



**The 123rd Army-Navy Game presented by USAA
December 10, 2022 • Philadelphia
Corporate Sponsorship Summary**

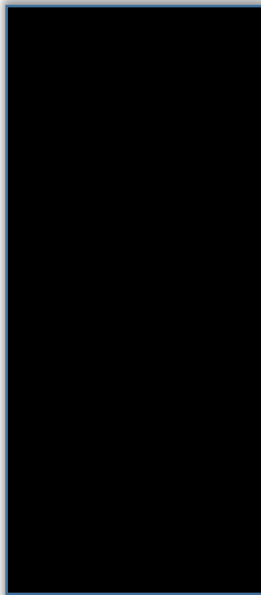
ARMY-NAVY GAME SPONSORSHIP MODEL

In 2022, America's Game featured a 1 + 4 sponsorship model. USAA was the one (1) Presenting Sponsor. Chevrolet, the Exchange, Duke Cannon and Palantir were the four (4) Participating Sponsors.



ARMY-NAVY GAME PARTNER PILLARS

The Army-Navy Game values each of these three pillars when considering an Official Army-Navy Game Participating Sponsorship Role.



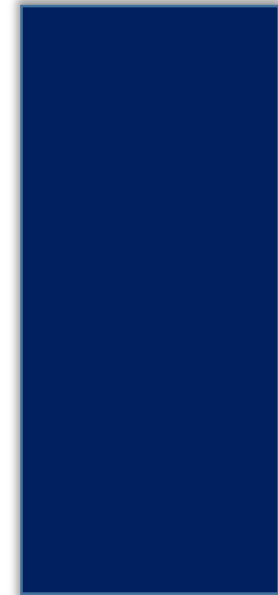
Investment

Army-Navy Game Sponsor Investment goes directly back to the two Academies' 501 c 3 Athletic Associations, which directly funds and supports Army's 30 and Navy's 35 varsity sport offerings.



Pre-Promotion

Sponsors use Game Branding in Pre-Promotion to build association, drive game awareness and increase CBS and Worldwide TV Audience with Tune-In messaging.



On-Site Activation

On-Site Fan Fest Activation, In-Market Events and Visibility, Videoboard Creatives in Stadium, Patriotic/Cause Marketing Initiatives and Recognitions.

AMERICA'S GAME

The 2022 Game drew 6.94 million US TV viewers (and more worldwide on AFN) and was a Top 11 Regular Season College Football Broadcast. This was the 90th time the Army-Navy Game was played in the city of Philadelphia and featured another Sold Out Stadium (69,117 fans).



SOLD OUT STADIUM

The Army-Navy Game is an annually sold-out event played in NFL Stadiums.



TRADITIONS

*"Everyone before they die should go to the Army-Navy Game.
It's the greatest spectacle in sports." - Lee Corso, ESPN*



PATRIOTISM

"Every player on the field is willing to die for every person watching."
– Matthew Pawlikowski, Army Chaplain



TELEVISION AUDIENCE SIZE

11th highest ranked regular season football broadcast

14th highest ranked pre-bowl game broadcast

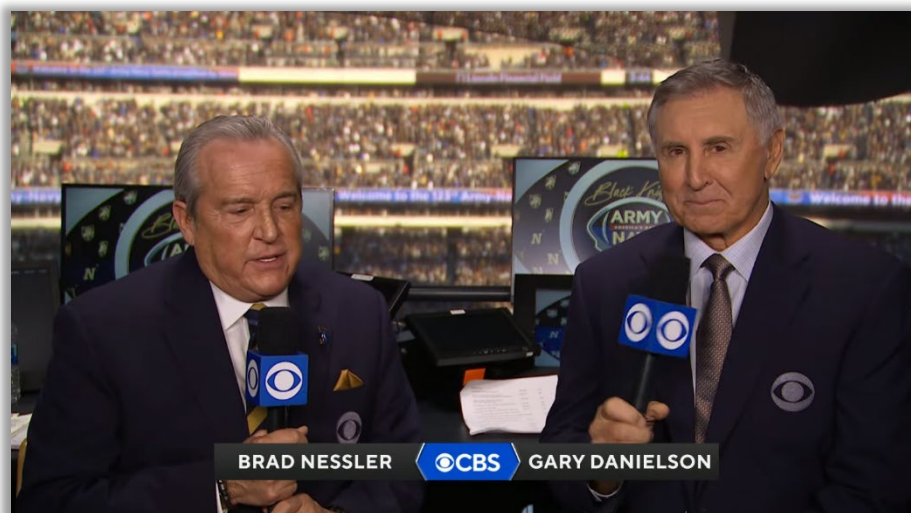
Regular Season Final Viewership Totals

| | |
|---------------------------------------|---------------------|
| 1. Ohio State-Michigan (11/26 Fox) | 17.14 million |
| 2. Tennessee-Georgia (11/5 CBS) | 13.06 million |
| 3. Alabama-Tennessee (10/15 CBS) | 11.56 million |
| 4. Alabama-Texas (9/10 Fox) | 10.60 million |
| 5. Notre Dame-Ohio State (9/3 ABC) | 10.53 million |
| 6. Alabama-Ole Miss (11/12 CBS) | 8.71 million |
| 7. Ohio State-Penn State (10/29 Fox) | 8.27 million |
| 8. Alabama-LSU (11/5 ESPN) | 7.58 million |
| 9. Florida State-LSU (9/4 ABC) | 7.55 million |
| 10. Texas A&M-Alabama (10/8 CBS) | 7.15 million |
| 11. Army-Navy (12/10 CBS) | 6.94 million |
| 12. Florida-Florida State (11/26 ABC) | 6.71 million |
| 13. Notre Dame-USC (11/26 ABC) | 6.68 million |

Pre-Bowl Game Final Viewership Totals

| | |
|---------------------------------------|---------------------|
| 1. Ohio State-Michigan (11/26 Fox) | 17.14 million |
| 2. Tennessee-Georgia (11/5 CBS) | 13.06 million |
| 3. Alabama-Tennessee (10/15 CBS) | 11.56 million |
| 4. Alabama-Texas (9/10 Fox) | 10.60 million |
| 5. Georgia-LSU (12/3 CBS) | 10.89 million* |
| 6. Michigan-Purdue (12/3 Fox) | 10.70 million* |
| 7. Notre Dame-Ohio State (9/3 ABC) | 10.53 million |
| 8. TCU-Kansas State (12/3 ABC) | 9.41 million* |
| 9. Alabama-Ole Miss (11/12 CBS) | 8.71 million |
| 10. Ohio State-Penn State (10/29 Fox) | 8.27 million |
| 11. Alabama-LSU (11/5 ESPN) | 7.58 million |
| 12. Florida State-LSU (9/4 ABC) | 7.55 million |
| 13. Texas A&M-Alabama (10/8 CBS) | 7.15 million |
| 14. Army-Navy (12/10 CBS) | 6.94 million |
| 15. Florida-Florida State (11/26 ABC) | 6.71 million |
| 16. Notre Dame-USC (11/26 ABC) | 6.68 million |

*Conference Championship Game



BRAD NESSLER



GARY DANIELSON



TELEVISION RATINGS

11th highest ranked regular season football broadcast

14th highest ranked pre-bowl game broadcast

Regular Season Final Ratings

| | |
|--------------------------------------|------------|
| 1. Ohio State-Michigan (11/26 Fox) | 8.1 |
| 2. Tennessee-Georgia (11/5 CBS) | 6.7 |
| 3. Alabama-Tennessee (10/15 CBS) | 6.1 |
| 4. Alabama-Texas (9/10 Fox) | 5.7 |
| 5. Notre Dame-Ohio State (9/3 ABC) | 5.2 |
| 6. Alabama-Ole Miss (11/12 CBS) | 4.8 |
| 7. Ohio State-Penn State (10/29 Fox) | 4.5 |
| 8. Florida State-LSU (9/4 ABC) | 4.0 |
| 9. Alabama-LSU (11/5 ESPN) | 3.9 |
| 10. Texas A&M-Alabama (10/8 CBS) | 3.9 |
| 11. Army-Navy (12/10 CBS) | 3.8 |
| 12. Ohio State-Maryland (11/19 ABC) | 3.5 |
| 13. Notre Dame-USC (11/26 ABC) | 3.5 |

