



**The 125<sup>th</sup> Army-Navy Game presented by USAA  
December 14, 2024 • Washington, D.C.  
Corporate Sponsorship Summary and Introduction for 2024**



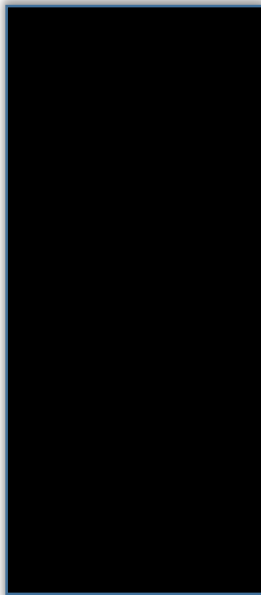
# ARMY-NAVY GAME SPONSORSHIP MODEL

*America's Game featured a 1 + 4 + 4 sponsorship model. USAA is the one (1) Presenting Sponsor. Chevrolet, Exchange, Duke Cannon and Palantir are the four (4) Participating Sponsors and American Legion is an Associate Sponsor.*



# 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 funds and supports Army's 30 and Navy's 36 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.



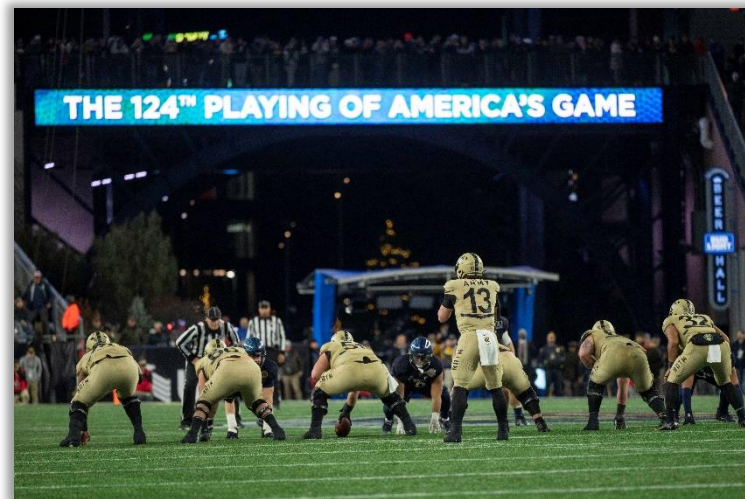
## On-Site Activation

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



# AMERICA'S GAME

*The 2023 Game drew 7.18 million US TV viewers (and more worldwide on AFN) and viewership was up 3.5% from 2022's double overtime thriller. This was the first time the Army-Navy Game was played in New England and featured another Sold Out Stadium (65,878 fans).*





# SOLD OUT STADIUM

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

*"I can tell you that the ticket demand for this game is greater than any AFC Championship game, greater than Taylor Swift, greater than anything else we've ever seen." Jonathan Kraft (President of the Kraft Group)*





# 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."*





# TELEVISION – POSTSEASON

*7<sup>th</sup> highest ranked game of all college football games played after the conference championship weekend (Dec. 2-3) and the Army-Navy Game viewership beat the Fiesta Bowl by 2.5 million viewers, which is a “New Years 6” Bowl Game.*

Top 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 7.2 million viewers.*

<b>7.2 ARMY-NAVY GAME</b>	<b>Army 17, Navy 11</b>
6.8 CHEEZ-IT CITRUS BOWL	Tennessee 35, Iowa 0
4.6 RELIAQUEST BOWL	LSU 35, Wisconsin 31
4.3 POP-TARTS BOWL	Kansas State 28, NC State 19
3.9 ALAMO BOWL	Arizona 38, Oklahoma 24
3.8 DUKE'S MAYO BOWL	West Virginia 30, North Carolina 10
3.6 LIBERTY BOWL	Memphis 36, Iowa State 26
3.5 HOLIDAY BOWL	USC 42, Louisville 28
3.4 GATOR BOWL	Clemson 38, Kentucky 35
3.3 SUN BOWL	Notre Dame 40, Oregon State 8
3.1 LAS VEGAS BOWL	Northwestern 14, Utah 7
3.1 TEXAS BOWL	Oklahoma State 31, Texas A&M 23
3.0 PINSTRIPE BOWL	Rutgers 31, Miami 24
2.8 FIRST RESPONDER BOWL	Texas State 45, Rice 21
2.7 BIRMINGHAM BOWL	Duke 17, Troy 10
2.7 GUARANTEED RATE BOWL	Kansas 49, UNLV 36
2.6 MUSIC CITY BOWL	Maryland 31, Auburn 13
2.4 ARMED FORCES BOWL	Air Force 31, James Madison 21

2.4 GASPARILLA BOWL	Georgia Tech 30, UCF 17
2.4 LA BOWL	UCLA 35, Boise St. 22
2.3 MILITARY BOWL	Virginia Tech 41, Tulane 20
2.2 QUICK LANE BOWL	Minnesota 30, Bowling Green 24
2.0 CURE BOWL	App St. 13, Miami-OH 9
1.6 CAMELLIA BOWL	Northern Illinois 21, Arkansas State 21
1.5 FENWAY BOWL	Boston College 23, SMU 14
1.5 CELEBRATION BOWL	Florida A&M 30, Howard 26
1.2 FAMOUS IDAHO POTATO BOWL	Georgia State 45, Utah State 22
1.2 MYRTLE BEACH BOWL	Ohio 41, Georgia Southern 21
1.1 BOCA RATON BOWL	South Florida 45, Syracuse 0
1.1 NEW ORLEANS BOWL	Jacksonville St. 34, Louisiana 31 (OT)
1.1 ARIZONA BOWL	Wyoming 16, Toledo 15
1.0 FRISCO BOWL	UTSA 35, Marshall 17
1.0 HAWAII BOWL	Coastal Carolina 24, San Jose State 14
1.0 INDEPENDENCE BOWL	Texas Tech 34, California 14
0.8 MOBILE BOWL	South Alabama 59, Eastern Michigan 10
0.8 NEW MEXICO BOWL	Fresno State 37, New Mexico St 10
N/A FAMOUS TOASTERY BOWL	W. Kentucky 38, Old Dominion 35 (OT)





