

National Museum of the Surface Navy at the Battleship IOWA

2024 / 2025 Sponsorship Opportunities & Overview



Our Mission

Mission: Ignite curiosity, connect communities and enhance understanding of America's role in maritime peace and prosperity.

Vision: To inspire global awareness of freedom of the seas.

How:

- ★ STEM-based Immersive Learning
- ★ Connecting Veterans with Services
- ★ Bridging Military-Civilian Gap



Who We Are

Pacific Battleship Center is a an award-winning 501(c)3 non-profit founded in 2008 to ignite curiosity, connect communities, and enhance understanding of America's role in maritime peace and prosperity. Significant milestones include:

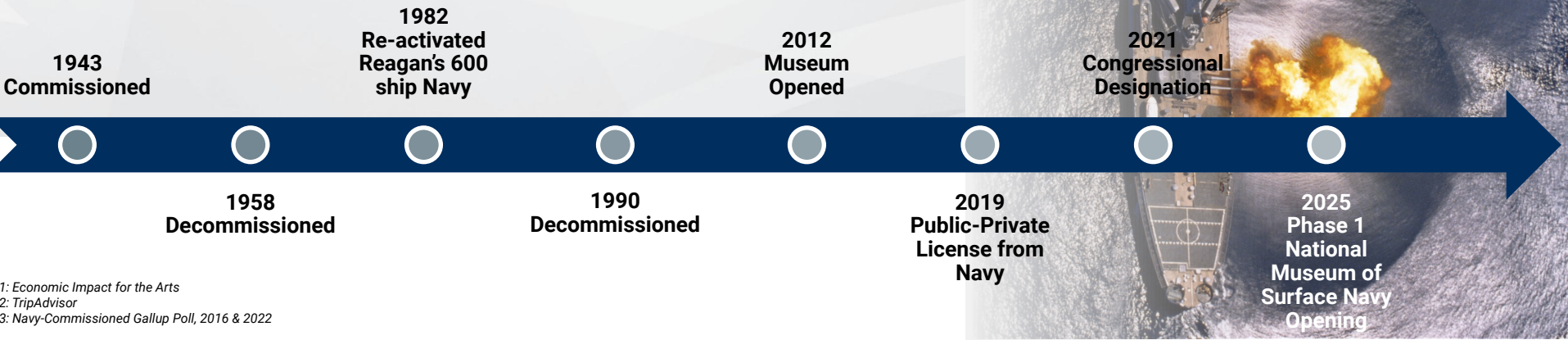
- ★ *Top #4 Museum and tourist attraction in Los Angeles.*
- ★ *Over 300,000 visitors and participants annually.*
- ★ *Supported by admissions, fees, sponsorships and donations.*
- ★ *Do not receive government funding for operations.*
- ★ *Over 60,000 volunteer hours donated to Battleship IOWA annually.*
- ★ *Capital campaign in progress to build the National Museum of the Surface Navy on the Battleship IOWA.*



Established Success

Annual Impact

- ★ **\$12M** Economic Impact & Jobs Supported₁
- ★ **280** Jobs Sustained₁
- ★ **20,000** Students Reached
- ★ **7,500** Veterans Receiving Direct Services
- ★ **#4** Thing to do in LA out of 929 options₂
- ★ **Benchmark** for Fleet Week Public Engagement₃



1: Economic Impact for the Arts

2: TripAdvisor

3: Navy-Commissioned Gallup Poll, 2016 & 2022

Location in

America's Port

- ★ Center of maritime activity for Southwestern US
- ★ Historic home to US Naval Fleet and Long Beach Naval Base & Shipyard.
- ★ Direct beneficiary of Freedom of the Seas, handling the most containers per ship call in the world.
- ★ The City of Los Angeles welcomes more than 50 million visitors annually.



Programs and Opportunities

Our mission is to ignite curiosity, connect communities, and enhance understanding of America's role in maritime peace and prosperity.

We accomplish this by leveraging the Battleship USS Iowa and adjacent property as an anchor for the waterfront focused on communities.