Pre-Bowl Game Final Ratings

| | |
|---------------------------------------|------------|
| 1. Ohio State-Michigan (11/26 Fox) | 8.1 |
| 2. Tennessee-Georgia (11/5 CBS) | 6.7 |
| 3. Alabama-Tennessee (10/15 CBS) | 6.1 |
| 4. Alabama-Texas (9/10 Fox) | 5.7 |
| 5. Georgia-LSU (12/3 CBS) | 5.6* |
| 6. Michigan-Purdue (12/3 Fox) | 5.5* |
| 7. Notre Dame-Ohio State (9/3 ABC) | 5.2 |
| 8. TCU-Kansas State (12/3 ABC) | 5.3* |
| 9. Alabama-Ole Miss (11/12 CBS) | 4.8 |
| 10. Ohio State-Penn State (10/29 Fox) | 4.5 |
| 11. Florida State-LSU (9/4 ABC) | 4.0 |
| 12. Alabama-LSU (11/5 ESPN) | 3.9 |
| 13. Texas A&M-Alabama (10/8 CBS) | 3.9 |
| 14. Army-Navy (12/10 CBS) | 3.8 |
| 15. Ohio State-Maryland (11/19 ABC) | 3.5 |
| 16. Notre Dame-USC (11/26 ABC) | 3.5 |

*Conference Championship Game



TELEVISION

Ratings are annually very strong and rank among the best regular season college football broadcasts each year

| Year | Network | Final Rating | Viewers | Kick-Off |
|------|---------|--------------|-----------|----------|
| 2013 | CBS | 3.9 | 6,222,000 | 3:00pm |
| 2014 | CBS | 4.1 | 6,259,000 | 3:00pm |
| 2015 | CBS | 4.5 | 7,129,000 | 3:00pm |
| 2016 | CBS | 5.0 | 7,940,000 | 3:00pm |
| 2017 | CBS | 5.2 | 8,419,000 | 3:00pm |
| 2018 | CBS | 5.0 | 8,050,000 | 3:00pm |
| 2019 | CBS | 4.9 | 7,716,000 | 3:00pm |
| 2020 | CBS | 2.8 | 4,910,000 | 3:00pm |
| 2021 | CBS | 4.2 | 7,575,000 | 3:00pm |
| 2022 | CBS | 3.8 | 6,940,000 | 3:00pm |

- CBS ran 29 Army-Navy Promos in NFL, College Football Regular Season, SEC Championship Game, Prime Time Shows and Late Night leading up to the Army-Navy Game.
- The season-long SEC on CBS average was 6.26 million viewers. Army-Navy outdrew that at 6.94 million.
- For the second year in a row, CBS aired an Army-Navy Pre-Promo spot in Times Square in the week leading up to the game (photo below).



* In 2022, the World Cup Quarterfinal (England-France) was played in the 2 pm to 4:15 pm window (up against the Army-Navy Game) and averaged 11.96 million viewers. The Army-Navy Game averaged 8.1 million from the time the World Cup ended (4:15 pm) through the end of the Army-Navy Game (6:53 pm). An 8.1 million average for the whole game would have ranked as the second-highest watched Army-Navy Game in the last 10 years.



TELEVISION

Quarter Hour Metrics and Top Metered Markets

Peaked at over 10 Million Viewers!

| Quarter Hour | | HH RTG | HH SHR | Viewers (Persons 2+) in Millions |
|--------------|---------|--------|--------|---|
| 2:53 PM | 3:00 PM | 1.1 | 4 | 1.937 |
| 3:00 PM | 3:15 PM | 2.1 | 8 | 3.689 |
| 3:15 PM | 3:30 PM | 2.7 | 9 | 4.634 |
| 3:30 PM | 3:45 PM | 2.9 | 10 | 5.006 |
| 3:45 PM | 4:00 PM | 2.9 | 10 | 5.058 |
| 4:00 PM | 4:15 PM | 3.6 | 12 | 6.345 |
| 4:15 PM | 4:30 PM | 3.9 | 14 | 7.014 |
| 4:30 PM | 4:45 PM | 3.8 | 14 | 6.960 |
| 4:45 PM | 5:00 PM | 3.6 | 13 | 6.459 |
| 5:00 PM | 5:15 PM | 4.0 | 14 | 7.305 |
| 5:15 PM | 5:30 PM | 4.4 | 15 | 8.063 |
| 5:30 PM | 5:45 PM | 4.6 | 16 | 8.309 |
| 5:45 PM | 6:00 PM | 4.7 | 16 | 8.662 |
| 6:00 PM | 6:15 PM | 4.7 | 16 | 8.880 |
| 6:15 PM | 6:30 PM | 4.9 | 16 | 9.215 |
| 6:30 PM | 6:45 PM | 5.4 | 17 | 10.017 |
| 6:45 PM | 6:53 PM | 4.5 | 14 | 8.490 |

The CBS TV audience viewership averaged 4.9 million viewers while the England-France World Cup match was airing simultaneously (3 pm to 4:15 pm) and 8.1 million viewers after the completion of the World Cup match (4:15 pm to 6:53 pm).

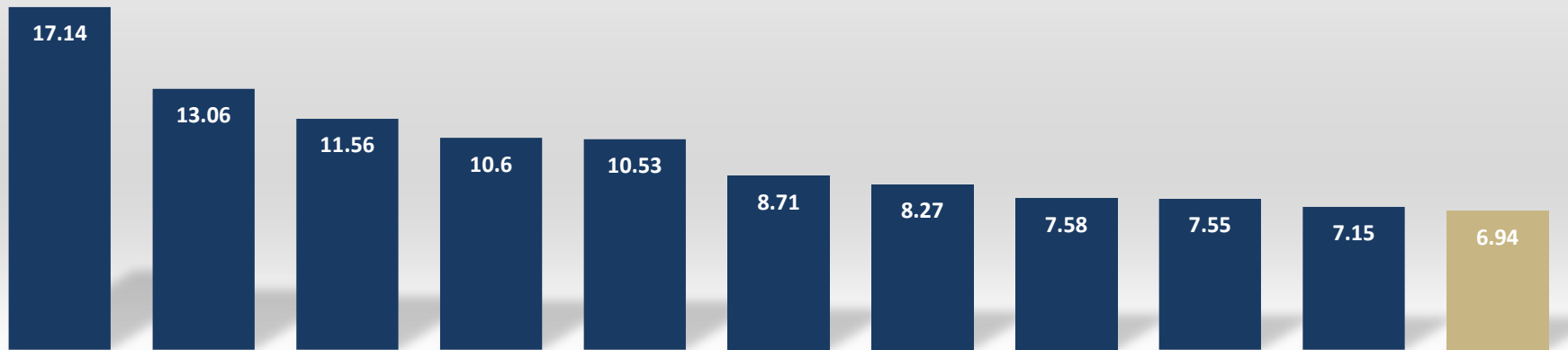
The CBS TV audience peaked at the end of the game (6:30 PM to 6:45 PM) with 10.017 million viewers



TELEVISION

11th highest ranked regular season football broadcast
14th highest ranked pre-bowl game broadcast