# TELEVISION AUDIENCE SIZE

*17<sup>th</sup> highest ranked regular season football broadcast*

*21<sup>st</sup> highest ranked pre-bowl game broadcast*

## Regular Season Final Viewership Totals

1. Ohio State-Michigan (11/25 Fox)	19.07 million
2. Colorado-Oregon (9/23 ABC)	10.03 million
3. Ohio State-Notre Dame (9/23 NBC)	9.98 million
4. Penn State-Ohio State (10/21 Fox)	9.96 million
5. Colorado-Colorado State (9/16 ESPN)	9.30 million
6. LSU-Florida State (9/3 ABC)	9.17 million
7. Michigan-Penn State (11/11 Fox)	9.16 million
8. Alabama-Auburn (11/25 CBS)	9.09 million
9. LSU-Alabama (11/4 CBS)	8.82 million
10. Texas-Alabama (9/9 ESPN/ESPN2)	8.76 million
11. Nebraska-Colorado (9/9 Fox)	8.73 million
12. Oklahoma-Texas (10/7 ABC/ESPN2)	7.87 million
13. Tennessee-Alabama (10/21 CBS)	8.01 million
14. Colorado-TCU (9/2 Fox)	7.26 million
15. USC-Colorado (9/30 Fox)	7.24 million
16. Alabama-Texas A&M (10/7 CBS)	7.23 million
<b>17. Army-Navy (12/9 CBS)</b>	<b>7.18 million</b>
18. Oregon-Washington (10/14 ABC)	7.04 million

Source: Sports Media Watch



## Pre-Bowl Game Final Viewership Totals

1. Ohio State-Michigan (11/25 Fox)	19.07 million
2. Alabama-Georgia (12/2 CBS)	*17.52 million
3. Colorado-Oregon (9/23 ABC)	10.03 million
4. Michigan-Iowa (12/2 FOX)	*10.02 million
5. Ohio State-Notre Dame (9/23 NBC)	9.98 million
6. Penn State-Ohio State (10/21 Fox)	9.96 million
7. Colorado-Colorado State (9/16 ESPN)	9.30 million
8. Washington-Oregon (12/1 ABC)	*9.25 million
9. LSU-Florida State (9/3 ABC)	9.17 million
10. Michigan-Penn State (11/11 Fox)	9.16 million
11. Alabama-Auburn (11/25 CBS)	9.09 million
12. LSU-Alabama (11/4 CBS)	8.82 million
13. Texas-Alabama (9/9 ESPN/ESPN2)	8.76 million
14. Nebraska-Colorado (9/9 Fox)	8.73 million
15. Oklahoma-Texas (10/7 ABC/ESPN2)	7.87 million
16. Tennessee-Alabama (10/21 CBS)	8.01 million
17. Texas-Oklahoma State (12/2 ABC)	*7.89 million
18. Colorado-TCU (9/2 Fox)	7.26 million
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20. Alabama-Texas A&M (10/7 CBS)	7.23 million
<b>21. Army-Navy (12/9 CBS)</b>	<b>7.18 million</b>
22. Oregon-Washington (10/14 ABC)	7.04 million
23. Florida State-Louisville (12/2 ABC)	*7.03 million

\*Conference Championship Game

CBS SPORTS

CBS SPORTS  
NETWORK





# 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
2023	CBS	3.8	7,180,000	3:00pm

- CBS ran approximately 30 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 promos ran during the SEC Championship game on CBS (Alabama vs. Georgia) on Dec. 2, which had 17.52 million average viewers, as well as during the NFL on CBS on Dec. 3 (game window drew an average of 14.38 million viewers). For the third year in a row, CBS aired an Army-Navy Pre-Promo spot in Times Square (below image) in the week leading up to the game.



The 2023 Army-Navy Game averaged 7.18 Million viewers, which was up 3.5% (and 240,000 average viewers) from 2022. The Army-Navy Game outdrew the combined totals of the 2 other big events on Saturday, Dec. 9: NBA's first-ever In-season championship game between the Lakers and the Pacers (4.58 million across ESPN & ABC) and the Heisman Trophy ceremony (2.31 million)!



# TELEVISION

## Quarter Hour Metrics and Top Metered Markets

Quarter Hour		HH RTG	HH SHR	Viewers (Persons 2+ ) in Millions
2:55 PM	3:15 PM	2.3	10	4.031
3:15 PM	3:30 PM	3.0	13	5.476
3:30 PM	3:45 PM	3.3	14	6.064
3:45 PM	4:00 PM	3.5	15	6.486
4:00 PM	4:15 PM	3.8	16	7.102
4:15 PM	4:30 PM	3.9	16	7.223
4:30 PM	4:45 PM	3.6	15	6.686
4:45 PM	5:00 PM	3.6	15	6.737
5:00 PM	5:15 PM	4.0	16	7.652
5:15 PM	5:30 PM	4.3	17	8.262
5:30 PM	5:45 PM	4.5	17	8.692
5:45 PM	6:00 PM	4.6	17	8.962
6:00 PM	6:15 PM	4.5	16	8.838
6:15 PM	6:30 PM	4.6	16	8.981
6:30 PM	6:44 PM	3.9	14	7.634

The CBS TV audience peaked at the end of the game (6:15 PM to 6:30 PM) with 8.981 million viewers.



**CBS SPORTS**



# TELEVISION

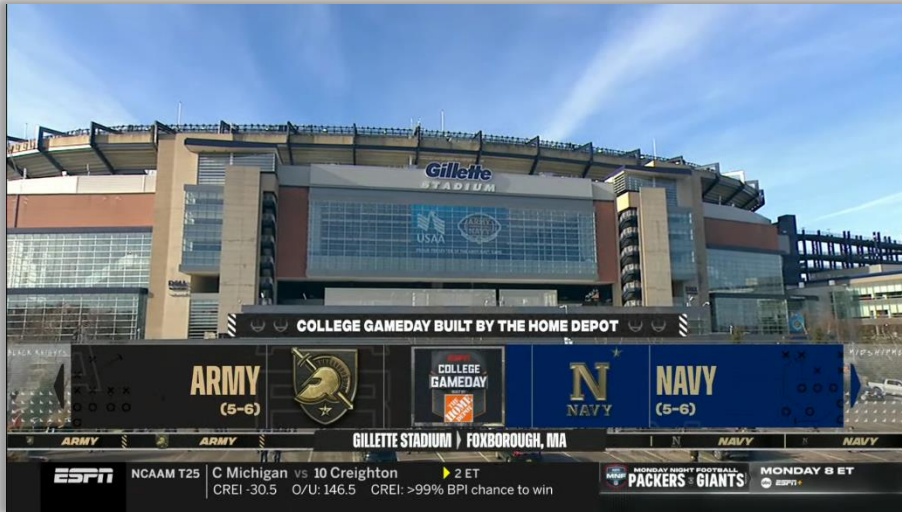
CBS Sports, CBS Sports Network and ESPN delivered over 8.5 hours of live Game Day coverage. ESPN was live on site with College GameDay from 10 am to 12 noon, CBS Sports Network was live with the March On Show and Tailgate Special from 12 noon to 2:30. CBS Sports was live at 2:30 pm with a pregame show and the game broadcast began at 3 pm.