We focus our our activities into three pillars:

- ★ Education
- ★ Veterans
- ★ Community



Education

The Battleship IOWA is an in-situ environment which addresses national education deficiencies and sparks interest in STEM, history, civics, and leadership through innovative education and museum programs.



STEAM Programs

- Day of Discovery (LAUSD)
- STEAM at Sea (All non-LAUSD Schools)
- STEM Adventure Camp (Summer only)

Informal All-Ages Education and Tours

- In-person and Virtual Tours
- Specialized Tours (Engineering, Gunnery, President's)
- Vicky the Dog Scavenger Hunt (targeted for youth)

Camp Battleship Overnight Youth Program

- In-person overnight program, including a tour, meals, and spending the night aboard the Battleship IOWA

VADM Gravely Leadership Experience

- Student Luncheon
- Essay Contest and Scholarships



Veteran Community

Since 2012, more than 150,000 veterans have been impacted by our programs and activities at the Battleship IOWA. We are proud of our diverse activations and relationships for the benefit of veterans nationwide.

Veterans Resource Center

REBOOT Transition Program

Veterans Resources and Virtual Programming (VetTalk)

Veterans Activities aboard IOWA

Active Military

Ceremonies (Promotions, Retirements, Enlistments, Commissionings, etc.)

Training

Activities

LA Fleet Week / Memorial Day / Veterans Day

Volunteerism and Skill Training

Meetings, Remembrances and Ceremonies



Community

Battleship IOWA is a welcoming anchor on the LA Waterfront with a focus on the economic development, training, and social support needs of communities throughout LA County.

First Responder & Safety

SWAT, Maritime Security, USAR, and Confined Space Training

Community Gathering & Socialization

Fee waivers and ticket donations to support other local non-profits

Community events offered at no-cost to attendees

Economic Development

Top 5 Museum in Los Angeles

Crew numbering in the 100's contributes to local economy



LA FLEET WEEK®

Annual Events



The Freedom of the Seas Awards Gala

October 19, 2024



Gravelly Experience

February 18, 2025 - Youth Summit

February 25, 2025 - Senior Leadership Forum



LA Fleet Week

May 21-26, 2025 - Annual LA Fleet Week at the Battleship

IOWA



LA FLEET WEEK®

LA Fleet Week Event

LA FLEET WEEK is an annual, multi-day public event held on the LA Waterfront at the Port of Los Angeles, also known as America's Port. The event coincides with Fleet Week New York, enabling a true coast-to-coast celebration of our nation's Sea Service.

LA Fleet Week provides a unique opportunity for citizens of Los Angeles and beyond to interact with Sailors, Marines, Soldiers, and Coast Guardsmen, as well as witness firsthand the capabilities of today's maritime services



LA Fleet Week Event

Events are free and open to the public, including the festival stage and concert series, thrilling aerial demonstrations. STEM and conservation education, and amazing experiences aboard active duty ships at our nation's busiest port!

- ★ 215,000 city wide participants
- ★ 65,000 expo area attendees
- ★ Active Duty Ship Tours
- ★ 1000-3000 visiting Sailors, Soldiers, Marines and Coast Guardsmen
- ★ 80+ Exhibitors
- ★ Military regional excursions
- ★ Galley Wars culinary competition with celebrity judges
- ★ Sports competitions between military branches and first responders
- ★ Morale boosting activities for Service Members



Partner Benefits

Customizable packages to reach any and all brand objectives. Our goal is to ensure that you maximize your reach to ensure brand success and a long lasting relationships with not only the USS Iowa, but also our active duty, veterans and surrounding communities. Example benefits include:

- ★ Title sponsorship
- ★ Category or service exclusivity
- ★ Product sampling & demonstrations
- ★ Public Relations opportunities
- ★ Community leadership visibility
- ★ Hospitality offerings
- ★ Exhibit space
- ★ Use of Fleet Week branding
- ★ Media & Ad inclusion
- ★ Invitation only tours and events



