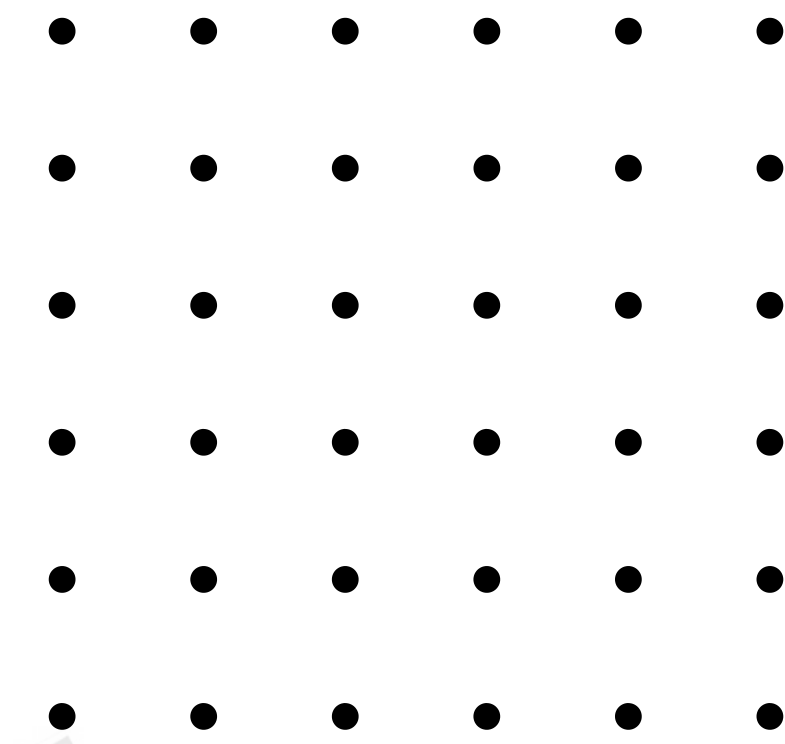


# MILITARY BOWL FOUNDATION



The thrilling centerpiece of the Military Bowl Foundation, the Military Bowl is the National Capital Region's college football postseason bowl game featuring a matchup between teams from the **Atlantic Coast Conference** and the **American Athletic Conference**. Played in December at **Navy-Marine Corps Memorial Stadium** in **Annapolis, Md.**, the Military Bowl is broadcast nationally on ESPN.

**FOUNDED IN  
2008**

The mission of the Military Bowl is to benefit our nation's service members including a partnership with **USO** and the operation of **Patriot Point**, our 294-acre retreat for recovering service members, their families and caregivers on Maryland's Eastern Shore.



Since its inception in 2008, the Military Bowl has provided over 25,000 **complimentary tickets** to active duty and veteran service members; generated more than \$1M in **donations** to USO; and raised \$3M to establish Patriot Point, that annually hosts more than 400 guests for over 1,500 annual days of use.