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ESPN College GameDay broadcasted live from just outside the stadium from 10 am to 12 noon. The College GameDay broadcast drew an average of 1.26 million viewers!

New England Patriots Head Coach Bill Belichick, Patriots Owner Robert Kraft, the Chairman of the Joint Chiefs of Staff, the Academy Superintendents, and two team head coaches all appeared live on the show.

The Army-Navy Game Mark and Official Sponsor Logos received significant background visibility during the broadcast.

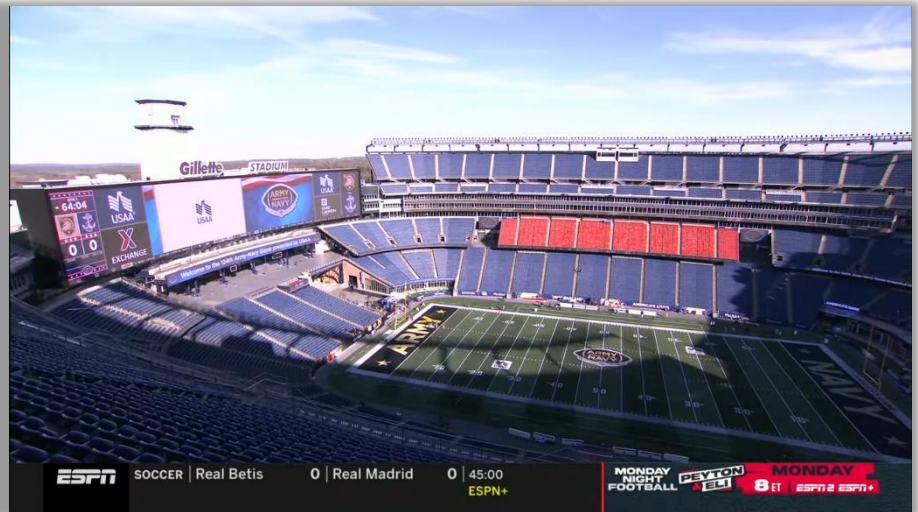




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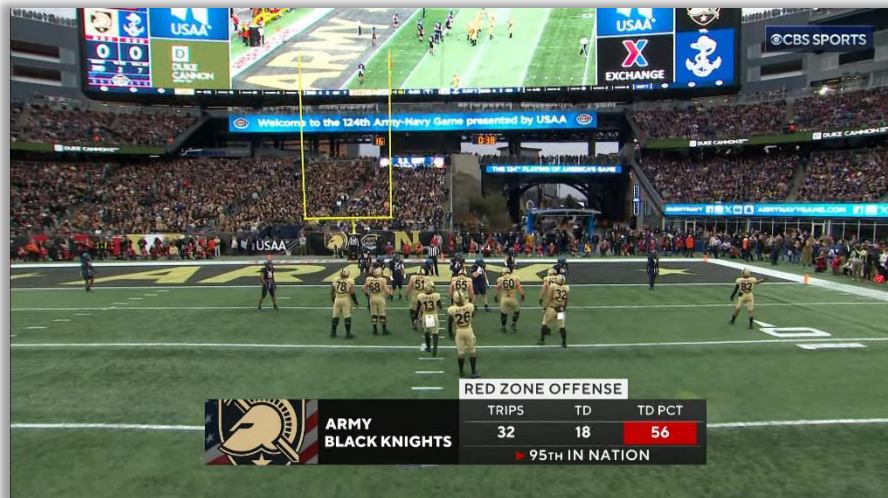
## ESPN College GameDay





# CBS TELEVISION COOPERATION

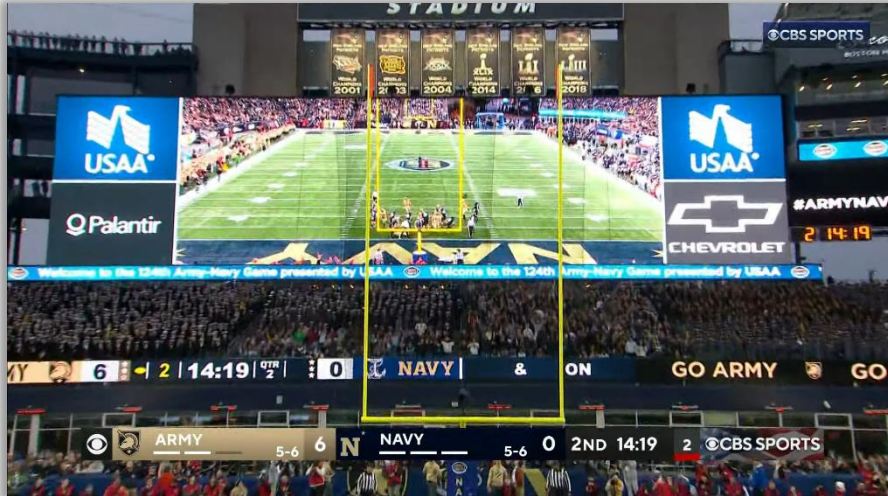
*The Academies and CBS work together to ensure the Army-Navy Game Official Partners stand out in the television broadcast.*





# 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





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# CORPORATE SPONSORSHIP DELIVERABLES

## ACTIVATIONS AND FAN FEST





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# CORPORATE SPONSORSHIP DELIVERABLES

