



**The 126th Army-Navy Game presented by USAA
December 13, 2025 • Baltimore, Md.
Corporate Sponsorship Summary and Introduction for 2025**

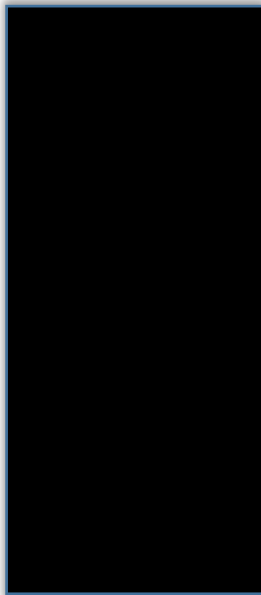
ARMY-NAVY GAME SPONSORSHIP MODEL

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 the 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.



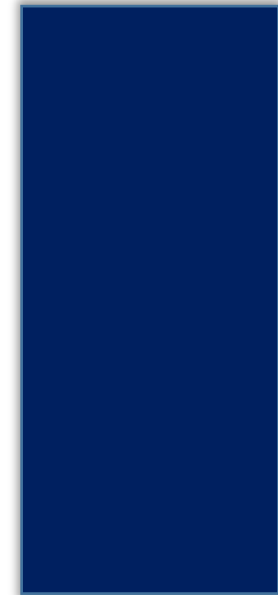
Investment

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 2024 Game drew a record 9.4 million US TV viewers (and more worldwide on AFN)!
The 125th playing of America's Game was the largest audience on record and surpassed the
1992 game's television draw of 8.45 million.*



PRESIDENTIAL APPEARANCES

Dating back to 1901 when President Theodore Roosevelt attended the seventh playing of the Army-Navy Game, it has been a long-standing tradition for Presidents to attend “America’s Game.” President Trump has attended the game five times in recent years: three times as a sitting President (2018, 2019, 2020) and twice as President-Elect (2016 and 2024).



2024



2019

Sitting U.S. Presidents who have attended the Army-Navy Game: Theodore Roosevelt (1901, 1905), Woodrow Wilson (1913), Calvin Coolidge (1924), Harry Truman (1945, 1946, 1947, 1948, 1949, 1950, 1952), John F. Kennedy (1961, 1962), Gerald Ford (1974), Bill Clinton (1996), George W. Bush (2001, 2004, 2008), Barack Obama (2011), and Donald Trump (2018, 2019, 2020).

ARMY-NAVY GAME IN THE NEWS



- [USAA Extends Sponsorship of the Army-Navy Game Through 2030](#)
 - Sub-Sponsorships remain available.
- [Army-Navy, CBS Sports Reach Multi-Platform Rights Extension Through 2038](#)
- [Army-Navy Game Averaged a Record 9.4 Million Viewers on CBS in 2024](#)
- [Inside the big business of the Army-Navy football game \(Sports Business Journal 12/9/24\)](#)

SOLD OUT STADIUM

The 2024 game was played in the Washington, DC area in front of a Sell Out Stadium of 60,726 fans. The Army-Navy Game annually sells out 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 on the ticket demand for the 2023 Army-Navy Game in New England.)



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."

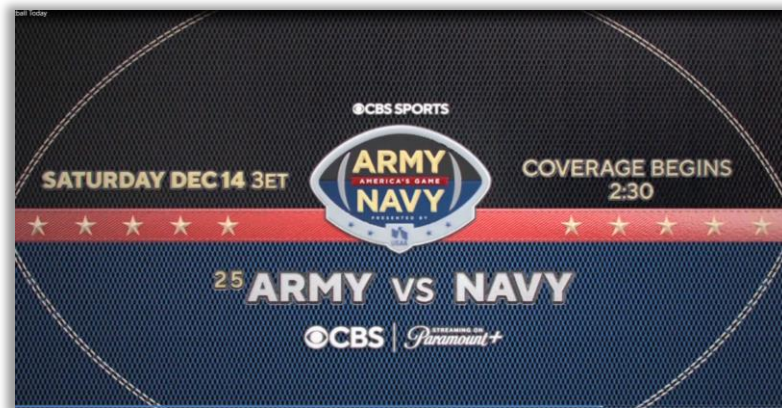


TELEVISION

Ratings are annually very strong and ranked as a Top 10 College Football Regular Season Broadcast in 2024!