Special Events

Galley Wars Surf and Turf Taco Challenge presented by Fox Entertainment

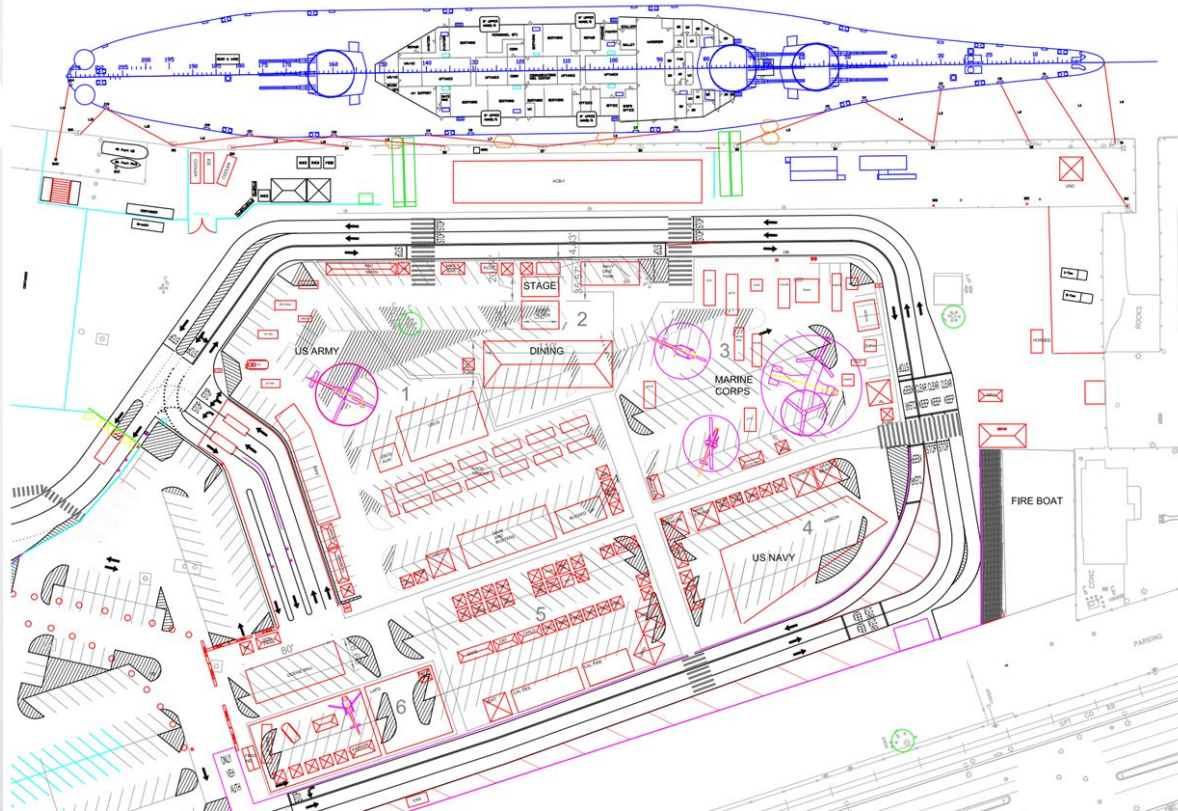
A chance for service members of every branch to showcase their culinary skills and compete for the pride of being the best Chefs in the Department of Defense!



Event Layout

The LA Fleet Week Expo is the main hub for all the action during the week! Within the event space you'll find:

- ★ Stage performances
- ★ Food and Beverages
- ★ Static military displays
- ★ Special Events
- ★ Audience engagement