**CLICK LINK ICON BELOW**

**2022 HYPE VIDEO**



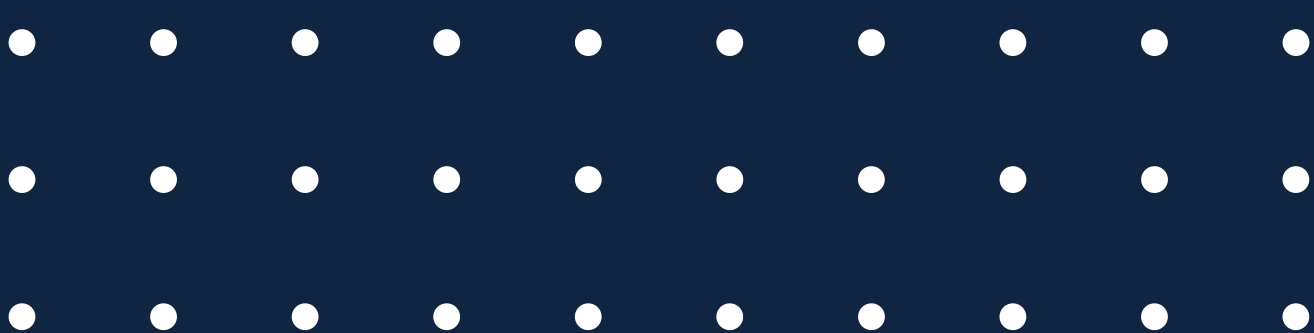
**ESPN HIGHLIGHTS**



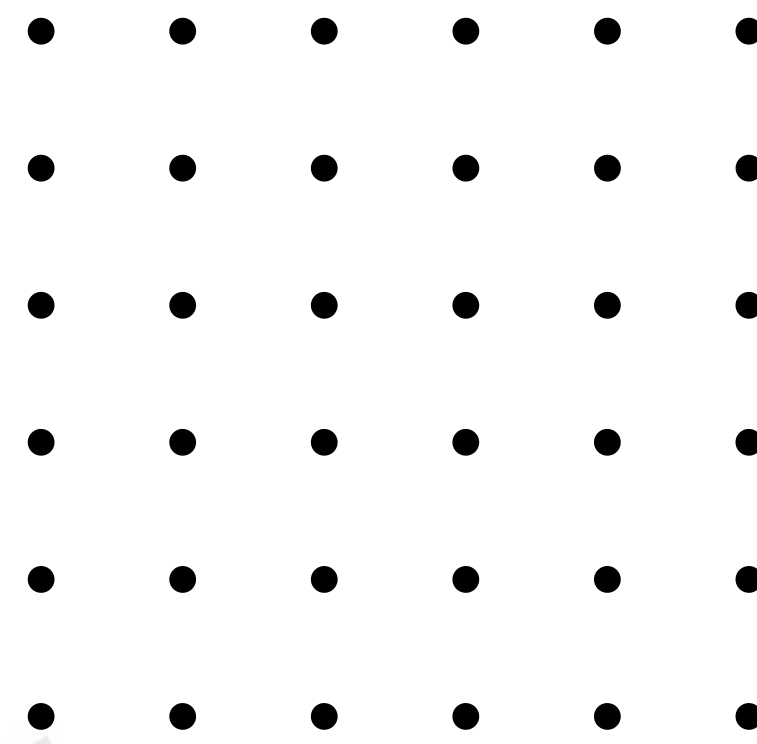
**PARACHUTE VIDEO**



**CLICK FOR: 2022 SIZZLE VIDEO**



# MILITARY BOWL MORE THAN A GAME



The Military Bowl and our partners focus on supporting active duty military and veterans by showing appreciation for their service to our country through programming, outreach efforts, ceremonial moments and special experiences. From around the country, across the DMV and as valued employees of our sponsor partners, members of the military immediately sense how the Military Bowl is "more than a game."

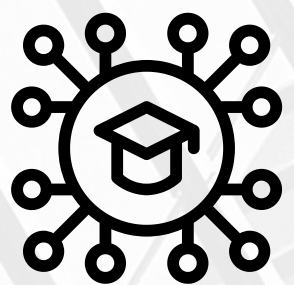


## VALUES-DRIVEN INITIATIVES



### **Tickets for Troops:**

In partnership with the USO and our sponsors, the Military Bowl provides thousands of tickets to the active duty military community as well as to veterans through VetTix.



### **STEM Scholar Athlete:**

Social media-driven recognition initiative to honor one football player at each member university of the ACC and the American Athletic Conferences – our partner conferences. These players are studying STEM (science, technology, engineering, math) subjects and/or aspire to STEM careers. The athletes from the two universities participating in the Military Bowl are recognized at the game in an on-field ceremony and receive a donation to the school's scholarship program.



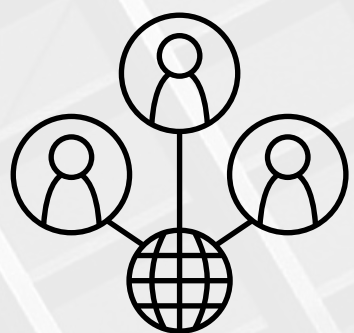
### **Volunteers**

Employees especially from veterans ERGs participate in the Military Bowl as valued volunteers included the coveted opportunity to unfurl the giant 100 yard flag.