Top 11 Final TV Ratings for Regular Season Games



TELEVISION

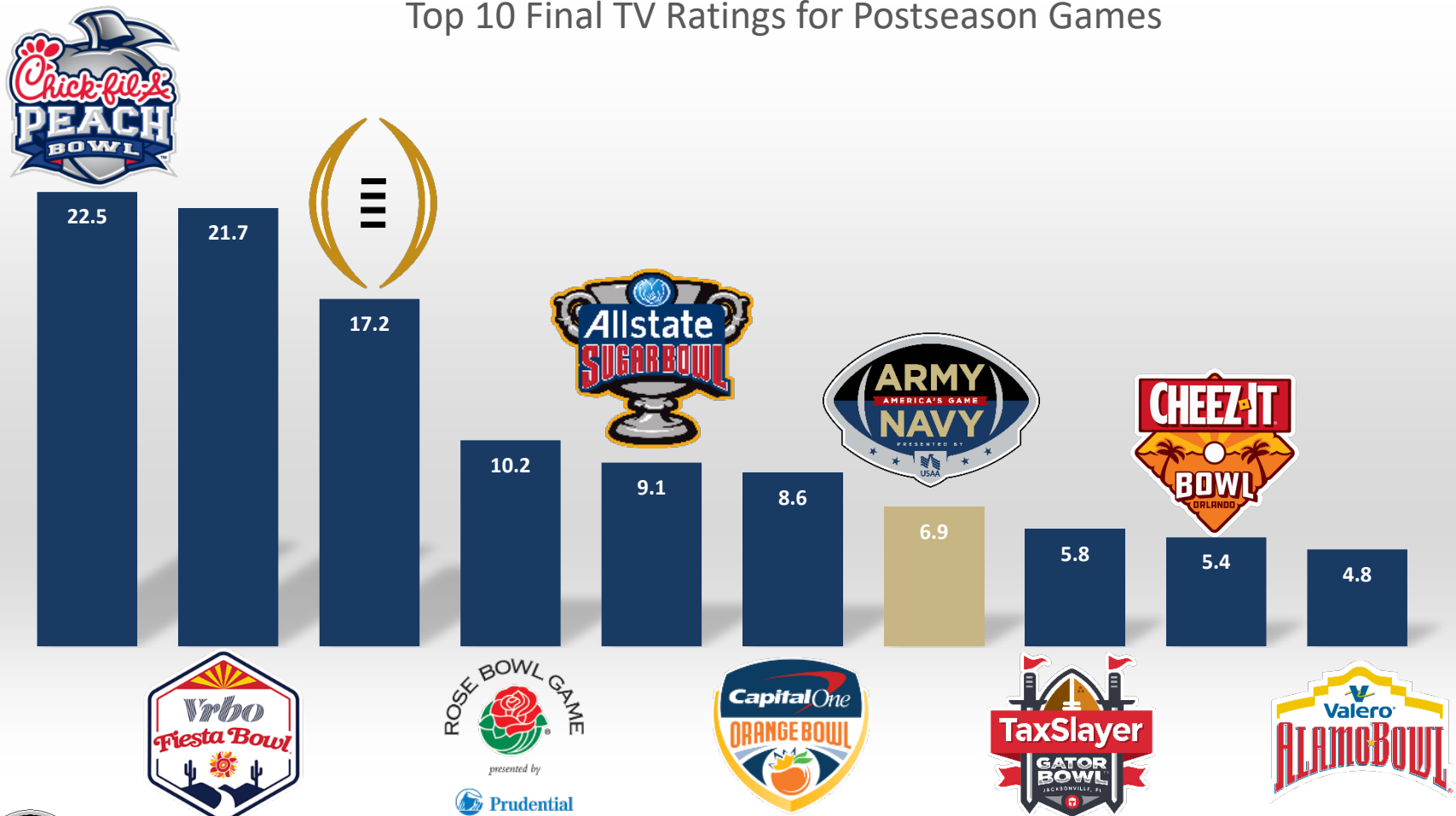
When compared to postseason college football games (games played after the conference championship weekend Dec. 2-3), the Army-Navy Game ranked as the 7th most watched college football game.

| POSTSEASON CFB TV RATINGS | | | | | |
|---------------------------|-------------------|------------------------------|--------------|------|--------|
| SportsMediaWatch.com | | | | | |
| WINDOW | BOWL OR GAME | TEAMS | TV | RTG | VWRS |
| Sat 12/31 8:00p | PEACH (CFP SEMI) | GEORGIA OHIO STATE | ESPN MEGA | 9.8 | 22.45M |
| Sat 12/31 4:00p | FIESTA (CFP SEMI) | TCU MICHIGAN | ESPN MEGA | 10.0 | 21.70M |
| Mon 1/9 7:30p | CFP NAT'L CHAMP | GEORGIA TCU | ESPN | 8.7 | 17.22M |
| Mon 1/2 5:00p | ROSE | PENN STATE UTAH | ESPN | 5.4 | 10.19M |
| Sat 12/31 12:00p | SUGAR | ALABAMA KANSAS STATE | ESPN | 4.8 | 9.14M |
| Fri 12/30 8:00p | ORANGE | TENNESSEE CLEMSON | ESPN | 4.6 | 8.59M |
| Sat 12/10 3:00p | ARMY/NAVY GAME | ARMY NAVY | CBS | 3.8 | 6.94M |
| Thu 12/29 3:30p | GATOR | NOTRE DAME SOUTH CAROLINA | ESPN | 3.1 | 5.77M |
| Thu 12/29 5:30p | ORLANDO | FSU OKLAHOMA | ESPN | 2.9 | 5.40M |
| Thu 12/29 9:00p | ALAMO | WASHINGTON TEXAS | ESPN | 2.6 | 4.78M |
| Mon 1/2 1:00p | COTTON | TULANE USC | ESPN | 2.3 | 4.17M |
| Wed 12/28 8:00p | HOLIDAY | OREGON NORTH CAROLINA | FOX | 2.15 | 3.97M |
| Wed 12/28 5:30p | LIBERTY | ARKANSAS KANSAS | ESPN | 2.1 | 3.91M |
| Fri 12/23 6:30p | GASPARILLA | WAKE FOREST MISSOURI | ESPN | 1.8 | 3.54M |
| Mon 1/2 1:00p | CITRUS | LSU PURDUE | ABC | 1.9 | 3.33M |

TELEVISION – POSTSEASON

7th highest ranked game of all college football games played after the conference championship weekend (Dec. 2-3)

Top 10 Final TV Ratings for Postseason Games



TELEVISION

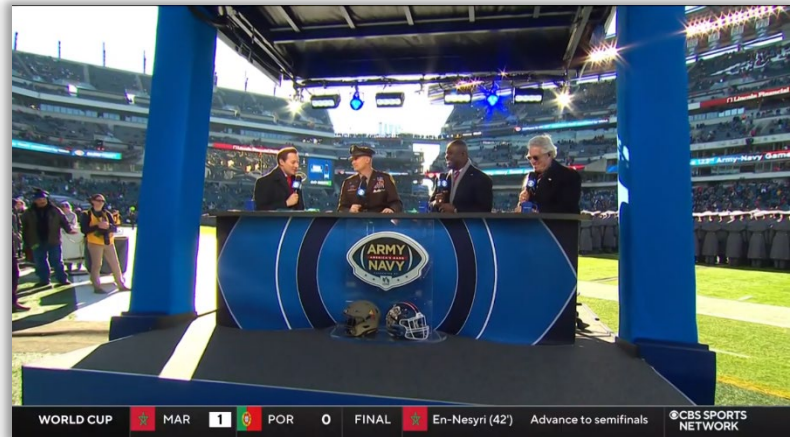
Compared to the rest of Bowl Season (New Years Six Bowls comparison shown on previous page), the Army-Navy Game would have ranked as the most-watched Bowl Game with 6.9 million viewers.

