

SPONSORSHIP OPPORTUNITIES 2025





TABLE OF CONTENTS

ADVERTISING OPPORTUNITIES 4

VOLUNTEER LEADER SUMMIT SPONSORSHIP 5

COUNCIL OF CLASS PRESIDENTS SPONSORSHIP 6

INDUCTION DAY SPONSORSHIP 7

USNA ALUMNI GOLF TOURNAMENT SPONSORSHIP 8

"WELCOME HOME" OPEN HOUSE..... 9

SPONSORSHIP AND PAYMENT AGREEMENT..... 10



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. Sponsorship levels and benefits highlighted in the following pages represent cash sponsorships. In-kind sponsorship opportunities may be available and may have different benefits.

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!**

DIGITAL ADVERTISING

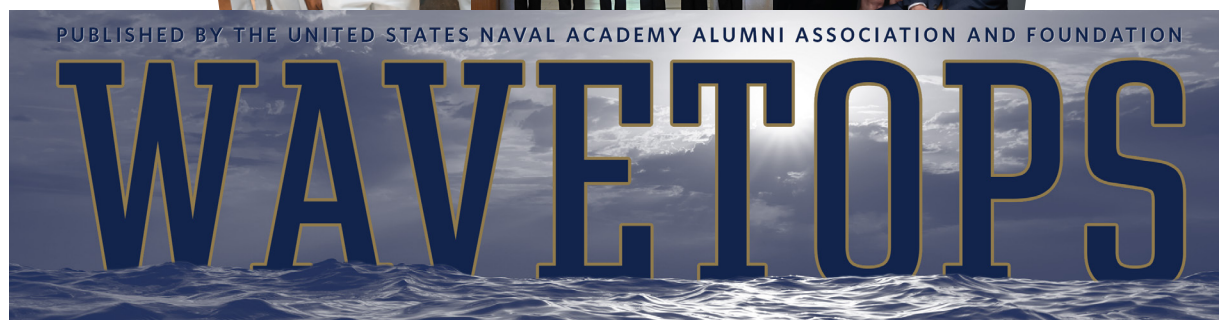
The U.S. Naval Academy Alumni Association & Foundation e-newsletter, WaveTops, features news and updates on the Academy, its worldwide alumni community and the trends and issues shaping the world of national defense. Distributed to more than 80,000 people each month, WaveTops has an open rate of 50 percent. myUSNA is the Alumni Association's primary engagement platform exclusively designed for and available to over 70,000 alumni and parents.

PRINT ADVERTISING

The U.S. 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 69,000 members informed through a network of more than 100 chapters, 77 active class organizations, more than 70 parent clubs and 6 shared interest groups.

The flagship publication for the The U.S. Naval Academy Alumni Association & 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 six 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 Alumni Association and Foundation. For more information, visit www.usna.com/shipmate/advertising-opportunities.



VOLUNTEER LEADER SUMMIT SPONSORSHIP



The leaders of the Alumni Association and Foundation's more than 100 chapters, 77 active class organizations, more than 70 parent clubs and 6 shared interest groups 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 alumni and midshipmen events across the country and travel to Annapolis often, this gathering is a prime opportunity to advertise to alumni locally, nationally and abroad as well as proud and influential parents of current midshipmen and future alumni.

31 March 2025
Fluegel Alumni Center
7:15 a.m. – 3:15 p.m.

Number of Attendees: 125
Reach: 10's of Thousands

SPONSORSHIP LEVELS			Sponsorship includes the following:
Presenting \$6,000	Supporting \$3,000	Contributing \$1,500	
★			45 second ad on <i>Sing Second</i> podcast
★			Name on conference swag and online and printed collateral
★	★		Brief remarks to the group (1-2 minutes)
★	★		1/4 page ad in next edition of chapter, parent club and SIG handbooks
★	★		Highlighted ad in one issue of <i>Wavetops</i> newsletter (subject to availability)
★	★		Logo and link on event website
★	★	★	Name on event website
★	★	★	8' table and chairs
★	★	★	Space for sign/banner and promotional materials (subject to approval)
★	★	★	Lunch for two representatives



COUNCIL OF CLASS PRESIDENTS SPONSORSHIP



USNA alumni class presidents gather in Annapolis semi-annually to coordinate their efforts and engage with the Alumni Association and Foundation. 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. In addition, the class presidents communicate regularly with their classmates around the world via email, virtual meetings and more, providing your business an opportunity for greater exposure.

Spring—Friday, 25 April 2025
Fluegel Alumni Center, Reinemund Room
7 a.m. – 3 p.m.

and

Fall—Date TBD
Fluegel Alumni Center, Reinemund Room
7 a.m. – 3 p.m.