## MUSTER AREA





# CORPORATE SPONSORSHIP DELIVERABLES

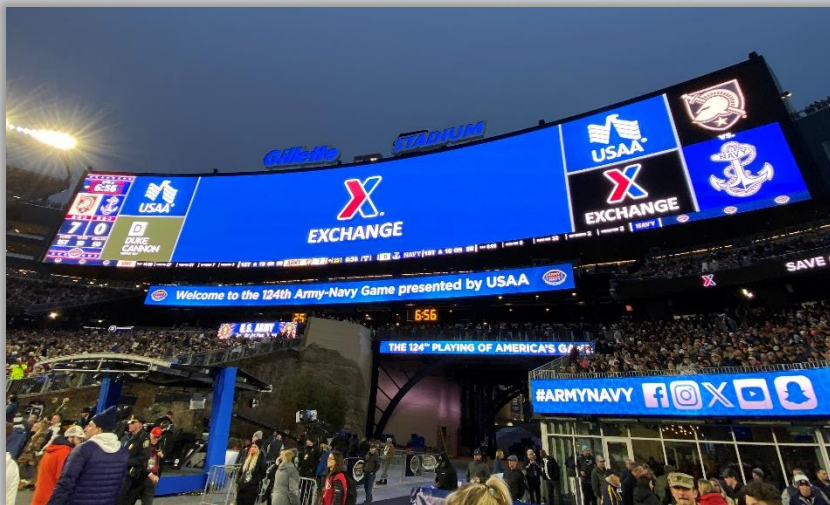
## MUSTER AREA





# CORPORATE SPONSORSHIP DELIVERABLES

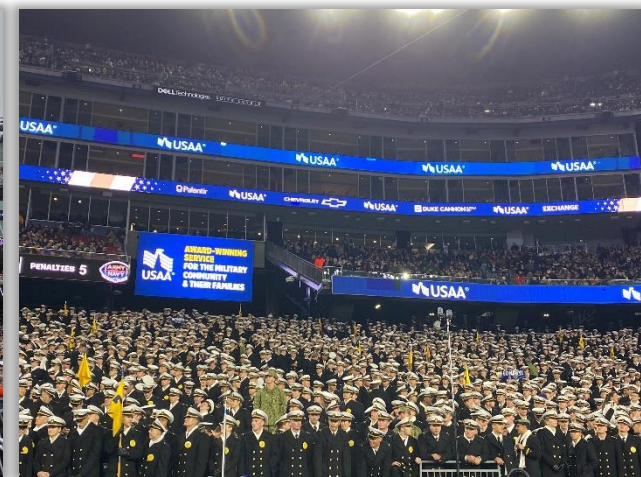
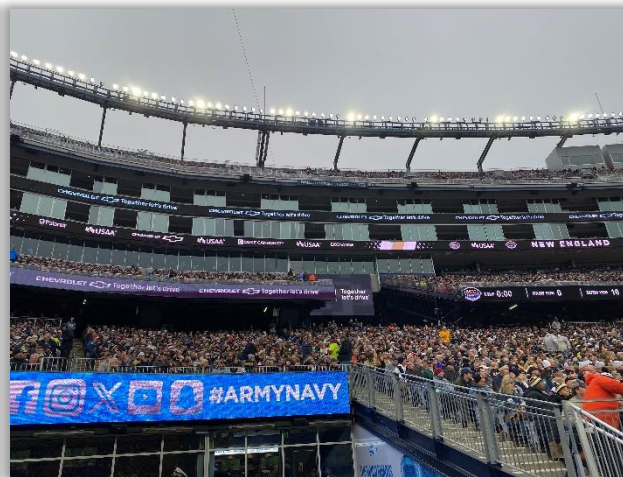
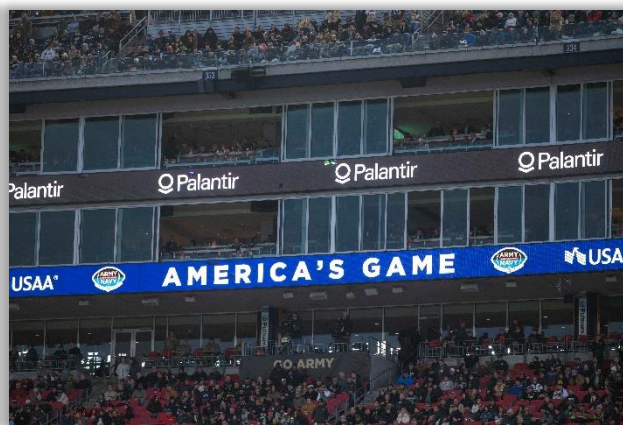
## VIDEOBOARD BRANDING AND EXPOSURE





