



Celebrating the Impact of the Military Bowl



Key Factors:

- Military Bowl is a Non Profit 501c3 Entity.
- Military Bowl is not part of the U.S. Navy.
- Proceeds support the USO and Patriot Point.
- Patriot Point has coordinated with Annapolis Emergency Management to host under privileged kids during the summer.
- All College football bowl games across the country receive support from the local governments.
- The Military Bowl Game/Parade and associated events bring tens of thousands of visitors to Annapolis and has tremendous economic and reputational impacts on Annapolis.



Celebrating the Impact of the Military Bowl



Military Bowl

Wednesday, December 27, 2023

Navy-Marine Corps Memorial Stadium
Annapolis, MD

AAC vs American Athletic Conference

Live National TV and Radio on ESPN

Worldwide broadcast on Armed Forces Network

Honoring our Nation's Military, Veterans and Families

Since 2010, the Military Bowl has donated more than **\$1M to the USO**.

More than **25,000 complimentary tickets** have been provided for troops and their families since the game's inception.

Supports Patriot Point, the **294-acre property** on Maryland's Eastern Shore that serves as a retreat for wounded, ill and injured service members, their families, and caregivers.





Bowl Week Events

Annapolis, MD

Teams Welcome Reception

Medal of Honor Reception

Salute to Heroes Dinner

Miracle on Annapolis Street Festival

Budweiser Clydesdales

Wine Walk | Pub Crawl

Military Bowl Parade

Enlistment Ceremony

Official Tailgate



Game Attendance

27,525 Five-Year Average Attendance

Broadcast Television Audience

Over 2.2 million viewers

Overnight Attendance

22,681

Economic Impact | Spending

Tens of Thousands of visitors arrive in Annapolis, Anne Arundel County, and throughout the State of Maryland and generate **significant revenue** during a traditionally slow holiday period.



\$2.2M
Transportation

\$3M
Retail

\$4M
Recreation

\$3.2M
Food & Beverage

13,000
Jobs Supported



Economic Impact | Data

Average yearly totals from research conducted
by Visit Annapolis & Anne Arundel County
Conference & Visitors Bureau through 2019

Overnight Attendees:	22,681
Day Attendees:	9,721
Business Sales (Direct):	\$18,912,214
Business Sales (Total):	\$31,485,755



Jobs Supported (Direct):	8,820
Jobs Supported (Total):	11,320
Local Taxes (Total):	\$1,058,694
Net Direct Local Tax ROI:	\$841,639
Room Nights Generated:	28,449



“We must recognize the **great economic benefit** to our city for our mostly locally-owned, small businesses that comes with **hosting** special events like these.”



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Office of the Mayor
Gavin Buckley, Mayor
160 Duke of Gloucester Street
Annapolis, MD 21401

Dear Friends,

Welcome to Annapolis, Maryland's Capital City!

As newly-elected Mayor of Annapolis, I am honored that one of my first official duties is to welcome football fans, families and teammates to our historic city for another fantastic Military Bowl! The City is ready and excited to host the United States Naval Academy Midshipmen as they take on the University of Virginia Cavaliers for this year's match up. And while I may be a bit biased in my cheering for our hometown team, we are thrilled to have the game played in the best city in America! Congratulations to both schools for their outstanding football seasons that earned them the opportunity to play in this game.

You cannot visit Annapolis and not see members of the Brigade of Midshipmen, who are working hard on their education while preparing for their careers serving our country. Our historic streets have been traveled by the Founding Fathers and countless military families, as well as our many artists and musicians who flock here for our cultural venues. Our town by the docks is an amazing eclectic village of diversity and hospitality.

The streets of Annapolis will come alive with the Military Bowl Parade featuring the ever-popular Budweiser Clydesdales and other great performers. As the streets and Navy-Marine Corps Memorial Stadium fill with fans and families, we must recognize the great economic benefit to our city for our mostly locally-owned, small businesses that comes with hosting special events like these.

The Military Bowl is a wonderful way to recognize and honor the commitment of our men and women serving our country. During the game, I encourage everyone to join me in remembering that our service men and women volunteer to serve and protect everything we hold dear as Americans.

We encourage you to continue your visit to the Military Bowl after the game by checking out our award-winning restaurants, friendly pubs and boutiques. I look forward to seeing you in Annapolis!

Sincerely,

Gavin Buckley, Mayor



December 27, 2019

Dear Friends,

Anne Arundel County is honored to once again host the 2019 Military Bowl presented by Northrop Grumman and benefitting the USO of Metropolitan Washington-Baltimore.

Our county is home to the Naval Academy, Ft. George G. Meade, National Security Agency, Defense Information Systems Agency, and U.S. Cyber Command. We have 52,000 enlisted personnel and veterans who call this county home, and a very active Veterans Affairs Commission working to serve every one of them with the same passion that they showed serving our great country.

We hope that you take some time to experience both the natural beauty and the warm hospitality that our county offers. We have 508 miles of coast, 123 scenic parks, and 58,000 businesses. Whether you explore historic Annapolis, bike through rural south county, or catch a show at the brand new Hall at Live! Casino, there's plenty to do here before catching your flight home from our own BWI airport.

May your team play its best and its players demonstrate the qualities that make our armed forces the best in the world.

Sincerely,

Steuart Pittman
County Executive



“We have 52,000 ***enlisted*** personnel and **veterans** who call this county ***home.***”



“This **yearly event** unites *visitors* and *locals* alike in Annapolis to recognize and honor our military community.”



December 27, 2019
12th Annual Military Bowl
Navy-Marine Corps Memorial Stadium
Annapolis, Maryland

Dear Friends:

On behalf of the State of Maryland, it is my pleasure to welcome you to the 12th Annual Military Bowl presented by Northrop Grumman! I am delighted to provide this message to you on this exciting occasion.

This yearly event unites visitors and locals alike in Annapolis to recognize and honor our military community, and encompasses the Military Bowl Parade, the Official Military Bowl Tailgate, and other activities. Since its inception in 2008, the Military Bowl has donated more than \$900,000 to the United Service Organization (USO), and provides complimentary admission to servicemembers and their families. The bowl also owns and operates Patriot Point, which provides retreats and outings for recovering service members on Maryland's beautiful Eastern Shore.

I cannot thank enough the wonderful men and women in our military community who help keep us safe, day in and out. I would like to offer my sincerest gratitude to Northrop Grumman as well, for their sponsorship, as well as to the players, coaches, sponsors, support staff, and to everyone whose hard work and dedication has made this worthy event possible. Please accept my very best wishes for a fun and successful event!

Sincerely,

A handwritten signature in blue ink that reads 'Larry Hogan'.

Larry Hogan
Governor



Government Support | \$250K State | County | City

Promotional Benefits:

- Tourism:
 - Content integration into Military Bowl App visitors section
 - Feature content on Military Bowl website visitor guide webpage
- Branding:
 - One full-page program ad in Bowl program
 - Welcome letter in Bowl program
 - Content in e-newsletter (distribution 30,000)
 - TV Viewable Sideline Sign
 - Shared social media message from VAAAC account highlighting Military Bowl
- Activation:
 - Activation space in pre-game Tailgate
 - Entrant in the game day parade





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