LA FLEET WEEK®

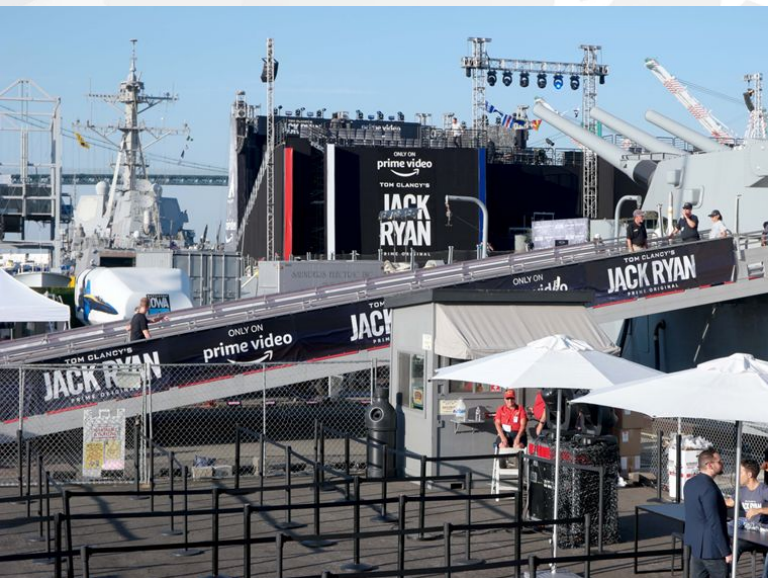
Sponsored Activations and Past Events

- ★ *Celebrity and Professional Athlete visits*
- ★ *Jack Ryan screening*
- ★ *Hollywood panel discussions*
- ★ *Dodgeball Tournament presented by Fox Sports*
- ★ *Family Fun Zone presented by Dave and Busters*
- ★ *First Responder and Military demonstrations*
- ★ *Wells Fargo Veteran car giveaway*
- ★ *Community Welcome Party*
- ★ *Comedy and Casino Night*



LA FLEET WEEK®

Jack Ryan - Special Premier



LA FLEET WEEK®

Jack Ryan - Special Premier



LA FLEET WEEK®



LA FLEET WEEK®



Community Resiliency

Leadership Panel Summit

LA Fleet Week Leadership Summit brings the military, public and private sectors together for important discussions of local and national importance. These discussions act as opportunities for leaders of every industry to network and discuss how they can mutually help each other in protecting our blue economy.

Defense Support of Civil Authorities (DSCA)

LA Fleet Week strengthens local and regional disaster preparedness and response abilities by facilitating the building of relationships between regional first responders, military, and emergency planning professionals. The DSCA Summit provides the opportunity for open dialogue on the response and recovery phases of a catastrophic disaster affecting the region.



Metrics and Reach

Impact:

- ★ 250,000 people at all events in LA
- ★ 100,000+ on San Pedro waterfront
- ★ 21,000 active ship tours (USN / USCG)
- ★ 6,000 Battleship USS Iowa tours
- ★ 3000+ service members
- ★ 475 JROTC ship riders

Media:

- ★ 848 mentions (+28%)
- ★ \$13.8m publicity (+106%)
- ★ 604.3m audience (+117%)
- ★ Top stories: CNV Arrival & 6th St Bridge Activation

Marketing:

- ★ Digital Ads: 1.78m impressions
- ★ Outfront billboards: 6.4m impressions
- ★ E-blasts: 1.9m impressions
- ★ Website: 679k views

Social Media:

- ★ Reach: 46 million
- ★ Interactions: 3.9 million
- ★ Shares: 3.7 million
- ★ Likes: 2.7 million
- ★ Positive Mentions: 19.3k w/ 91% on Instagram
- ★ Videos: 43
- ★ Video Views: 7.7 million
- ★ Videos: 43
- ★ Most engaged age ranges: 18-24 & 35-44
- ★ Top 3 Reels: CVN Arrival; Singing Sailors; Gaming

Survey & Festival Attendees:

- ★ Families of 3+: 53%
- ★ Under 17: 29%
- ★ Under 35: 73%
- ★ Women: 48%
- ★ Greater L.A. Metro: 85%
- ★ Harbor Area: 6%