# CORPORATE SPONSORSHIP DELIVERABLES

## VIDEOBOARD BRANDING AND EXPOSURE





# CORPORATE SPONSORSHIP DELIVERABLES

## VIDEOBOARD BRANDING AND EXPOSURE





# CORPORATE SPONSORSHIP DELIVERABLES

## FIELD LEVEL SIGNAGE AND BRANDING





# CORPORATE SPONSORSHIP DELIVERABLES

## PRINT MATERIALS





# CORPORATE SPONSORSHIP DELIVERABLES

## SOCIAL MEDIA





# DIGITAL/SOCIAL MEDIA

*Increased following and exposure across all platforms*



**Army-Navy Facebook**

76,000 followers



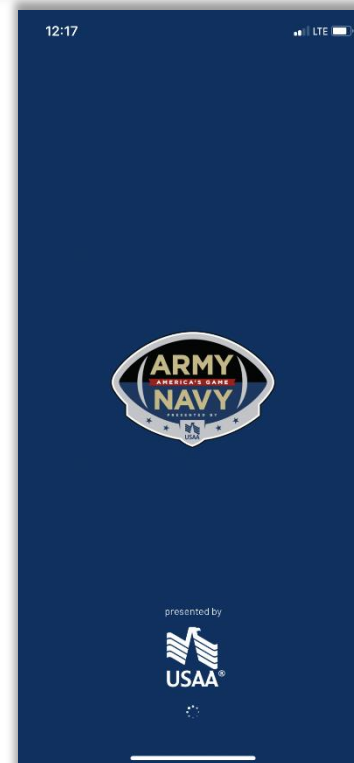
**Army-Navy X (Twitter)**

36,600 followers



**Army-Navy Instagram**

32,600 followers



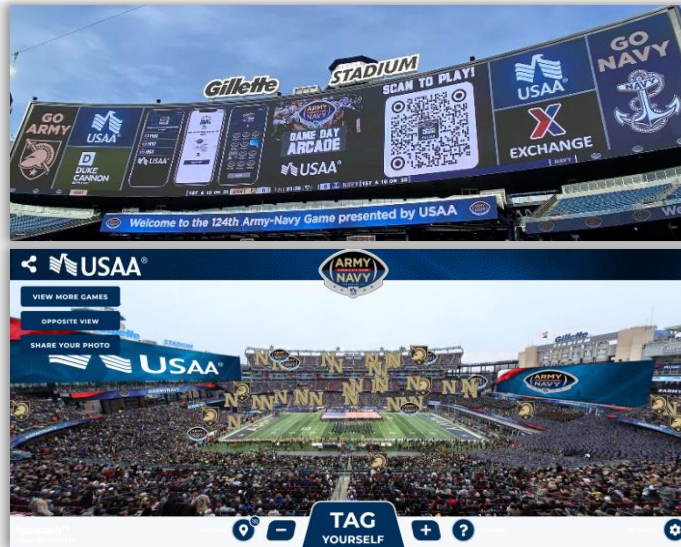
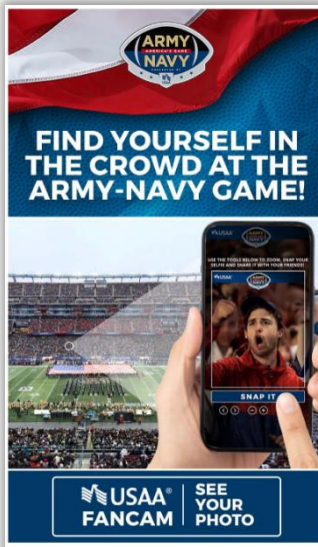
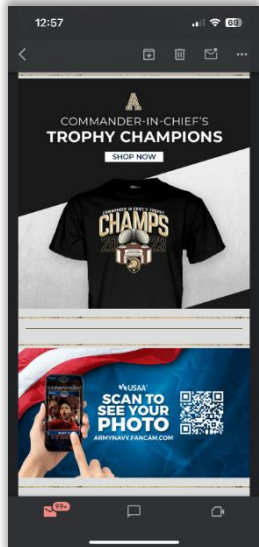
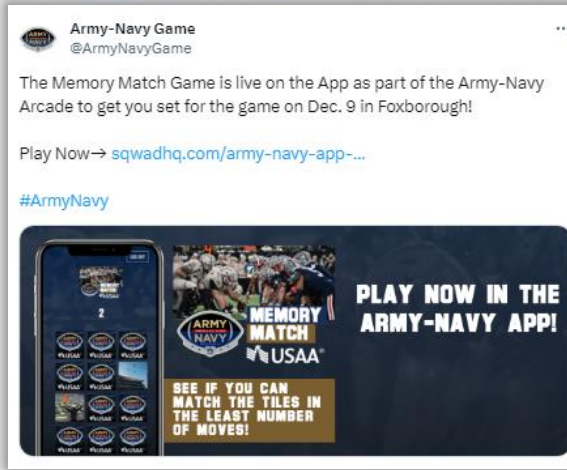
The Army-Navy Game also has a mobile App that is used to execute Mobile Ticketing





# DIGITAL/SOCIAL MEDIA

*In 2023 the Army-Navy Game, in partnership with USAA, launched two new social/digital initiatives to increase fan engagement (Army-Navy Fan Cam and Army-Navy Mobile App Arcade).*





# CORPORATE SPONSORSHIP DELIVERABLES

## DIGITAL ASSETS

*In 2023 the Army-Navy Game launched a redesigned website (armynavygame.com) and mobile app.*

ARMY NAVY  
FANS THE RIVALRY STAR SERIES CORPORATE SPONSORS

ARMY NAVY  
PRESENTED BY  
USAA  
PRESENTING SPONSOR

CHEVROLET EXCHANGE DUKE CANNON PALANTIR  
PARTICIPATING SPONSORS

Football . November 24, 2023

### How to Watch the 2023 Army-Navy Game

The Black Knights and the Midshipmen reignite their rivalry for college football's 2023 regular-season finale.

[Read article ->](#)

USAA  
**READY FOR A SMART PLAY?**  
You'll score big with USAA's award-winning service and great insurance.  
[Get started](#)

MEET THE FAMILY.  
Explore CHEVY ZR2 TRUCKS

Palantir  
The Official Software Partner of America's Game  
[Learn More](#)

USAA CHEVROLET EXCHANGE DUKE CANNON PALANTIR

WORK HARDER. SMELL BETTER.  
DUKE CANNON  
[Learn More](#)

EXCHANGE  
Where Heroes Make History

1:52  
Joe Kolick  
10/20/2023  
ARMY NAVY  
Army-Navy Game presented by USAA  
Sat, Dec 9, 3pm • Gillette Stadium  
2 tickets

Home Community Info Tickets Star Series

1:53  
Football . December 10, 2023

Army Holds Off Navy to Win the 2023 Army-Navy Game presented by USAA  
[Read article ->](#)

armynavygame.com

NEWS TICKETS CAMPS DONATE EVENT SCHEDULE

### ARMY-NAVY MOBILE TICKET DELIVERY

Join us at Gillette Stadium!

Download the Army-Navy App on your mobile device to gain instant access to your game tickets!

Check out our Frequently Asked Questions page below for information on how to download and transfer your tickets for the 124th Army-Navy Game presented by USAA

### YOUR 2023 ARMY-NAVY MOBILE TICKETS ARE AVAILABLE NOW!

DOWNLOAD THE ARMY-NAVY APP IN THE APPLE STORE FOR IPHONE OR GOOGLE PLAY FOR ANDROID. IN ORDER TO ACCESS YOUR TICKETS!

To login you must use this email address: joekolick@gmail.com

If you a Ticketmaster account with a different email address that will not get you access to the tickets.

