



ABOUT THE MILITARY BOWL



The Military Bowl is the college football bowl game held annually in Annapolis, Maryland in December.



Hosted at Navy-Marine Corps Memorial Stadium with average attendance of 27,000 fans.



The ONLY college football bowl game organized by a 501c3 to support its own cause—the operation of Patriot Point, a 294 acre recreational retreat located on Maryland's Eastern Shore for recovering service members, their families and caregivers.



Features teams from the ACC and American Conferences. Recent participants include Virginia Tech, NC State, Pitt, East Carolina, Tulane and Duke.



Broadcast live on ESPN and a national network of radio stations. Average TV Viewership of 2.7M. More than 1.5M social media impressions and over 200K page-views in December.



Sponsorship packages provide year-round assets, maximizing the college football and bowl seasons, peaking on game day.





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SPONSORSHIP INVENTORY



MEDIA

- National TV Spot during ESPN Game Day Broadcast
- Spot on Live Broadcast Across Network of National Radio Affiliates
- Live Billboard Read During ESPN Broadcast
- Local Media Campaign with WTOP Radio or Stars & Stripes
- Game Program Advertisement



IN-VENUE

- TV Viewable, End Zone, Field-Level and Stadium-Bowl Signage
- Commercial Spot or Ownable In-Game Moment on Scoreboard
- In-Game Fan-Engagement
- Logo ID on Stadium Scoreboard
- PA Announcements at Game



ACTIVATION

- Tailgate Festival Activation
- Military Bowl Parade Participation
- Stadium Concourse Booth
- Custom Community Engagement or Military Appreciation Campaign
- Title or Co-Sponsorship of Bowl Week Event/Asset



DIGITAL

- Exposure on Bowl Social Media Platforms
- eNewsletter Digital Ad or Editorial Content
- Digital Ad or Content on Military Bowl Website and App
- Custom Video Production



YEAR-ROUND EVENTS & HOSPITALITY

- Exclusive Bowl Week VIP Event Access
- Bowl Game VIP Suite Access
- Premier In-Stadium Seats
- Complimentary Parking
- Awards Dinner at Congressional Country Club in April
- Golf Outing in June
- Home of the Free Dinner for NFL Kickoff Game in September