

★ **FLEET WEEK HOUSTON** ★

APRIL 15-22, 2026

"A LONE STAR SALUTE TO THE SEA SERVICES"

SPONSORSHIP OPPORTUNITIES

Presented By: Fleet Week Houston



The graphic features a light blue sky background with a white star and horizontal lines at the top. The bottom of the graphic shows a group of sailors in white uniforms standing on the deck of a ship, looking out at the ocean. The text is in a bold, sans-serif font, with the title in red and the body text in dark blue.

HOUSTON'S SALUTE TO THE SEA-SHIPS, SERVICE AND COMMUNITY

Fleet Week is a nationally recognized celebration honoring the men and women of the United States Navy, Marine Corps, and Coast Guard. It offers the public a rare opportunity to witness the strength and spirit of America's sea services through ship tours, military demonstrations, community outreach, and patriotic festivities.

In an exciting first, Fleet Week is coming to Houston—one of the nation's most dynamic and diverse cities, with a proud legacy of support for our armed forces. This inaugural event will not only bring naval ships and sailors to the Port of Houston, but it will also mark a historic occasion: the 250th anniversary of the United States Navy.

Fleet Week Houston promises to be a powerful blend of tradition and innovation, uniting the community through educational experiences, family-friendly programming, and a shared sense of national pride.

The graphic has a dark blue background with a white star and horizontal lines at the top. It features two light blue boxes with icons and lists of activities. The bottom of the graphic shows a blurred image of a crowd of people. The text is in a bold, sans-serif font, with the title in red and the body text in white.

EVENT DETAILS & EXPERIENCES



- Fleet Week EXPO
- Military Displays & Exhibits
- Meet-and-Greets with Sailors and Marines
- STEM Showcases
- National Attention



- Static Displays & Demonstrations
- U.S. Navy & Coast Guard Ship Tours
- Kick-Off Event
- Entertainment Events
- City Wide Excitement

INFORMATIONAL

EXPERIENTIAL



- Sponsor Activations & Brand Engagement - Sponsors Hosts Booths, Lounges, and Branded experiences at key event sites
- Local Business Engagement
- Morale Events
- Reception
- Community Events
- Ceremonies & Honors

ENGAGEMENT AND RECOGNITION



PROJECTED ECONOMIC & COMMUNITY IMPACT

1,500+ Service
Members

\$5-10 Million Economic
Impact
(based on comparable cities)

Hotel Occupancy
Increase

50,000+ Visitors from
Across the State
and Country,
Including Navy,
Marines, Coast Guard
Personnel, and
their Families

Local Business
Participation

Surge in Local
Transportation and
Ride Share

PRESENTING SPONSOR

\$150,000

- “Fleet Week Houston, Presented by [Your Company]”
- Exclusive “Presented By” recognition across all branding
- Company logo incorporated into the official event logo
 - Speaking opportunity at the welcome ceremony
 - Dedicated press release with optional executive quote
 - Remarks opportunity for leadership at a featured event
 - Top-tier recognition at all official Fleet Week events
- Premier logo placement: signage, printed materials, website, email campaigns, and banners
 - Four dedicated social media posts plus logo exposure
 - Prominent placement at event check-in areas
- Ability to provide branded giveaway items at the keynote forum
- First right of refusal for the next year’s presenting sponsorship
 - 50 Ship Tour tickets
 - 16 VIP Kick-Off Reception invitations
 - Reserved access to marquee events
- High-impact activation space at expo (large booth, premium location)
- Employee engagement and volunteer opportunities



PLATINUM SPONSOR

\$50,000

- Lead the charge at a premier event
- Naming rights for one top-tier program (e.g., concert, forum or large-scale activation - first come, first served)
- High-visibility logo placement across signage, print, web, e-blasts, and banners
- Branded giveaways at expo or forums
- Four dedicated social media posts with logo recognition
- 30 Ship Tour tickets
- 10 VIP Kick-Off reception invitations
- Reserved seating at major Fleet Week events
- Premium activation booth at expo
- Employee engagement and volunteer opportunities

GOLD SPONSOR

\$25,000

- Stand out at a signature community event
- Naming rights for a second-tier activation (e.g., stem showcase, navy community rec events, or service projects - first come, first served)
- Prominent logo on signage, web, print materials, and e-blasts
- Branded giveaways at expo or forums
- Four dedicated social media mentions
- 24 Ship Tour tickets
- 8 VIP Kick-Off reception invitations
- Reserved seating at featured events
- Expo booth in a prime location
- Employee engagement and volunteer opportunities



SILVER SPONSOR

\$10,000

- Support local and on-the-ground experiences
- Naming rights for a third-tier activation (e.g., volunteer events, entertainment, or neighborhood programs - first come first served)
- Logo presence on signage, print, website and email outreach
- Giveaway opportunities at expo or forums
- Four dedicated social posts with logo inclusion
- 18 Ship Tour tickets
- 4 VIP Kick-Off reception invitations
- Reserved seating at select events
- Booth space at expo
- Employee engagement and volunteer opportunities

BRONZE SPONSOR

\$5,000

- Be part of the crew
- Logo featured on event signage, print materials, digital platforms, and e-blasts
- Branded giveaways at expo or forum events
- Social media mentions (4) with logo placement
- 14 Ship Tour tickets
- 2 VIP Kick-Off reception invitations
- Expo booth space
- Employee engagement and volunteer opportunities



COMMUNITY SPONSOR

\$2,500

- Support the mission at the local level
- Name recognition across digital, print, signage, and mobile app
- Social media shoutouts and press opportunities
- Invitations to private receptions
- Expo participation opportunity
- Employee engagement and volunteer opportunities

Community Sponsor level is for non-profits and community organizations only



CONTACT US!

Reda Hicks



Reda@nexus-insights.com



281.793.0364



www.fleetweekhouston.com

Fleet Week Houston is a fiscally sponsored project of Houston Civic Events, Inc., a 501 (c)(3) non-profit organization created to support large-scale civic events in the City of Houston. Sponsorships of Fleet Week Houston may be deductible as a qualified sponsorship payment.