Attendees: 60
Reach: 60K+ Alumni

SPONSORSHIP LEVELS			Sponsorship includes the following:
Presenting \$6,000	Supporting \$3,000	Contributing \$1,500	
★			
★			
★	★		
1/2 page	1/4 page		
★	★		
★	★	★	
★	★	★	
★	★	★	
★	★	★	45 second ad on <i>Sing Second</i> podcast
			Name online and printed collateral
			Brief remarks to the group (1-2 minutes)
			Ad in next edition of class president and reunion handbooks
			Highlighted ad in one issue of <i>Wavetops</i> newsletter (subject to availability)
			Verbal recognition by COCP president
			8' table and chairs
			Space for sign/banner and promotional materials (subject to approval)
			Lunch for two representatives



INDUCTION DAY SPONSORSHIP



The Induction Day Information Expo for the parents, families and friends of the Naval Academy Class of 2029 will occur on 26 June 2025. This event provides an ideal opportunity to introduce your company's brand and products to more than 1,100 families of the incoming plebe class from around the world, as well as a selection of Naval Academy Parent Clubs and Shared Interest Groups, representing alumni and supporters from around the country.

Thursday, 26 June 2025
United States Naval Academy,
Hospital Point

Attendees: 3000+
Reach: 3000+

SPONSORSHIP LEVELS			Sponsorship includes the following:
Presenting \$15,000	Supporting \$7,500	Contributing \$5,000	
★			45 second ad on <i>Sing Second</i> podcast
★			Name online and printed collateral
★			Brief on-stage remarks (2-3 minutes)
1 issue			Highlighted ad <i>Wavetops</i> enewsletter (subject to availability)
★	★		On-stage recognition by USNA AA&F
★	★		Recognition in promotional emails and invitations
★	★		Logo and link on event website
★	★	★	Name on event website
★	★	★	Individual tent, 8' table, two chairs and tablecloth
★	★	★	Space for sign/banner and promotional materials at table (subject to approval)
★	★	★	Lunch for two representatives
★	★	★	Included on exhibitor punch card



ALUMNI GOLF TOURNAMENT SPONSORSHIP



Be among the companies who support the Alumni Golf Tournament for USNA alumni and friends. This annual event for alumni and friends celebrates alumni athletic competition and helps support the Brigade of Midshipmen. Playing the newly renovated course provides a unique experience for the golfers. You don't want to miss it!

Fall 2025: Date TBD
Naval Academy Golf Course

Golfers: 112

SPONSORSHIP LEVELS					Cash Sponsorships includes the following:
Presenting \$7,500 (1 available)	Supporting \$3,000	Beverage Cart \$2,000	Contributing \$1,500	Tee Box \$400	
★					30 second ad on <i>Sing Second</i> podcast
★					Name on one golf swag item and promotional materials
★					Highlighted ad in one issue of <i>Wavetops</i> newsletter (subject to availability)
★	★				Brief remarks to the group (1-2 minutes)
★	★				Logo and link on event website
★	★				Space for sign/banner and promotional materials (subject to approval)
2	1	1			Complimentary golf entry
		★			Opportunity to decorate the beverage cart
★	★	★	★		Name on event website
★	★	★	★		Lunch for two representatives
★	★	★	★	★	Signage with your logo on tee box (holes may be requested: first come, first served)



"WELCOME HOME" OPEN HOUSE



In honor of Homecoming Weekend, the U.S. Naval Academy Alumni Association welcomes alumni, their families and the community to Fluegel Alumni Center for some pre-game refreshments, entertainment and fun while reconnecting with friends. With hundreds of Navy fans from near and far in attendance, this second annual party is a must-attend event before watching the Navy midshipmen take the field.

Saturday, 25 October 2025

Fluegel Alumni Center

11:30 a.m. – 2:30 p.m.

Attendees: 500+
Reach: 10's of thousands due to
heavy event promotion

SPONSORSHIP LEVELS						Cash Sponsorships includes the following:
Title Sponsor \$10,000	Bar \$5,000	Breakfast \$3,000	Entertainment \$2,500	Coffee \$1,500	Contributing \$500	
★						Recognized at all pre-game socials for home games, including all promotion
★						10 minute interview during one (1) Sing Second pod during pre-game social (in addition to Welcome Home pod)
★	★					30 second ad on <i>Sing Second</i> podcast
★	★					Name or logo on official Welcome Home giveaway
★	★	★	★			Highlighted ad in one issue of Wavetops enewsletter (subject to availability)
★	★	★	★			Logo and link on event website
★	★	★	★	★		One table + two chairs in FAC lobby
★	★	★	★	★		Space for sign/banner and promotional materials (subject to approval)
★	★	★	★	★		Signage with your logo by sponsored item
★	★	★	★	★	★	Recognized in open house promotion (email, website, social media, digital boards in FAC)



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 and Foundation for these opportunities.

To receive benefits, payment must be received *at least 14 days* prior to the date of the sponsored event.

Initial

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: _____

SEND PAYMENT TO:

USNA Alumni Association
Attn: Sponsorships
301 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.

☐ Check Check Number _____



Please return this signed agreement to judyb@francesmarketing.com.
If you have questions, please contact Judy by phone at 443-994-2511.