| | | | | | |
|-----|----------------------|---------------------------------------|-----|--------------------------|---|
| 6.9 | ARMY-NAVY GAME | Army 20, Navy 17 2OT | 2.4 | LA BOWL | Fresno State 29, Washington State 6 |
| 5.8 | GATOR BOWL | Notre Dame 45, South Carolina 38 | 2.3 | QUICK LANE BOWL | New Mexico State 24, Bowling Green 19 |
| 5.4 | CHEEZ-IT BOWL | Florida State 35, Oklahoma 32 | 2.2 | FIRST RESPONDER BOWL | Memphis 38, Utah State 10 |
| 4.8 | ALAMO BOWL | Washington 27, Texas 20 | 2.2 | RELIAQUEST BOWL | Mississippi State 19, Illinois 10 |
| 4.0 | HOLIDAY BOWL | Oregon 28, North Carolina 27 | 2.2 | MILITARY BOWL | Duke 30, UCF 13 |
| 3.9 | LIBERTY BOWL | Arkansas 55, Kansas 53 3OT | 2.0 | NEW MEXICO BOWL | BYU 24, SMU 23 |
| 3.5 | GASPARILLA BOWL | Wake Forest 27, Missouri 17 | 2.0 | ARMED FORCES BOWL | Air Force 30, Baylor 15 |
| 3.3 | CITRUS BOWL | LSU 63, Purdue 7 | 2.0 | FENWAY BOWL | Louisville 24, Cincinnati 7 |
| 3.0 | MUSIC CITY BOWL | Iowa 21, Kentucky 0 | 1.6 | CAMEILLIA BOWL | Buffalo 23, Georgia Southern 21 |
| 2.8 | SUN BOWL | Pittsburgh 37, UCLA 35 | 1.5 | BOCA RATON BOWL | Toledo 21, Liberty 19 |
| 2.8 | PINSTRIPES BOWL | Minnesota 28, Syracuse 20 | 1.5 | CURE BOWL | Troy 18, UTSA 12 |
| 2.7 | DUKE’S MAYO BOWL | Maryland 16, NC State 12 | 1.2 | MOBILE BOWL | Southern Miss 38, Rice 24 |
| 2.6 | BIRMINGHAM BOWL | East Carolina 53, Coastal Carolina 29 | 1.2 | NEW ORLEANS BOWL | WKU 44, South Alabama 23 |
| 2.6 | TEXAS BOWL | Texas Tech 42, Ole Miss 25 | 1.1 | HAWAI’I BOWL | Middle Tennessee St 25, San Diego St 23 |
| 2.6 | GUARANTEED RATE BOWL | Wisconsin 24, Oklahoma State 17 | 1.1 | FAMOUS IDAHO POTATO BOWL | Eastern Michigan San Jose State |
| 2.5 | LAS VEGAS BOWL | Oregon State 30, Florida 3 | 1.0 | FRISCO BOWL | Boise State 35, North Texas 32 |
| 2.4 | CELEBRATION BOWL | NC Central 41, Jackson St 34 OT | 0.9 | MYRTLE BEACH BOWL | Marshall 28, UConn 14 |
| 2.4 | INDEPENDENCE BOWL | Houston 23, Louisiana 16 | 0.8 | BAHAMAS BOWL | UAB 24, Miami (Ohio) 20 |
| | | | NR | ARIZONA BOWL | Ohio 30, Wyoming 27 OT |



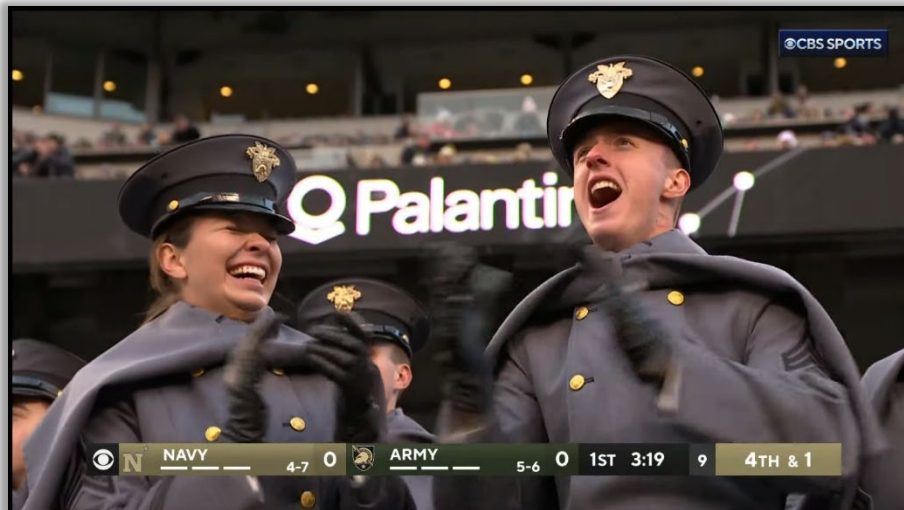
TELEVISION

CBS Sports, CBS Sports Network and ESPN delivered seven hours of live Game Day coverage. CBS Sports Network was live with the March On Show and Tailgate Special from 12 noon to 2:30. CBS Sports was live at 2:30 pm with a pregame show and the game broadcast began at 3 pm.



CBS TELEVISION COOPERATION

The Academies and CBS work together to ensure the Army-Navy Game Official Partners stand out in the television broadcast.



CORPORATE SPONSORSHIP DELIVERABLES

Field wall signage, videoboard exposure, on-site activation, radio, print, digital, social, VIP hospitality, IP rights and more!