### **Charitable Affiliations**

The Military Bowl has traditionally supported the USO and aligns with the preferred community organization of our presenting sponsor. Unparalleled visibility is available to this organization through valued on-field logo placements, promotional exposure, supporter engagement and other benefits.



### **Networking**

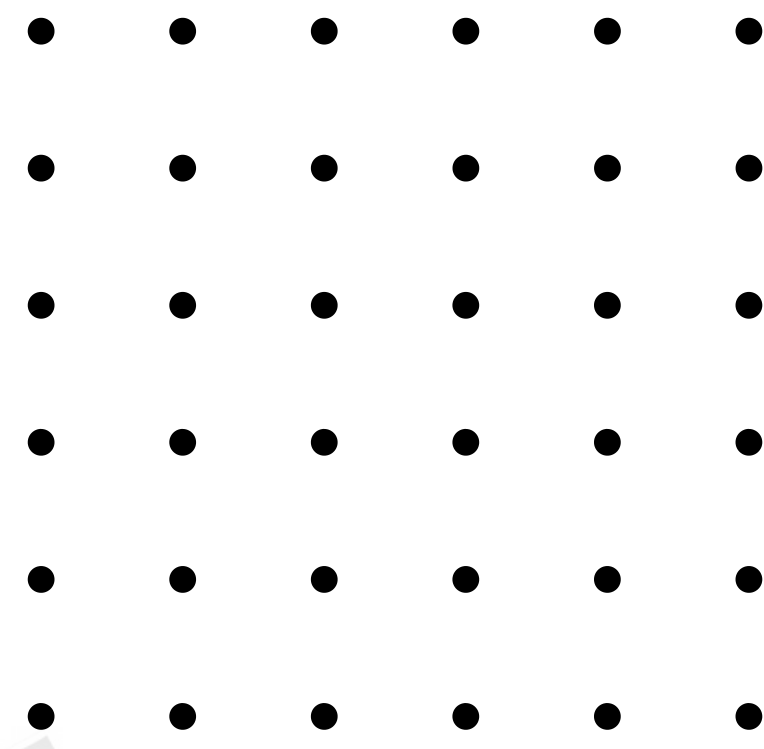
Our Presenting Sponsor will have opportunity to network with leaders from the Federal space and our active and mission focused Foundation Board featuring respected professionals from the fields of law, sports/entertainment, defense, finance and real estate. The Bowl offers a unique space to meet and engage Medal of Honor recipients; military leaders; government representatives; Touchdown Club members; and executives from other sponsors.



### **Community Outreach**

The Military Bowl engages community members and organizations in a variety of meaningful ways including hosting a youth football clinic in Washington, DC; inviting youth football teams and grassroots community organizations to participate in the Military Bowl Parade; and welcoming underprivileged youth to Patriot Point.

# SPONSOR BENEFITS



Military Bowl sponsorships are constructed to meet marketing and outreach objectives while leveraging one-of-a-kind hospitality, business-building opportunities, activation platforms, powerful brand visibility, advertising and digital engagement. Individualized sponsor packages are available upon request to meet a company's mission and budget.



## AVAILABLE ASSETS

### EXPERIENCE

Entertain clients, reward employees or attend with family and friends. The Military Bowl has premium offerings to deliver a memorable experience. Presenting sponsorships of individual Bowl Week events are available.

### ACTIVATION

Ceremonial moments, signage, promotions and ownable, original fan interaction elements enable brands to come to life.

