

**LA FLEET WEEK®**

# Los Angeles' largest Memorial Day Festival May 22-26

**2026 Sponsorship Opportunities & Overview**



## About LA Fleet Week

*LA FLEET WEEK is a high-energy, multi-day waterfront festival at the Port of Los Angeles that brings together the community and America's sea services for an unforgettable celebration of service, technology, and culture.*

*The festival 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.*



## Location

- ★ Center of maritime activity for Southwestern US in San Pedro, CA
- ★ 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.
- ★ LA28 Olympic venue with global visibility



**LA★FLEET★WEEK®**

# Partner with LA Fleet Week

**Where the Navy meets the city. A waterfront festival of community, culture, innovation, and service.**

**LA★FLEET★WEEK®**



## Audience and Impact

Thousands of attendees from across Southern California gather for LA Fleet Week, including families, veterans, military personnel, and tourists. The event receives significant media coverage and offers exceptional community visibility.



### Event Impact

46k+ Expo Visitors  
15k+ Navy Ship Tours  
100k Waterfront Visitors

### Social Media

4,690,000 Reached  
3M Video Views  
27k+ Interactions

### Ad Impact

57M Billboard Views  
2.4M Social Ad Views  
280k+ Print Ad Views

### Consumer

160 Volunteers  
67 Exhibitors  
19 Food Trucks

### Media Impact

20M TV  
703M Online  
367k Podcast

### City Metrics

8 Neighborhoods  
200k+ Attendees  
1000+ Service Members

# 800.5 Million Impressions!

## Why Partner with Us?



### **Patriotic Alignment**

Associate your brand with patriotism, community spirit, and service by supporting a beloved Memorial Day tradition.



### **High Visibility**

Gain access to prime event spaces and digital platforms, ensuring your brand is seen by millions of people.



### **Engagement Opportunities**

Benefit from on-site activations, product placement, and extensive media exposure to connect directly with the community.



### **Community and Workforce**

Support programs that inspire career pathways, strengthen community resilience, and connect the military, public, and private sectors.

**Sponsorships support public programs, career inspiration, and community resilience through Pacific Battleship Center (a registered 501(c)3).**



	TITLE SPONSOR \$150,000	PLATINUM SPONSOR \$50,000	GOLD SPONSOR \$25,000	SILVER SPONSOR \$10,000	BRONZE SPONSOR \$7,500	ACTIVATION SPONSOR \$5,000	SUPPORTING SPONSOR \$2,500
RECOGNITION	RECOGNITION ON THE WEBSITE	HOME PAGE	HOME PAGE	SPONSOR PAGE	SPONSOR PAGE	SPONSOR PAGE	SPONSOR PAGE
	RECOGNITION ON THE WELCOME BANNERS	YES	YES	YES	YES	YES	YES
	RECOGNITION IN SPONSOR BANNERS	YES	YES	YES	YES	YES	-
	USE OF LA FLEET WEEK LOGO	YES	YES	YES	YES	YES	-
	RECOGNITION ON SHIP TOUR TICKETS	YES	YES	YES	-	-	-
	RECOGNITION ON POSTER & PROGRAM	YES	YES	-	-	-	-
	RECOGNITION IN PRINT ADS	ALL	-	-	-	-	-
	RECOGNITION IN PRESS RELEASES	ALL	YES	YES	-	-	-
	RECOGNITION IN TV & RADIO ADS	ALL	-	-	-	-	-
RECOGNITION IN SOCIAL MEDIA	ALL	2/MO	1/MO	1 POST	-	-	
ACTIVATION	EXHIBIT SPACE	10X30	10X20	10X20	10X10	10X10	-
	BANNERS	8	6	4	3	2	2
	PA ANNOUNCEMENTS	6	5	4	3	1	1
	FIRST RIGHT OF REFUSAL	YES	YES	-	-	-	-
	PRODUCT SALES RIGHTS	YES	YES	-	-	-	-
	CATEGORY EXCLUSIVITY	YES	YES	-	-	-	-
HOSPITALITY	SPECIAL SHIP TOURS	YES	YES	YES	YES	YES	YES
	FOOD PASSES	5	5	-	-	-	-
	VIP PARKING	2	-	-	-	-	-
APPRECIATION	SOUVENIR POSTERS	50	10	10	1	-	-
	FLEET WEEK SPONSOR HATS	6	3	2	1	-	-
	ACCESS TO HIGHLIGHTS GALLERY	YES	YES	YES	YES	YES	YES
	SPONSOR THANK YOU GIFT	2	1	-	-	-	-

## Special Events

### Galley Wars 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!*





	TURRET BAR SPONSOR \$50,000	STEM VILLAGE SPONSOR \$25,000	WELLNESS PAVILION SPONSOR \$25,000	CREW FOOD SPONSOR \$30,000	TASTING YARD SPONSOR \$50,000	POKER TOURNEY SPONSOR \$20,000	
RECOGNITION	RECOGNITION ON THE WEBSITE RECOGNITION ON THE WELCOME BANNERS DEDICATED EVENT BANNER USE OF LA FLEET WEEK LOGO RECOGNITION ON SHIP TOUR TICKETS RECOGNITION ON POSTER & PROGRAM RECOGNITION IN PRINT ADS RECOGNITION IN PRESS RELEASES RECOGNITION IN TV & RADIO ADS RECOGNITION IN SOCIAL MEDIA	SPONSOR YES YES YES - YES - YES YES YES 1/MO	SPONSOR YES YES YES - YES - YES YES 1 POST	SPONSOR YES YES YES - - - - - 1 POST	SPONSOR PAGE YES YES YES - - - - - 1 POST	SPONSOR PAGE YES YES YES - YES - YES YES 1/MO	EVENT PAGE YES - YES - - - - - 1/MO
ACTIVATION	EXHIBIT SPACE BANNER SPACE ON FENCE PA ANNOUNCEMENTS FIRST RIGHT OF REFUSAL PRODUCT SALES RIGHTS CATEGORY EXCLUSIVITY	10X10 4 4 YES YES at \$100K	10X10 2 2 - - -	10X10 2 2 - - -	10X10 4 4 YES - - -	10X10 4 4 - - -	
HOSPITALITY	SPECIAL SHIP TOURS FOOD PASSES VIP PARKING	YES - -	YES - -	YES - -	YES 5 -	YES - -	
APPRECIATION	SOUVENIR POSTERS FLEET WEEK SPONSOR HATS ACCESS TO HIGHLIGHTS GALLERY SPONSOR THANK YOU GIFT	10 3 YES 1	- - YES 1	- - YES 1	- - YES 1	- - YES 1	

## Community Resiliency

### Leadership Summit Panel

*The Leadership Summit at LA Fleet Week 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.*



## 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 20 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 10 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 6 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: \$2,500

- ★ Invitation for up to 4 people to attend the Leadership Summit.
- ★ Logo inclusion on sponsor signage, printed materials, and e-blasts for the Leadership Summit

# LA FLEET WEEK®

## Our Partners



## Contact Info

For a customized proposal or  
questions, contact:

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