CORPORATE SPONSORSHIP DELIVERABLES ACTIVATIONS AND FAN FEST



CORPORATE SPONSORSHIP DELIVERABLES ACTIVATIONS AND FAN FEST

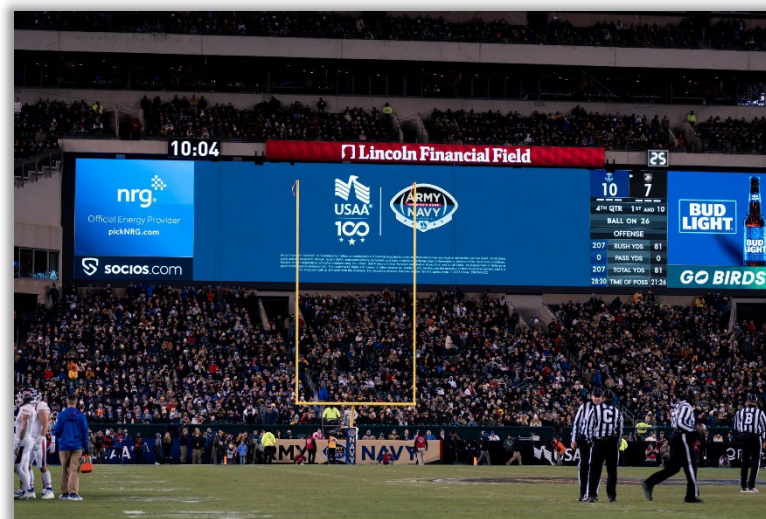
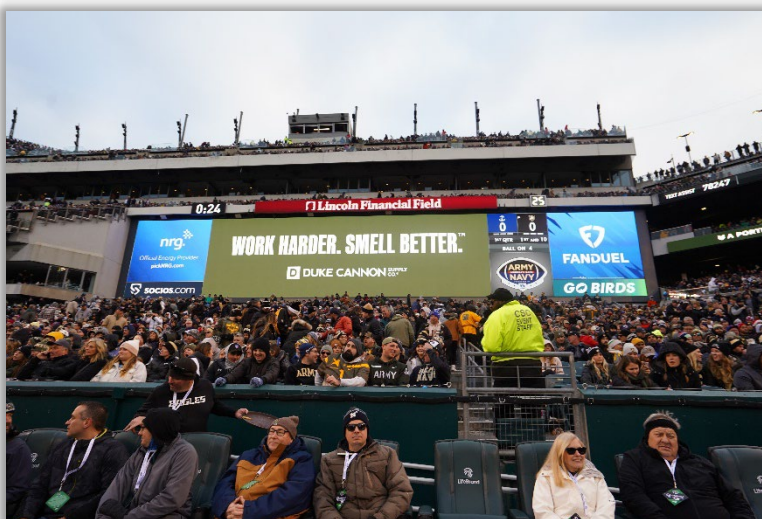
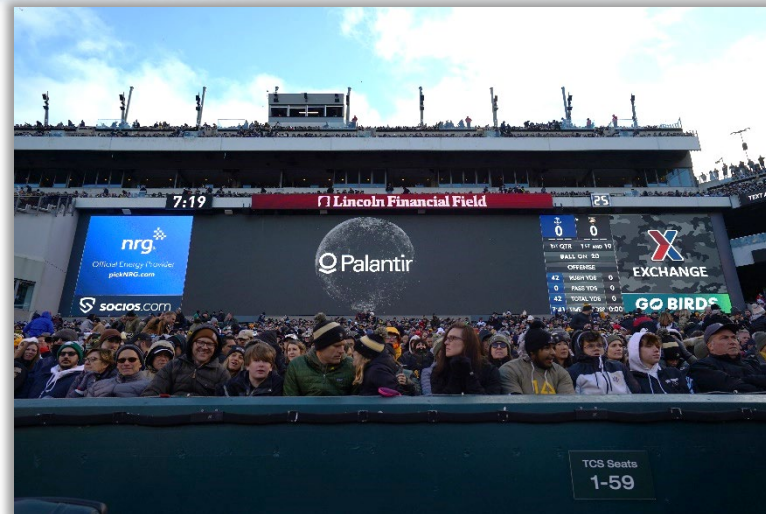
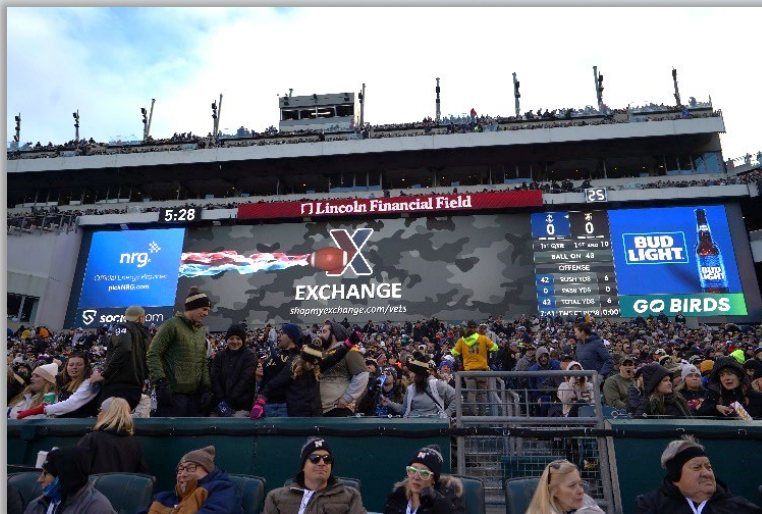


CORPORATE SPONSORSHIP DELIVERABLES ACTIVATIONS AND FAN FEST



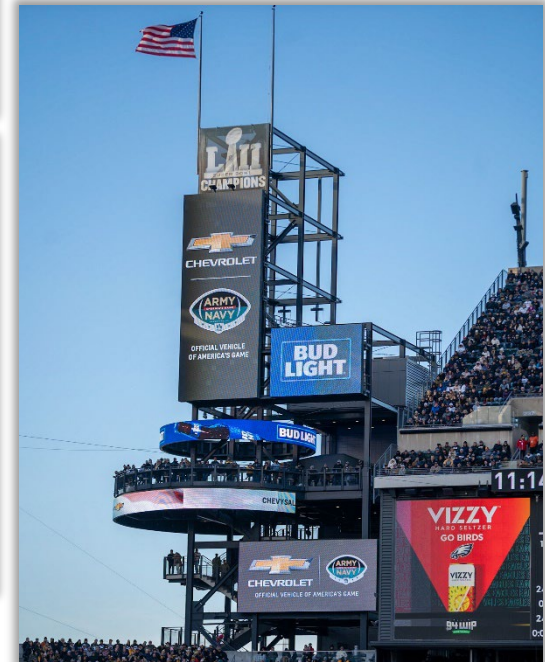
CORPORATE SPONSORSHIP DELIVERABLES

VIDEOBOARD BRANDING AND EXPOSURE



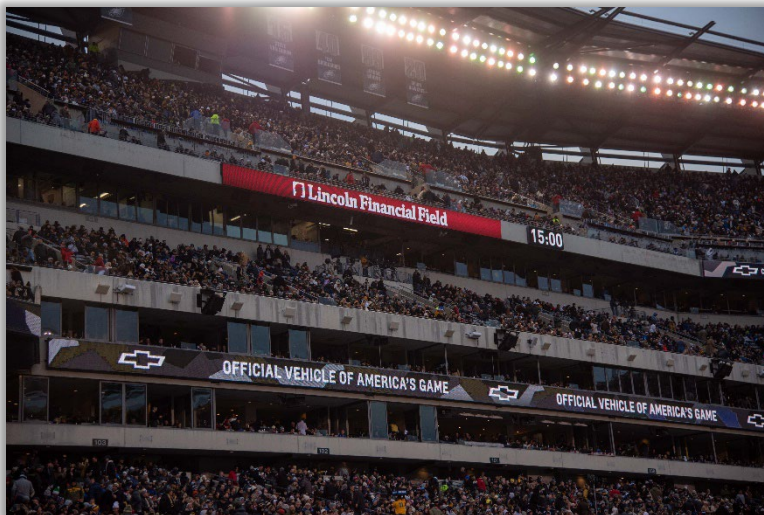
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VIDEOBOARD BRANDING AND EXPOSURE



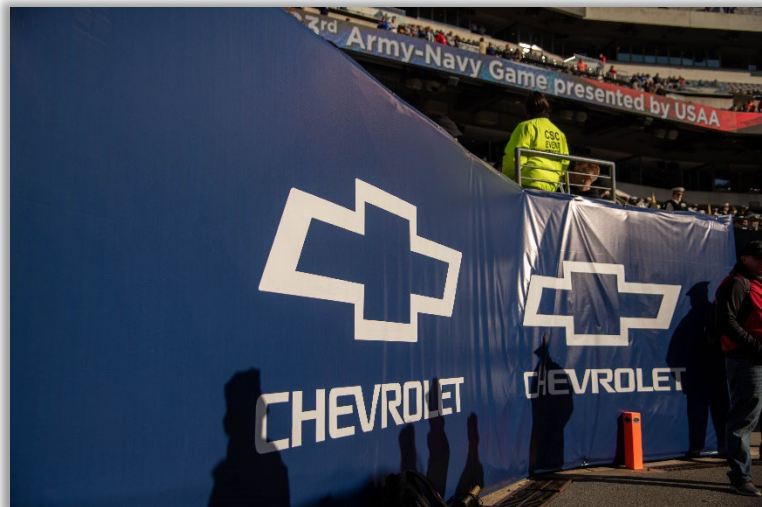
CORPORATE SPONSORSHIP DELIVERABLES

VIDEOBOARD BRANDING AND EXPOSURE



CORPORATE SPONSORSHIP DELIVERABLES

FIELD LEVEL SIGNAGE AND BRANDING



CORPORATE SPONSORSHIP DELIVERABLES

MUSTER AREA



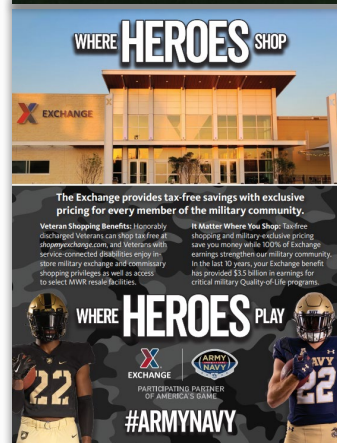
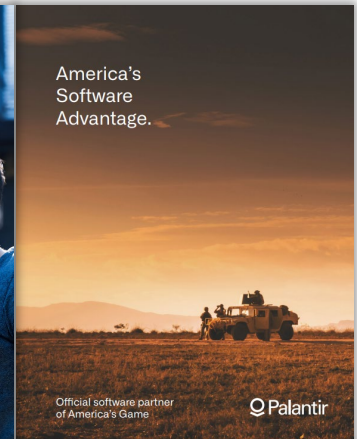
CORPORATE SPONSORSHIP DELIVERABLES