### BRANDING

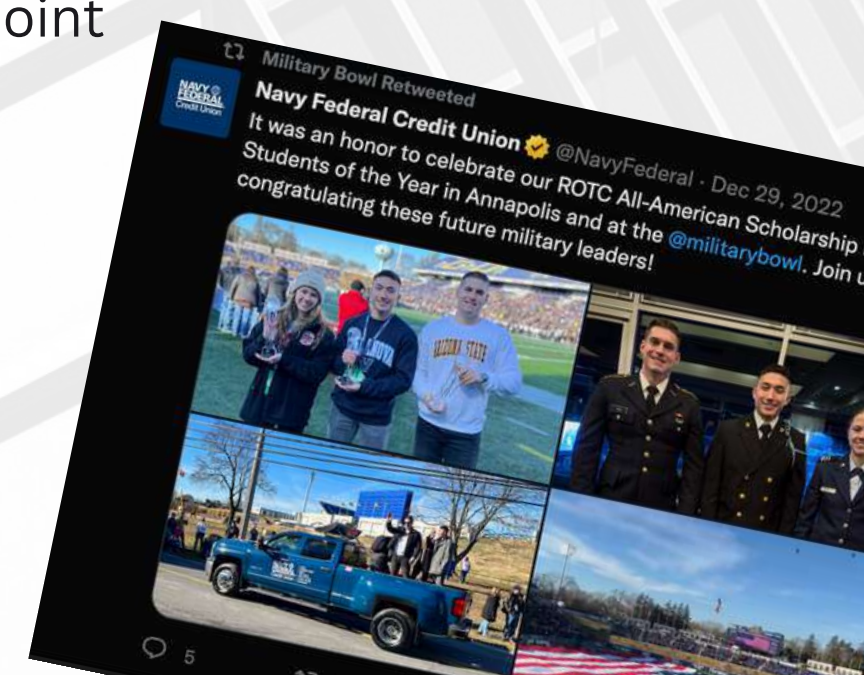
In-stadium moments of exclusivity and national TV and radio ads generate exposure powered by the popularity of college football.

### DIGITAL

80% of fans access mobile devices during live events. Another 80% of consumers use a second screen while watching at home. The Military Bowl app and the new website deliver traffic, leads and data. Interact with the audience through social media, the eNewsletter, website, ticket path and official game program.

### SERVICE MEMBERS

Partner with Bowl and Foundation military cause initiatives that generate positive brand impacts. Leverage custom marks and association for military marketing. Unique and powerful connections to support and strengthen the military community through programming at Patriot Point and the cause driven, special events hosted by the Touchdown Club.



# MILITARY BOWL

## DECEMBER 28, 2022

Duke quarterback Riley Leonard, the game's Most Valuable Player, completed 19 of 28 passes for 173 yards and rushed for 63 yards and two touchdowns as the Blue Devils beat the UCF Knights, 30-13, on a sunny Wednesday afternoon in the 2022 Military Bowl before 17,974 at Navy-Marine Corps Memorial Stadium.

<b>DUKE</b>	<b>30</b>
<b>UCF</b>	<b>13</b>



### BY THE NUMBERS



**Attendance:**  
27,525 Five-Year Average Attendance



**ESPN Viewing Audience:**  
2.2M



**Sustainability:**  
.39 Tons of bottles/cans  
to be converted into polyester clothing  
1.5 tons of compost  
collected by Veterans Compost



### SOCIAL MEDIA

**Instagram Accounts Engaged:**  
85,108

**Instagram Total Impressions:**  
227,677

**Twitter Total Impressions:**  
467,200

**Total App Session:**  
9,890

*Data collected from  
December 4-January 1*



# MILITARY BOWL CELEBRATE BOWL WEEK

Teams participate in activities including:

- USO Pack4Troops
- Welcome Receptions
- Monument and Mall Tours of DC
- Trip to the National Museum of African American History and Culture
- Bowling



## WEBSITE

Visit the Military Bowl Online



In 2023, the Military Bowl will relaunch its website. The site, currently, in development, has already been recognized with a 2022 MarCom Award in the Digital Media - Website Redesign category.



# MILITARY BOWL HOSPITALITY & EVENTS

The **Salute to Heroes dinner** is hosted in Navy-Marine Corps Memorial Stadium on the eve of the Bowl. Military Bowl game day kicks off with the **Military Bowl Parade** through downtown Annapolis. Other exciting happenings include the **Tailgate Festival** in the Stadium parking lot, the **Medal of Honor/USO Reception**, on-field pageantry with the **parachute team, giant flag** and the **enlistment ceremony**.



