials (subject to approval by USNAAA)
- Lunch for two representatives—embark on conversations with parents
- Time for brief (1-2 minute) presentation to group



Focus your
camera here to view
Parent Page



INDUCTION DAY SPONSORSHIP



□ INDUCTION DAY

The Induction Day Welcome Aboard Picnic for the parents, families and friends of the Naval Academy Class of 2026 will occur on 30 June 2022 with a Family Information Expo. This event provides an ideal opportunity to introduce your company's brand and products to more than 1,100 families of the income plebe class, as well as a selection of Naval Academy Parents Clubs.



Focus your
camera here to view
I-Day video

Thursday, 30 June 2022

U.S. Naval Academy, Hospital Point

PREMIER SPONSOR \$15,000 (one available)

Sponsorship includes the following:

- Web: Recognition on www.usna.com on Induction Day page
- Exhibitor Booth: Two 8-foot tables with two chairs and tablecloth
- On-site Signage: Sponsor may provide a large banner to display in the tent
- E-News: Recognition in promotional emails and invitations
- Event Literature: Large, premium-sized logo recognition in all event literature
- Individual tent

PRESENTING SPONSOR \$7,500 (one available)

Sponsorship includes the following:

- Web: Recognition on www.usna.com on Induction Day page
- Exhibitor Booth: Two 8-foot tables with two chairs and tablecloth
- On-site Signage: Sponsor may provide a large banner to display in the tent
- E-News: Recognition in promotional emails and invitations
- Two months highlight ads in our WaveTops e-newsletter based on availability
- Individual tent

LEAD SPONSOR \$5,000

Sponsorship includes the following:

- Web: Recognition on www.usna.com on Induction Day page
- Exhibitor Booth: One 8-foot tables with two chairs and tablecloth
- On-site Signage: Sponsor may provide a banner to display in the tent
- E-News: Recognition in promotional emails and invitations
- Individual tent

HOMECOMING GOLF SPONSORSHIP



❑ HOMECOMING GOLF TOURNAMENT

Be among the companies who support The Homecoming Golf Tournament for USNA alumni and friends. We are partnering with the Naval Academy Athletic Association to celebrate alumni athletic competition, with proceeds to benefit The Fund for Athletic Excellence. Enjoy engaging with golfers, classmates, shipmates and friends at this annual event.



With sponsorship support, you will also enjoy a day of golf with alumni and friends of the Naval Academy on the newly renovated course. It will prove to be an exciting day!

Friday, 28 October 2022
Naval Academy Golf Course

PREMIER SPONSOR \$5,000

Sponsorship includes the following:

- Web: Recognition on www.usna.com on Homecoming Golf page
- 8-foot table and chairs in gathering spaces throughout the event
- Space for sign/banner and promotional materials/giveaways (subject to approval by USNAAA)
- Three months highlight ads in our WaveTops e-newsletter based on availability
- Lunch for two representatives—embark on conversations with golfers
- Time for brief (1-2 minute) presentation to group
- Two complimentary golf entries

LEAD SPONSOR \$2,500

Sponsorship includes the following:

- 8-foot table and chairs in gathering spaces throughout the event
- Space for sign/banner and promotional materials/giveaways (subject to approval by USNAAA)
- Lunch for two representatives—embark on conversations with golfers
- Time for brief (1-2 minute) presentation to group
- One complimentary golf entry

BEVERAGE CART SPONSOR \$2,000

Sponsorship includes the following:

- Opportunity to decorate the beverage cart
- 1-2 minutes to address the group
- One complimentary golf entry

HOMECOMING GOLF SPONSORSHIP

TEE BOX SPONSOR \$350

Sponsorship includes the following:

- Signage with your logo in the tee box
(You may request a specific hole; first come, first served)

RAFFLE PRIZES

We accept most raffle prize offers. please contact judy.buddensick@usna.com or call her at 443-994-2511 to collect prize donations.

DIGITAL ADVERTISING

The United States Naval Academy Alumni Association and Foundation e-newsletter, WaveTops, features news and updates on the Academy, its worldwide alumni community and the trends and issues shaping the world of national defense. Distributed to more than 80,000 people each month, WaveTops has an open rate that consistently tops 33 percent.



Focus your
camera here to view
WaveTops

PRINT ADVERTISING

The United States Naval Academy Alumni Association is the primary channel for the Naval Academy alumni community, including family and friends worldwide, to maintain active lifetime links and stay engaged with each other and the Naval Academy. The Association keeps its more than 68,000 members informed through a network of more than 100 chapters around the world, more than 70 active class organizations and more than 100 parent clubs.

The flagship publication for the Naval Academy Alumni Association and Foundation, *Shipmate* magazine is ranked by alumni as the best way to keep informed and stay connected with classmates and is the most useful resource to keep informed about the Naval Academy. Serving the Naval Academy and its alumni since 1938, *Shipmate* provides a vessel to deliver your message through display advertising to help showcase your business to an audience of United States Naval Academy alumni.

Published eight times per year and distributed globally to an engaged and informed readership, the purpose of *Shipmate* is to keep the Naval Academy community informed and interested in the Naval Academy and Naval Academy Alumni Association and Foundation.



SPONSORSHIP AND PAYMENT AGREEMENT

TERMS AND TERMINATION:

The terms of this agreement shall be executed on the specified event dates.

SPONSORSHIP FEE:

Sponsor shall pay the sum of chosen events to the USNA Alumni Association for these opportunities. Payment must be received at least 14 days prior to the date of the first sponsorship.

COMPLETE AGREEMENT:

This agreement constitutes the complete and exclusive understanding between the parties and supersedes any proposal or prior agreement, oral or written, or any other communications relating to the subject matter of this agreement. No modification of this agreement shall be binding unless it is in writing and signed by an authorized representative of the party against whom enforcement is sought.

CORPORATE SPONSOR: _____

Print Name: _____

Title: _____

Signature: _____

EVENT AND SPONSOR LEVEL:	TOTAL:
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
TOTAL:	_____

☐ Check Check Number _____

SEND PAYMENT TO:
USNA Alumni Association
Attn: Sponsorships
247 King George St.
Annapolis, MD 21402

PLEASE MAKE CHECKS PAYABLE TO THE
U.S. Naval Academy Alumni Association.

If paying by credit card, please contact
Laura Cylc at 410-295-4014 to conduct
the transaction.

QUESTIONS? Please contact Judy Buddensick at judy.buddensick@usna.com or 443-994-2511.