MUSTER AREA



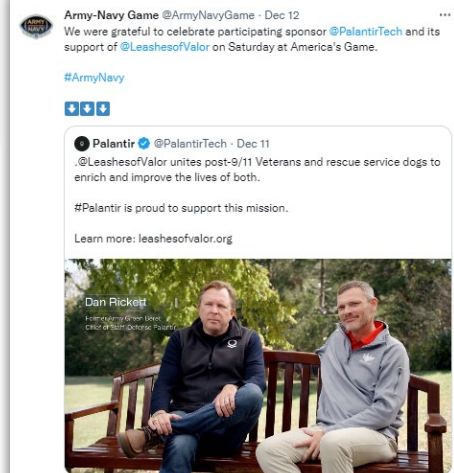
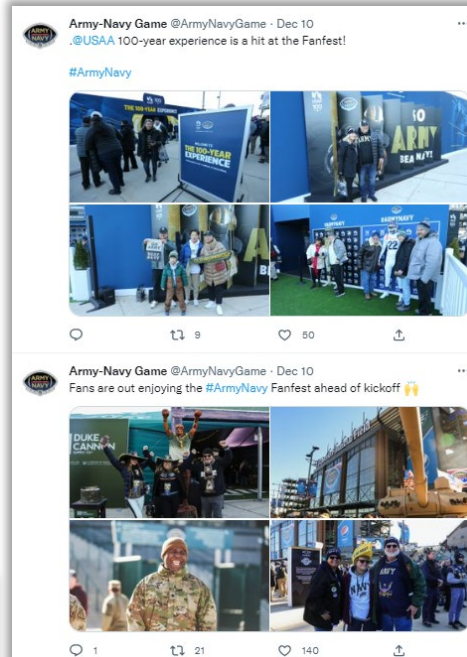
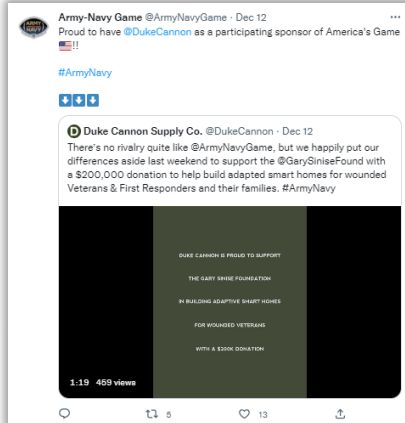
CORPORATE SPONSORSHIP DELIVERABLES

PRINT MATERIALS



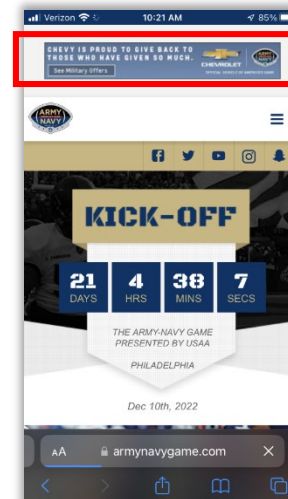
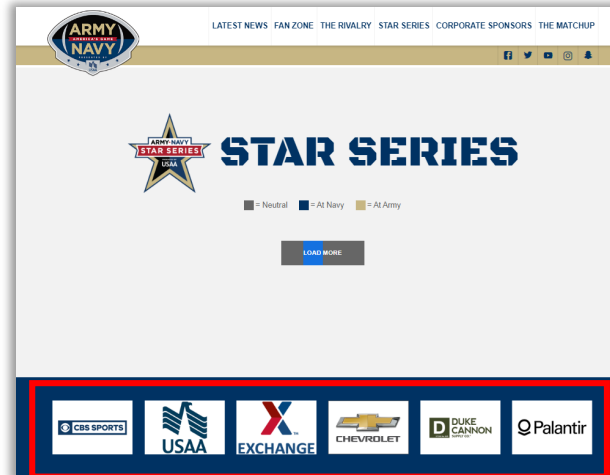
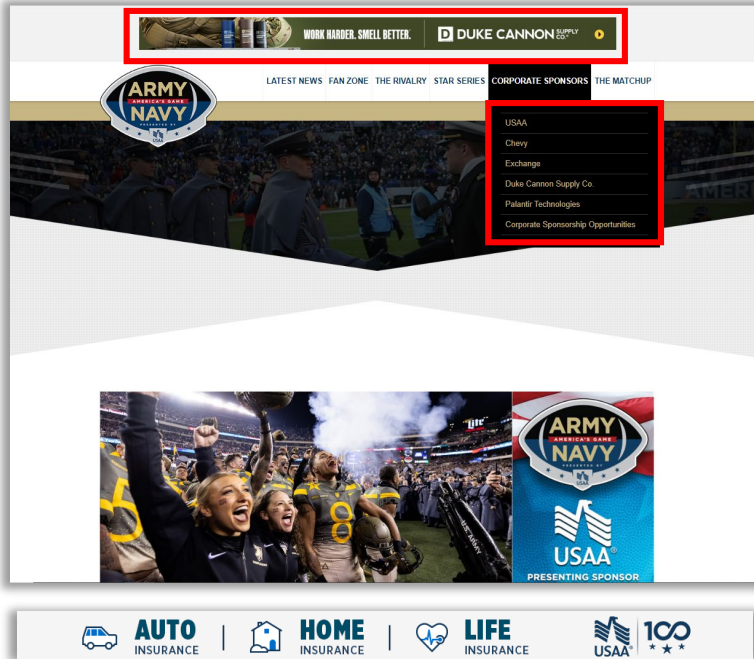
CORPORATE SPONSORSHIP DELIVERABLES

SOCIAL MEDIA



CORPORATE SPONSORSHIP DELIVERABLES

DIGITAL ASSETS



CORPORATE SPONSORSHIP DELIVERABLES

RADIO COMMERCIAL SPOTS AND INTERVIEWS



Army-Navy Partners receive commercial spots, billboards and interviews on the Army-Navy Radio broadcasts.

- Army Regional/National Radio Network (17 Stations)
- Navy Regional/National Radio Network (13 Stations)
- Westwood One National Radio (268 Stations)
- Sirius XM Satellite (Nationwide)
 - Sirius carried the Army, Navy and Westwood One Radio feeds (3 separate channels)

Game carried on 300 terrestrial stations in the United States!



Palantir COO Shyam Sankar, Duke Cannon CEO Ryan O'Connell and Exchange CCO Judd Anstey were interviewed by Tina Cervasio for the Westwood One Nationwide Radio Broadcast as part of the annual Army-Navy Corporate Partner C-Level Roundtable Interview.