## RECOGNITIONS

In-game, on-field ceremonial recognitions afford sponsors the opportunity to make a donation, recognize an individual or group, or show appreciation for an organization that has made a positive impact.

Examples of existing sponsored programs include:

STEM Scholar Athlete

ROTC All American Scholarships

Extra Yard for Teachers



# TOUCHDOWN CLUB ANNUAL EVENTS

The DC Touchdown Club honors the best in Washington Metro football, with **year-round events** highlighted by an annual awards dinner.

Operated by the Military Bowl Foundation, the Club promotes the game of football, hosts entertaining social events and generates a significant **philanthropic impact** for Patriot Point.



## 2023 SCHEDULE

**DC Touchdown Club Awards Dinner**

April 13, 2023

Congressional Country Club | Bethesda, MD

**DC Touchdown Club Golf Outing**

June 13, 2023

Whiskey Creek Golf Course | Ijamsville, MD

**Home of the Free...Because of the Brave**

**NFL Kickoff Dinner**

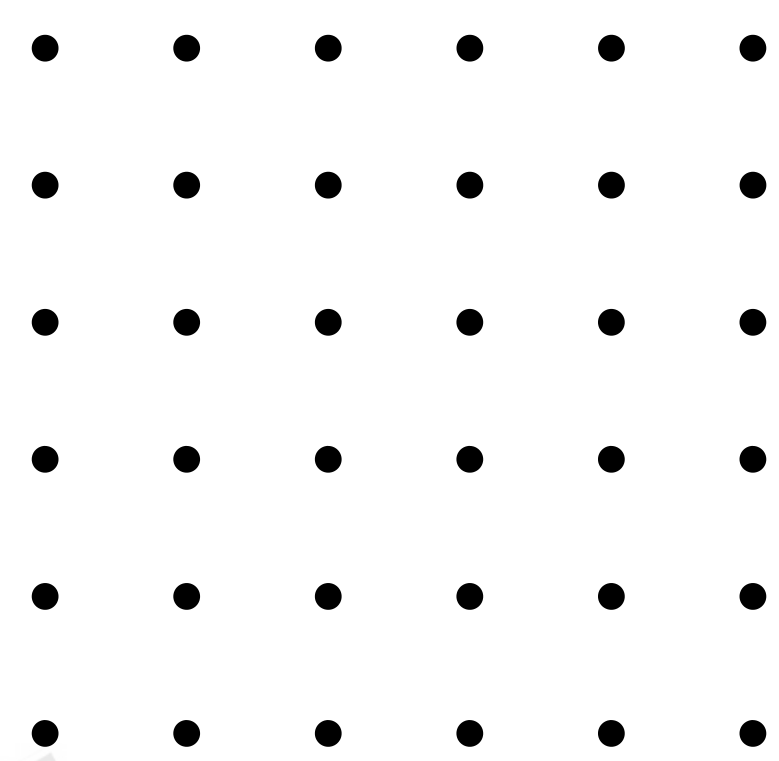
September 8, 2023

Fogo de Chao | Tysons Corner



## JOIN THE TOUCHDOWN CLUB

# IT ALL BENEFITS PATRIOT POINT



Patriot Point is the Military Bowl Foundation's 294-acre retreat that provides a **relaxing** and **safe environment** for our nation's wounded, ill and injured **service members**, their **families** and **caregivers**. Thanks to the generosity of supporters, Patriot Point works with veteran and military service organizations to help guests heal through organized recreational activities and peer-to-peer communication.



## ACTIVITIES

- Cornhole
- Crabbing
- Fishing
- Fitness Training
- Hunting
- Kayaking
- Paddleboarding
- Skeet Shooting
- Target Shooting
- Art Classes
- Cooking
- Horseback Riding
- Personal Training
- Spa Visits
- Yoga
- ...and more!



## PATRIOT POINT VIDEO