LA FLEET WEEK®

		PRESENTING SPONSOR \$500,000	TITLE SPONSOR \$150,000	PLATINUM SPONSOR \$50,000	GOLD SPONSOR \$20,000	SILVER SPONSOR \$10,000	BRONZE SPONSOR \$5,000	ACTIVATION SPONSOR \$7,500	SUPPORTING SPONSOR \$5,000
RECOGNITION	RECOGNITION ON THE WEBSITE	HOME PAGE	HOME PAGE	HOME PAGE	SPONSOR PAGE	SPONSOR PAGE	SPONSOR PAGE	SPONSOR PAGE	SPONSOR PAGE
	RECOGNITION ON THE WELCOME BANNERS	YES	YES	YES	YES	YES	YES	YES	YES
	RECOGNITION IN SPONSOR BANNERS	YES	YES	YES	YES	YES	YES	YES	YES
	USE OF LA FLEET WEEK LOGO	YES	YES	YES	YES	YES	YES	YES	YES
	RECOGNITION ON SHIP TOUR TICKETS	YES	YES	YES	YES	YES	YES	YES	YES
	RECOGNITION ON POSTER & PROGRAM	YES	YES	YES	-	-	-	-	-
	RECOGNITION IN PRINT ADS	YES	YES	YES	-	-	-	-	-
	RECOGNITION IN PRESS RELEASES	YES	YES	YES	-	-	-	-	-
	RECOGNITION IN TV & RADIO ADS	YES	YES	-	-	-	-	-	-
	RECOGNITION IN SOCIAL MEDIA	YES	YES	-	-	-	-	-	-
ACTIVATION	EXHIBIT SPACE	10X40	10X30	10X20	10X20	10X10	10X10	10X10	10X10
	BANNER SPACE ON FENCE	10	8	6	4	3	2	2	2
	PA ANNOUNCEMENTS	8	6	5	4	3	2	2	2
	FIRST RIGHT OF REFUSAL	YES	YES	YES	-	-	-	-	-
	PRODUCT SALES RIGHTS	YES	YES	YES	-	-	-	-	-
	CATEGORY EXCLUSIVITY	YES	YES	YES	-	-	-	-	-
HOSPITALITY	SPECIAL SHIP TOURS	YES	YES	YES	YES	YES	YES	YES	YES
	FOOD PASSES	10	5	5	5	5	5	5	5
	VIP PARKING	5	1	-	-	-	-	-	-
APPRECIATION	SOUVENIR POSTERS	100	50	10	10	1	1	1	1
	FLEET WEEK SPONSOR HATS	10	6	3	2	1	1	1	1
	ACCESS TO HIGHLIGHTS GALLERY	YES	YES	YES	YES	YES	YES	YES	YES
	SPONSOR THANK YOU GIFT	2	2	1	-	-	-	-	-

LA FLEET WEEK®

		GALLEY WARS \$25,000	DODGEBALL SPONSOR \$25,000	AERIAL DEMO SPONSOR \$25,000	STAGE SPONSOR \$25,000	TALENT SHOW SPONSOR \$25,000	SELFIE BOOTH SPONSOR \$25,000	CREW FOOD SPONSOR \$20,000	PROMOTIONAL SPONSOR \$2,500
RECOGNITION	RECOGNITION ON THE WEBSITE	EVENT PAGE	EVENT PAGE	EVENT PAGE	EVENT PAGE	EVENT PAGE	EVENT PAGE	SPONSOR PAGE	SPONSOR PAGE
	RECOGNITION ON THE WELCOME BANNERS	PAGE YES	YES	PAGE YES	YES	YES	-	-	-
	DEDICATED EVENT BANNER	YES	YES	YES	YES	YES	YES	YES	-
	USE OF LA FLEET WEEK LOGO	YES	YES	YES	YES	YES	YES	YES	YES
	RECOGNITION ON SHIP TOUR TICKETS	YES	YES	YES	YES	YES	-	YES	-
	RECOGNITION ON POSTER & PROGRAM	YES	YES	-	-	-	-	YES	-
	RECOGNITION IN PRINT ADS	YES	-	YES	-	-	-	-	-
	RECOGNITION IN PRESS RELEASES	-	-	-	-	-	-	-	-
	RECOGNITION IN TV & RADIO ADS	-	YES	-	-	-	-	-	-
	RECOGNITION IN SOCIAL MEDIA	YES	YES	-	YES	YES	YES	YES	-
		YES		YES					
ACTIVATION	EXHIBIT SPACE	10X20	10X20	10X20	10X20	10X20	10X20	10X20	10X10
	BANNER SPACE ON FENCE	4	4	4	4	4	4	4	-
	PA ANNOUNCEMENTS	4	4	4	4	4	4	4	-
	FIRST RIGHT OF REFUSAL	-	-	-	-	-	-	-	-
	PRODUCT SALES RIGHTS	-	-	-	-	-	-	-	-
	CATEGORY EXCLUSIVITY	-	-	-	-	-	-	-	-
HOSPITALITY	SPECIAL SHIP TOURS	YES	YES	YES	YES	YES	YES	YES	-
	FOOD PASSES	10	5	5	5	5	5	5	-
	VIP PARKING	-	-	-	-	-	-	-	-
APPRECIATION	SOUVENIR POSTERS								
	FLEET WEEK SPONSOR HATS	-	-	-	-	-	-	-	-
	ACCESS TO HIGHLIGHTS GALLERY	-	-	-	-	-	-	-	-
	SPONSOR THANK YOU GIFT	YES	YES	YES	YES	YES	YES	YES	YES
		1	1	1	1	1	1	1	-