HOW TO DOWNLOAD HOW TO TRANSFER MIGRATE GAME INFO

ARMY NAVY  
PRESENTED BY  
USAA  
PRESENTING SPONSOR

CHEVROLET EXCHANGE DUKE CANNON PALANTIR  
PARTICIPATING SPONSORS

### #ARMYNAVY

Proudly serving the military community and their families.  
[Learn more](#)

KEEP UP WITH THE MIDS!  
USAA ARMY NAVY





# 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 (20 Stations)
- Navy Regional/National Radio Network (13 Stations)
- Westwood One National Radio (301 Stations)
- Sirius XM Satellite (Nationwide)
  - Sirius carried the Army, Navy and Westwood One Radio feeds (3 separate channels)

**Game carried on over 330 terrestrial stations in the United States!**



*Palantir CTO 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

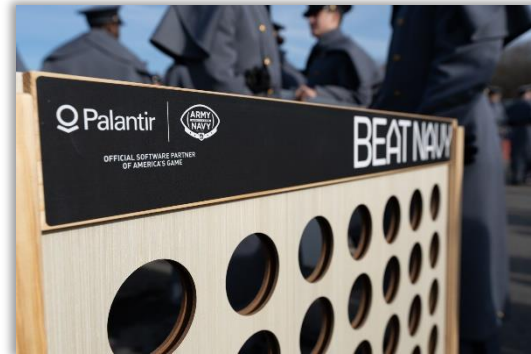
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# CORPORATE SPONSORSHIP DELIVERABLES

## IP RIGHTS AND OFFICIAL DESIGNATIONS





# ARMY-NAVY GALA

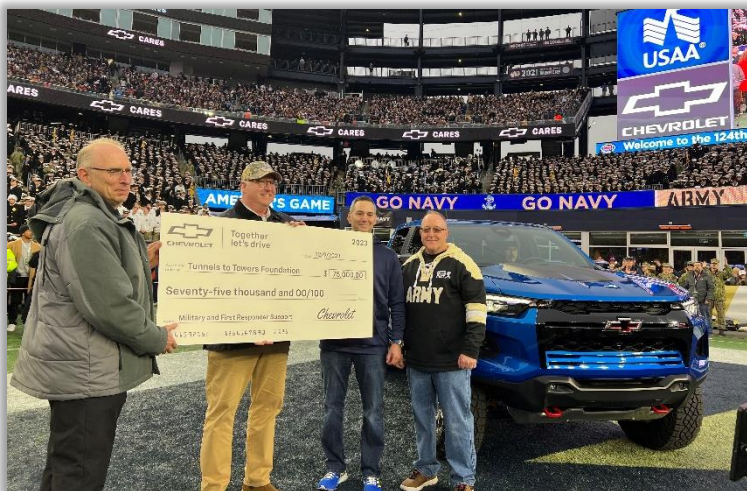
*The annual Friday night Gala was held at the Hynes Convention Center in Back Bay Boston. The 1,500 guests were treated to dinner, cocktail hour, dancing, guest speakers (including New England Patriots owner Robert Kraft, highlight videos, premium giveaways, cheerleader and band performances and more!*





# 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.*





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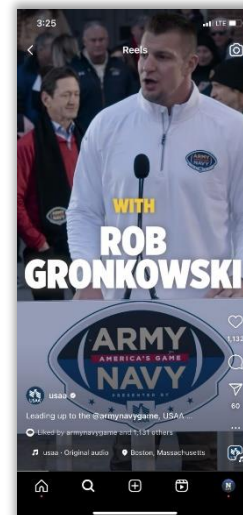
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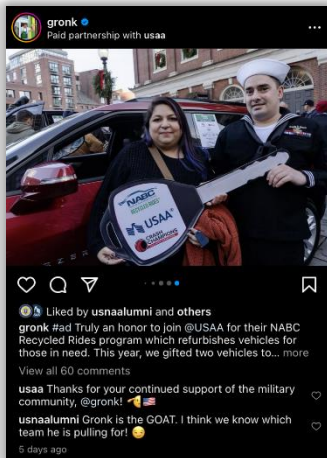
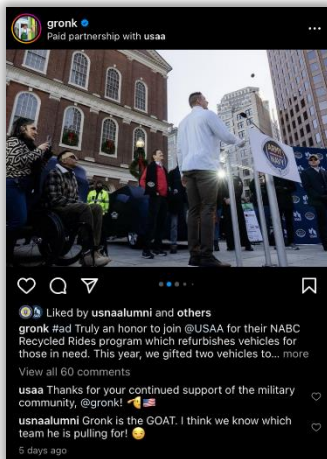
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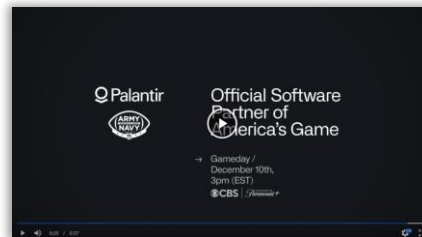
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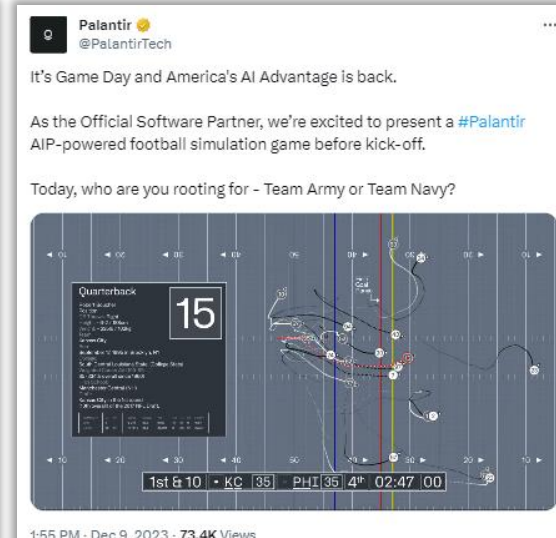
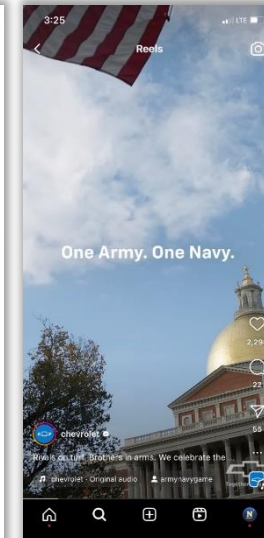
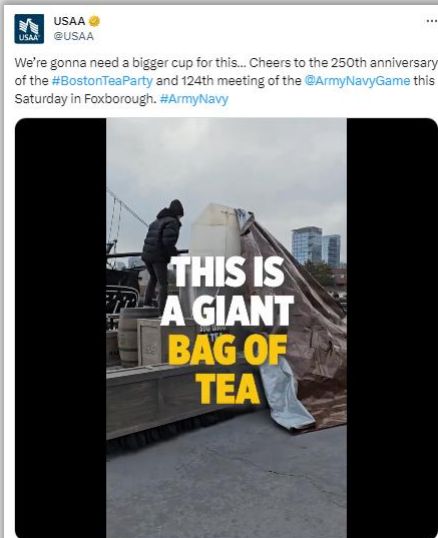
# CORPORATE PARTNER PRE-PROMOTION