CORPORATE SPONSORSHIP DELIVERABLES

VIP/CELEBRITY INFLUENCER HOSPITALITY AND ACCESS
(SUITES, FIELD ACCESS, SUPERINTENDENT'S WARMING ROOMS, GALA)



CORPORATE SPONSORSHIP DELIVERABLES

IP RIGHTS AND OFFICIAL DESIGNATIONS



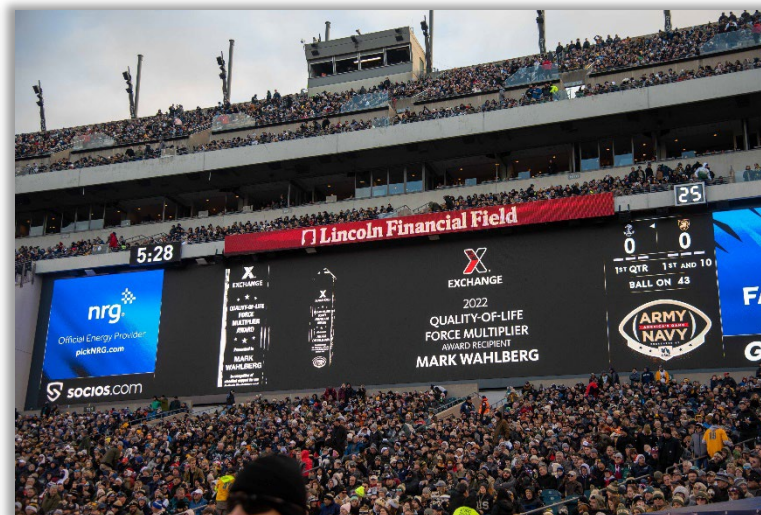
ARMY-NAVY GALA

The annual Friday night Gala was held at the Pennsylvania Convention Center. The 1,500 guests were treated to dinner, cocktail hour, dancing, guest speakers, highlight videos, premium giveaways, cheerleader and band performances and more!



CORPORATE PARTNER PATRIOTIC & CHARITABLE CAUSES

The Army-Navy Game allows its Official Corporate Partners to bring forward Patriotic and/or Charitable causes that are near and dear to them. Corporate Partners can include, promote and amplify these organizations through Cause Marketing leading up to and at the Army-Navy Game. Only organizations formally brought forward by the Official Corporate Partners will have the rights to activate at the Army-Navy Game.

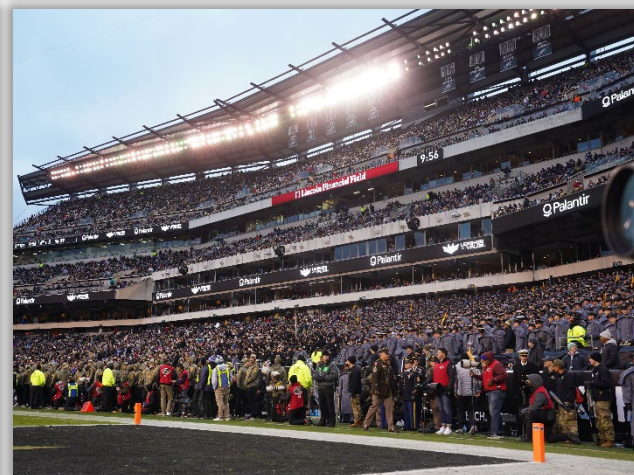


GARY SINISE
FOUNDATION



CORPORATE PARTNER PATRIOTIC & CHARITABLE CAUSES

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ONE FAMILY. 11 WARS.
247 YEARS OF BRAVERY.

Today we honor the Mahoney family—a family with nine generations of proud soldiers dating back to the American Revolution. It's commitment like theirs that makes us proud to support Operation Homefront, a national nonprofit dedicated to building strong, stable and secure military families so they can thrive in the communities they've worked so hard to protect. Help out this great cause at OperationHomefront.org.



DONATE HERE



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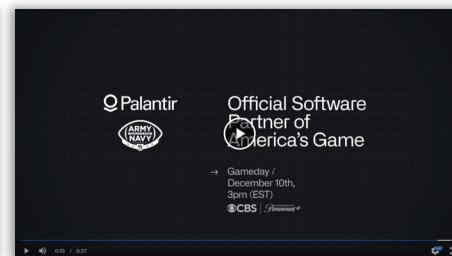
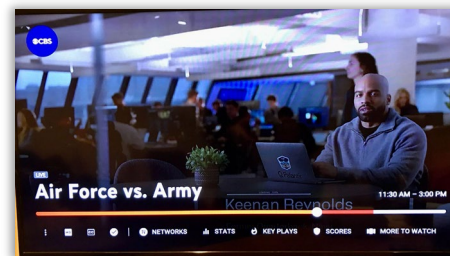
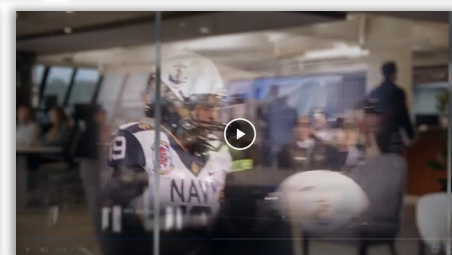
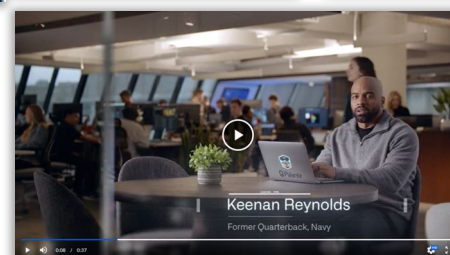
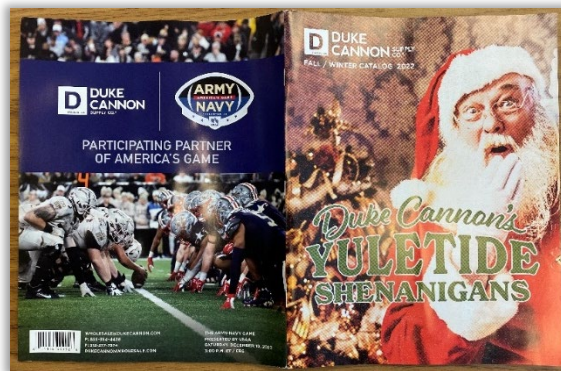
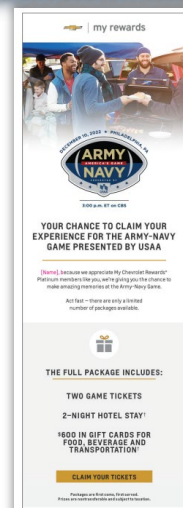
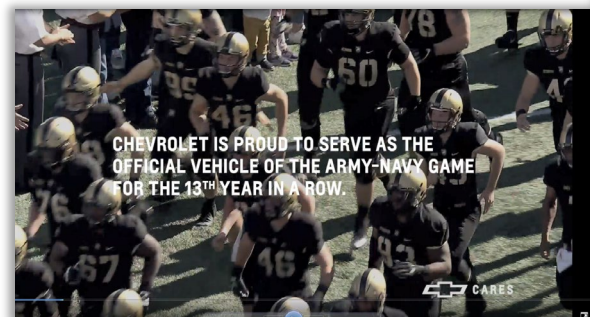
CORPORATE PARTNER PATRIOTIC & CHARITABLE CAUSES

The Army-Navy Game allows its Official Corporate Partners to bring forward Patriotic and/or Charitable causes that are near and dear to them. Corporate Partners can include, promote and amplify these organizations through Cause Marketing leading up to and at the Army-Navy Game. Only organizations formally brought forward by the Official Corporate Partners will have the rights to activate at the Army-Navy Game.