Leadership Summit Sponsorship

Presenting Sponsor: \$25,000

- ★ *Opportunity for a leadership representative to provide the welcome or closing remarks for the Leadership Summit keynote and/or a preferred forum.*
- ★ *Opportunity for a leadership representative to participate in Leadership Summit discussion panels or presentations.*
- ★ *Invitation for up to 10 people to attend Leadership Summit events.*
- ★ *Recognition as the Presenting Sponsor in each forum's welcome remarks.*
- ★ *Prominent logo inclusion on sponsor signage, printed materials, website, e-blasts, and site banners for both the Leadership Summit and the overall LA Fleet Week event.*
- ★ *Prominent logo recognition at the welcome table for event attendee check-in.*
- ★ *Dedicated press release announcing sponsorship, with option to include a quote.*
- ★ *Ability to provide takeaway items to attendees at keynote forum.*
- ★ *First right of refusal as presenting sponsor of the following year's event.*

Leadership Sponsor: \$10,000

- ★ *Opportunity for a leadership representative to participate in a Leadership Summit discussion panel or presentation.*
- ★ *Invitation for up to 6 people to attend the Leadership Summit events.*
- ★ *Recognized a Leadership Sponsor in each forum's welcome comments.*
- ★ *Logo inclusion on sponsor signage, printed materials, website, e-blasts, and site banners for both the Leadership Summit and the overall LA Fleet Week event.*
- ★ *Logo recognition at the welcome table for event attendee check-in.*

Community Sponsor: \$5,000

- ★ *Invitation for up to 4 people to attend the Leadership Summit events.*
- ★ *Recognized a Community Sponsor in the keynote forum's welcome comments.*
- ★ *Logo inclusion on sponsor signage, printed materials, and e-blasts for the Leadership Summit*
- ★ *Name recognition on sponsor signage, printed materials, website, e-blasts, and site banners for the overall LA Fleet Week event.*

Supporting Sponsor: \$2,000

- ★ *Invitation for up to 2 people to attend the Leadership Summit.*
- ★ *Logo inclusion on sponsor signage, printed materials, and e-blasts for the Leadership Summit*

Other Opportunities

Battleship IOWA is a vibrant community platform utilized to enhance society in a positive way. The crew of the IOWA has been at the forefront of community engagement with a diverse range of opportunities including:

Event & Meeting Space

- ★ *Special event space from 1 to 1,500 people*
- ★ *Fireworks and laser shows*
- ★ *Birthday parties for all ages*
- ★ *Outdoor dining opportunity*
- ★ *Outdoor concerts and movies*

Virtual Content

- ★ *Webcasts and virtual chats on relevant topics*
- ★ *Video and film creation and location*
- ★ *Education content*
- ★ *Tours and veterans conversations*



Battleship IOWA

Our Partners

TIMKEN®



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CARSON
FOUNDATION

 **Crail-Johnson**
FOUNDATION

The Kenneth T. and Eileen L.
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 **COLLIER WALSH**
NAKAZAWA



THE SHERRY GRISWOLD
FOUNDATION



MaCher



**WELLS
FARGO**

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