*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





# 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 Boston, Providence and greater New England market.*

Kraft Sports + Entertainment, the parent company of the New England Patriots and the host entity of the 2023 Army-Navy Game, executed a Welcoming, Branding and Awareness campaign leading up to the event in and around the cities of Boston, Providence and the greater New England region using Army-Navy Game Branding and tune-in information. Out of home branding was executed on highway billboards, street pole banners at the stadium/Patriot Place and in the cities, in the airport and much more!





# HOST CITY WELCOME BRANDING

*Bringing Army-Navy Game awareness to the Boston, Providence and greater New England market.*



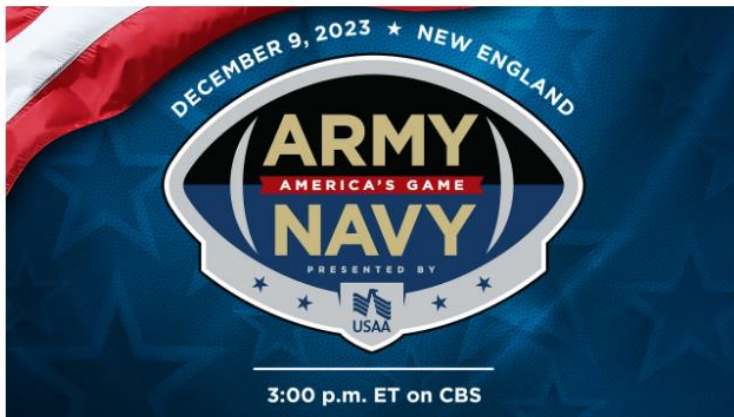


# HOST CITY/TEAM SOCIAL & DIGITAL INITIATIVES

## Gillette Stadium Will Host the 2023 Army-Navy Game Presented by USAA for the First Time Ever This Saturday, Dec. 9

Important ticketholder information for America's Game at Gillette Stadium

Dec 09, 2023 at 06:21 AM



FOXBOROUGH, Mass. – The Army-Navy Game presented by USAA will come to New England and Gillette Stadium for the first time ever this Saturday, Dec. 9. The 2023 installment of Army-Navy marks the first time in the 124-year history of America's Game that it will be played in New England, and only the third time it will take place outside of the mid-Atlantic region (Chicago in 1926 and Pasadena, Calif. in 1983). To add to the historic occasion, the Commander-in-Chief's trophy will be on the line during this year's game, with Army capturing the trophy outright with a victory, and Navy earning a share of the trophy with a win on Dec. 9. First awarded in 1972, the prestigious Commander-in-Chief's trophy is earned each year by whichever of the service academies (Air Force, Army and Navy) notches the better head-to-head record in their respective annual matchups. The game will be televised nationally on CBS, worldwide on American Forces Network and Westwood One Radio will feed their broadcast to 300-plus stations throughout the United States.

The game will officially kick off at 3:00 p.m., with parking lots scheduled to open at 9:00 a.m. and gates opening at 11:00 a.m. The official Army-Navy Game Fan Fest will take place from 11:00 a.m. until 3:00 p.m., and the traditional March On of the Brigade of Midshipmen, followed by the Corps of Cadets, will begin at 12:10 p.m., with several other pregame activities to follow leading up to kickoff. As the venue prepares for America's Game, Gillette Stadium officials would like to remind fans attending the show of an important





# HOST CITY/TEAM SOCIAL & DIGITAL INITIATIVES

**Gillette Stadium** @GilletteStadium

Yesterday, athletic directors, head coaches and team captains from each respective academy, President of The Kraft Group Jonathan Kraft, Massachusetts Governor Maura Healey and President & CEO of Meet Boston Martha Sheridan joined to discuss the historic 2023 #ArmyNavy game to be played in New England for the first time next Saturday.

Learn more: [bit.ly/GSArmyNavyGame](https://bit.ly/GSArmyNavyGame)



4:24 PM · Nov 30, 2023 · 14K Views

**ARMY-NAVY FAN GUIDE IS HERE**

The Army-Navy Game is back in New England, offering a comprehensive resource for the region's passionate fans. This guide is the ultimate companion to the game, and it's here to help you make the most of this historic event.

[READ OUR GUIDE](#)

**UNIFORM REVEALS**

The 2023 Army-Navy Game uniforms will be the latest in the history of the rivalry. The Army uniform is a dark blue and white, while the Navy uniform is a light blue and white. The uniforms are designed to be modern and stylish, reflecting the spirit of the rivalry.

**ARMY-NAVY MERCHANDISE**

Armory's Game is back around the corner! Explore the official products for the Army-Navy Game, presented by Gillette Stadium. Whether you're a fan of the Army or the Navy, there's something for everyone. [Shop now](#) to make sure you get up for the Army-Navy Game!

[SHOP NOW](#)

**FAN FEST INFORMATION**

The Army-Navy Fan Fest, located at Enel Plaza at Gillette Stadium, will open to the general public Thursday, December 7 and Friday, December 8 in an effort to provide fans, with or without game tickets, the opportunity to enjoy the experience of the historic first-ever game in New England. This will be the first time the Fan Fest opens early and will coincide with a New England Patriots vs. Pittsburgh Steelers Watch Party on Thursday night. On game day, the Army-Navy Fan Fest will open at 11:00 AM when stadium gates open. Fans will be able to enjoy the experience before or after the March On in the Enel Plaza until 3:00 PM.