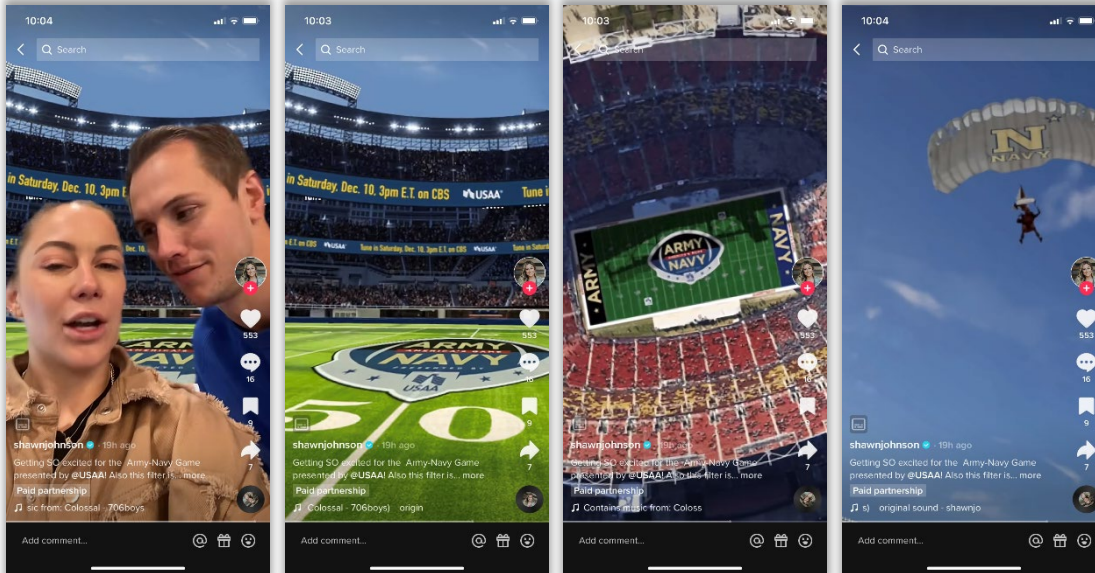


CORPORATE PARTNER PRE-PROMOTION

Army-Navy Official Partners bring forward robust pre-promotion campaigns to increase game awareness and drive tune-in to the national TV broadcast. Efforts have included: national TV commercial spot buys, In-store and at dealership point-of-sale branding print advertising, paid social and digital media and more!



CORPORATE PARTNER SOCIAL INITIATIVES



CBS/WW1 Announcers John Sadak and Ross Tucker



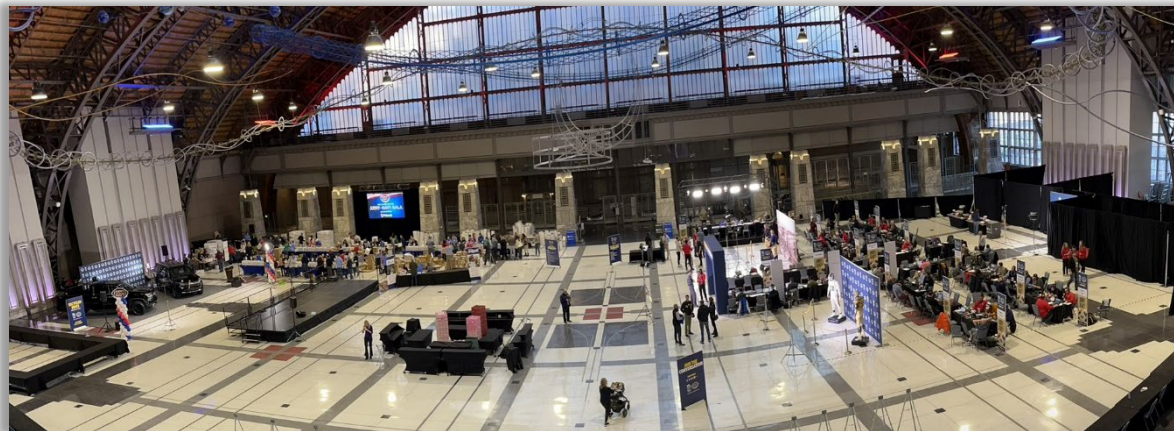
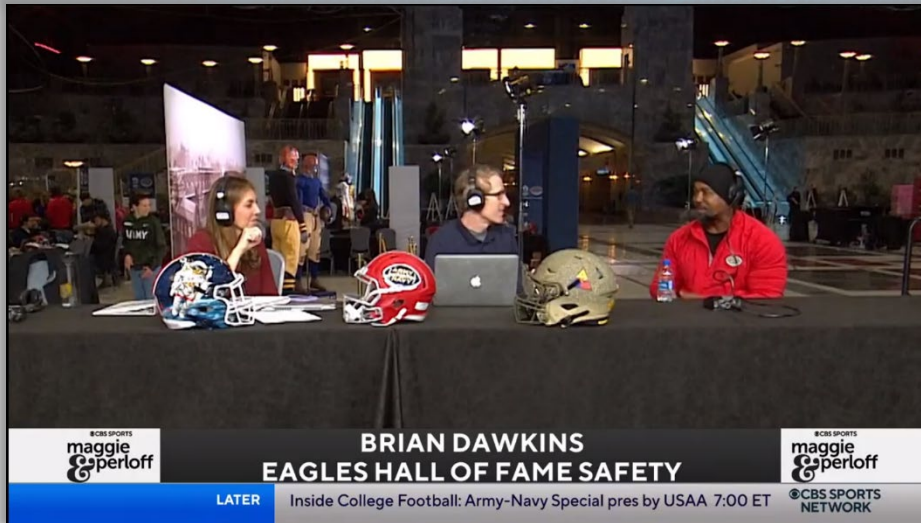
Tik Tok Influencer VicBlends



GAME WEEKEND MEDIA ROW

"...only the Super Bowl and Army-Navy have one!"

– Desmond Howard, ESPN College GameDay



HOST CITY WELCOME BRANDING

Bringing Army-Navy Game awareness to the Philadelphia market

The Philadelphia Convention and Visitors Bureau, the host entity of the 2022 Army-Navy Game, executed a Welcoming, Branding and Awareness campaign leading up to the event in and around the city of Philadelphia using Army-Navy Game Branding and tune-in information. Out of home branding was executed on highway billboards, street pole banners, in the airport, on city buses, digital urban panels, bus shelters, and wifi kiosks. Over **22 million** impressions were generated by this Host City branding.



DIGITAL/SOCIAL MEDIA

Increased following and exposure across all platforms



Army-Navy Facebook

71,504 followers



Army-Navy Twitter

33,000 followers



Army-Navy Instagram

28,200 followers



Army-Navy Game
@ArmyNavyGame

Both uniforms have been released for the Army-Navy Game presented by @USAA on Dec. 10!

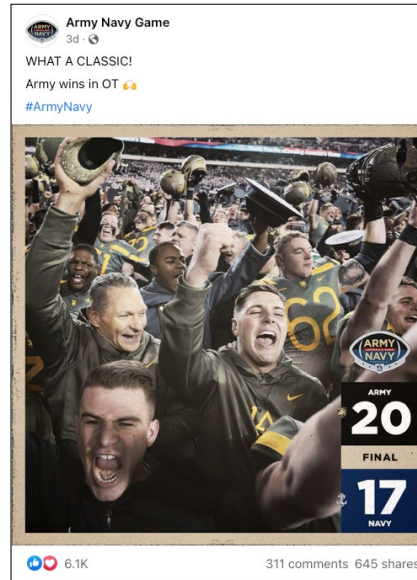
Who has the best look?

#ArmyNavy



6:08 PM · Nov 29, 2022

The Army-Navy Game also has a mobile App that is used to execute Mobile Ticketing



ARMY-NAVY GAME FUTURE SITES

The Army-Navy Game announced its next round of host cities on June 15, 2022.



LOOKING AHEAD TO THE 2023 ARMY-NAVY GAME

The 124th edition of America's Game will be played on Dec. 9, 2023 at Gillette Stadium, home of the New England Patriots. The stadium is currently undergoing a \$225 million renovation, which will be completed prior to the 2023 NFL season. The 2023 Army-Navy Game coincides with the 250th anniversary of the Boston Tea Party and Boston will become the northernmost city to play host to the Army-Navy Game.



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