



FLEET WEEK SAN DIEGO

Sponsorship Opportunities

Fall 2025

WHAT IS FLEET WEEK SAN DIEGO?



Anniversary

Fleet Week is a 501(c)(3) nonprofit organization - EIN 33-0965545

Fleet Week San Diego, founded in 1997 by community and business leaders, celebrates the region's support for the men and women of the Navy, Marine Corps and Coast Guard, and affirms San Diego as a patriotic city. The series of events, initially nurtured by the Chamber of Commerce, grew rapidly, and by 2001 were incorporated under the auspices of the San Diego Fleet Week Foundation, a 501(c)(3) non-profit organization. Today, Fleet Week San Diego hosts more than a dozen events attended by over 30,000 people.



FLEET WEEK SAN DIEGO

2025 EVENTS

Enlisted & Jr. Officers Golf Tournament	September 12	Fleet Week Innovation Zone	November 5-9
STEM Day at Meet the Fleet at 32nd St.	October 30	Fleet Week Kickoff Reception	November 6
Enlisted Recognition Luncheon	October 31	Broadway Pier Open to the	November 7-9
Meet the Fleet at 32nd Street	November 1	Public w/ Military Displays	
SDSU Fleet Week Football Classic	November 1	Fleet Week Military & Veterans	November 8
Military & Veterans Appreciation	November 1	Boat Parade	
Concert		Post Boat Parade Concert	November 8
250 th Birthday Celebration Breakfast	November 5	Military Family Day	November 9
Student STEM Days	November 5-7	MRE Cooking Contest	November 9

WHY SPONSOR FLEET WEEK?

Impact on the Community:

- San Diego – Largest Concentration of Active Duty in the Nation – 100,000+
- Over 30 Military Technical Organizations & High-Tech businesses participate at the Innovation Zone each year.
- 4300+ students participate in Student STEM Days at the “Innovation Zone”, many from schools in underserved communities.
- More than 1,000 service members man the ships and military displays at Broadway Pier over 5 consecutive days.
- San Diego has the honor of being designated as one of 26 official “Coast Guard Cities”.
- Over 35,000 Visitors are expected to attend Fleet Week in 2025.
- 225,000 Veterans call San Diego Home.

Impact on your Team:

- Family friendly / Free to the Public
- Volunteer Opportunities for all.
- A Unique Opportunity to Meet and Engage with the Men and Women who are serving this Country.
- Collaboration with Nonprofits to support missions that impact our service members and their families.

MAKE AN IMPACT

**35,000
People**

In 2024, more than 35,000 people participated in Fleet Week San Diego

**1,200+
Special Guests**

In addition to students, Active Duty, and the public, more than 1,200 special guests joined the fun. This included sponsors, educators, volunteers and other invited guests.

*"It was great. All those in the service were genuinely interested in sharing their work and equipment with us. My husband and our 7-year old grandson loved climbing in the trucks/tanks. The three of us had a wonderful time."
-Fleet Week Guest*

**1,000
Active Duty**

More than 1,000 Active Duty assigned to ships and Military displays on Broadway Pier.

*Thank you so very much for such an exciting Innovation event for our students. They really enjoyed it and so did all of the adults. I would say, hands down, best field trip for students!
- Rohr Innovation Academy*

**4,203
Students**

More than 4,200 students from throughout San Diego and Orange counties participated in Student STEM Days.

BECOME A FLEET WEEK SAN DIEGO SPONSOR TODAY!

CUSTOM PACKAGES ARE AVAILABLE -

Are you interested in a specific event?

Is there a benefit you don't see?

We will create a package as unique as your business!

Email maggie@fleetweeksandiego.org for more information.

CONTACT US -

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Anniversary