**Thursday, December 7 | 5:00 PM - End of Patriots Game**  
Watch the Patriots take on the Steelers in Pittsburgh on Thursday Night Football and enjoy the Army-Navy Fan Fest.

**Friday, December 8 | 5:00 PM - 10:00 PM**  
Shop Patriot Place, dine at local restaurants, and enjoy the Army-Navy Fan Fest.

**Saturday, December 9 | 11:00 AM - 3:00 PM**  
Get to Gillette Stadium early on game day to experience the Army-Navy Fan Fest.

**Maura Healey** @MassGovernor · Dec 4

This week, we bring the Army-Navy Game home.

**The Commonwealth of Massachusetts**

**A Proclamation**

Whereas, Massachusetts holds a special place in the heart of our nation's military history, as the birthplace of the Continental Army and the site of the first battle of the American Revolution; and

Whereas, Massachusetts is home to the USS Constitution, the oldest commissioned naval vessel afloat, serving as a symbol of our enduring maritime heritage; and

Whereas, it was in Massachusetts that the first battle of the American Revolution, the Battle of Concord and Lexington, took place on the morning of April 19, 1775, marking the beginning of the American Revolutionary War; and

Whereas, the historic rivalry between the Army and Navy, spanning six games since 1916, is a testament to the dedication, discipline and partnership displayed by our service members; and

Whereas, on December 9<sup>th</sup>, 2023, the 102<sup>nd</sup> Army-Navy Game will take place at New England's Gillette Stadium for the first time; this day is only the third time that the game is played outside of the mid-Atlantic area;

Therefore, the House of the year's Army-Navy Game is "Bring the Game Home," commemorating Gillette Stadium's remarkable achievement in securing this event for Massachusetts after so many of dedicated effort;

Whereas, the history of the United States Army and Navy is deeply intertwined with the rich heritage of Massachusetts and New England, dating back to the earliest days of our nation;

Now, therefore, I, Maura S. Healey, Governor of the Commonwealth of Massachusetts, do hereby proclaim December 7<sup>th</sup> through December 9<sup>th</sup>, 2023, to be,

**ARMY-NAVY WEEK**

and I encourage all citizens of the Commonwealth to take part in the celebration of this historic event and to observe the spirit of the Commonwealth in honor of the Army-Navy Game, the first time the game is played outside of the mid-Atlantic area, and the 102<sup>nd</sup> anniversary of the first battle of the American Revolution.

By: Maura S. Healey  
Governor of Massachusetts

*Maura S. Healey*  
Governor of Massachusetts

*Jonathan Kraft*  
President of The Kraft Group

*Mike Gessicki*  
President of the USAA

*Ezekiel Elliott*  
President of the NFL

Gillette Stadium and 3 others

**New England Patriots** @Patriots · Dec 9

Robert Kraft on the importance of hosting @ArmyNavyGame at @GilletteStadium.

@CollegeGameDay | #ArmyNavy

**BILL BELICHICK JOINS GAMEDAY**

COACHES LIVE! CELEBRITY GUEST PICKER

18 120 865 115K

**Gillette Stadium** @GilletteStadium · Dec 8

TOMORROW.

**GOV. MAURA HEALEY**  
GOVERNOR OF MASSACHUSETTS

**JONATHAN KRAFT**  
PRESIDENT - THE KRAFT GROUP

**MIKE GESSICKI**

**EZEKIEL ELLIOTT**





# ARMY-NAVY GAME FUTURE SITES

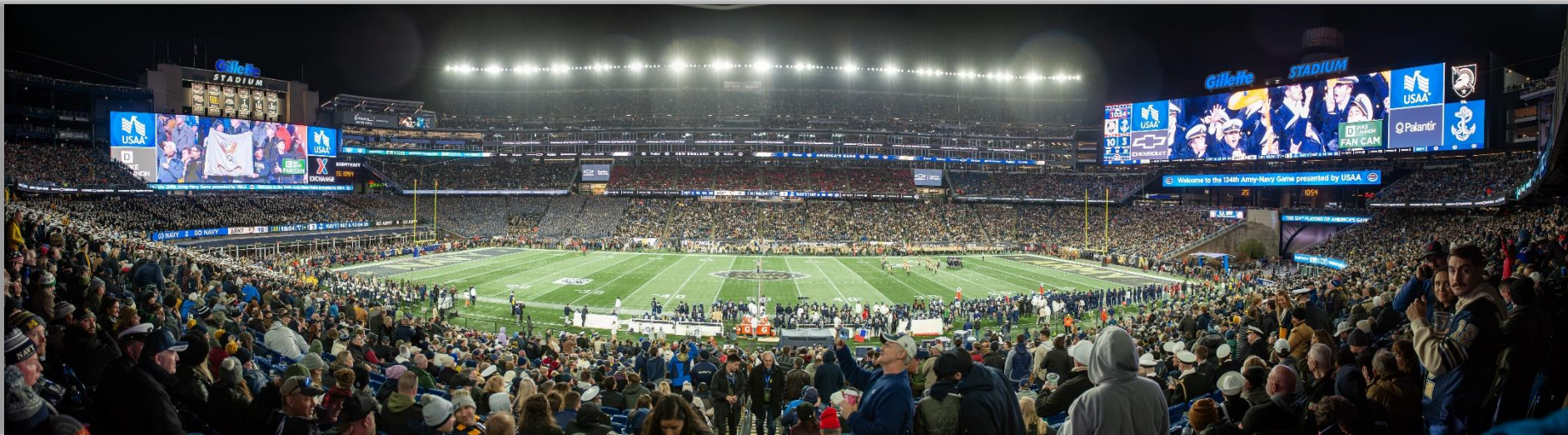
*The Army-Navy Game is currently in a five-game, five-city cycle from 2023 to 2027!*





# LOOKING AHEAD TO THE 2024 ARMY-NAVY GAME

*The 125<sup>th</sup> edition of America's Game will be played on Dec. 14, 2024 in our Nation's Capital, Washington, DC! The game will be played at FedExField, home of the Washington Commanders and many ancillary game events will be held in the District of Columbia.*



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