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
2024	CBS	4.6	9,400,000	3:00pm

- The Army-Navy Game was CBS' largest television audience for a College Football Regular Season Game in 2024 at 9.4 million average viewers.
- CBS ran approximately 30 Army-Navy Promos in NFL, College Football Regular Season, Big Ten Championship Game, Prime Time Shows and Late Night leading up to the Army-Navy Game.
- The promos ran during the Big Ten Championship game on CBS (Oregon vs. Penn State) on Dec. 7, which had 10.5 million average viewers, as well as during the NFL on CBS on Dec. 8 (game window drew an average of 15.1 million viewers).



The 2024 Army-Navy Game averaged a record 9.4 Million viewers, which was up 31% (and 2.2 million average viewers) from 2023. The 2024 audience is the highest on record, surpassing the previous mark of 8.45 million in 1992. The Army-Navy Game was the 7th-most watched College Football Regular Season game in 2024. The postgame show audience was **5.27 million**.



TELEVISION AUDIENCE SIZE

9th highest ranked regular season football broadcast

11th highest ranked pre-bowl game broadcast

Regular Season Final Viewership Totals

1. Georgia-Texas (10/19 ABC)	13.2 million
2. Michigan-Ohio State (11/30 FOX)	12.3 million
3. Georgia-Alabama (9/28 ABC)	12.0 million
4. Alabama-Tennessee (10/19 ABC)	10.2 million
5. Tennessee-Georgia (11/16 ABC/ESPNU)	10.0 million
6. Ohio State-Penn State (11/2 FOX)	9.8 million
7. Ohio State-Oregon (10/12 NBC)	9.6 million
8. Texas-Texas A&M (11/30 ABC)	9.5 million
9. Army-Navy (12/14 CBS)	9.4 million
10. Indiana-Ohio State (11/23 FOX)	9.3 million
11. Texas-Michigan (9/7 FOX)	9.2 million
12. USC-LSU (9/1 ABC)	8.6 million
13. Georgia Tech-Georgia (11/29 ABC)	8.5 million
14. Notre Dame-Texas A&M (8/31 ABC)	7.9 million
15. Alabama-LSU (11/9 ABC)	7.9 million

Source: Sports Media Watch

Pre-Bowl Game Final Viewership Totals

1. Georgia-Texas (12/7 ABC/ESPN)	*16.6 million
2. Georgia-Texas (10/19 ABC)	13.2 million
3. Michigan-Ohio State (11/30 FOX)	12.3 million
4. Georgia-Alabama (9/28 ABC)	12.0 million
5. Oregon-Penn State (12/7 CBS)	*10.5 million
6. Alabama-Tennessee (10/19 ABC)	10.2 million
7. Tennessee-Georgia (11/16 ABC/ESPNU)	10.0 million
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14. USC-LSU (9/1 ABC)	8.6 million
15. Georgia Tech-Georgia (11/29 ABC)	8.5 million

*Conference Championship Game



CBS SPORTS

**CBS SPORTS
NETWORK**



TELEVISION

Compared to the rest of Bowl Season (excluding the CFP Playoffs), the Army-Navy Game would have ranked as the most-watched Bowl Game with 9.4 million viewers.

9.4	ARMY-NAVY GAME	Navy 31, Army 13
8.0	ALAMO BOWL	BYU 36, Colorado 14
6.8	POP-TARTS BOWL	Iowa State 41, Miami 41
6.6	RELIAQUEST BOWL	Michigan 19, Alabama 13
5.0	GATOR BOWL	Ole Miss 52, Duke 20
4.3	CHEEZ-IT CITRUS BOWL	Illinois 21, South Carolina 17
4.2	LIBERTY BOWL	Arkansas 39, Texas Tech 26
4.2	TEXAS BOWL	LSU 44, Baylor 31
4.2	PINSTRIPE BOWL	Nebraska 20, Boston College 15
4.1	BIRMINGHAM BOWL	Vanderbilt 35, Georgia Tech 27
3.5	CACTUS BOWL	Kansas State 44, Rutgers 41
3.5	SUN BOWL	Louisville 35, Washington 34
3.4	MAYO BOWL	Minnesota 24, Virginia Tech 10
2.9	HOLIDAY BOWL	Syracuse 52, Washington State 35
2.9	ARMED FORCES BOWL	Navy 21, Oklahoma 20
2.8	MUSIC CITY BOWL	Missouri 27, Iowa 24
2.8	LAS VEGAS BOWL	USC 35, Texas A&M 31
2.6	DETROIT BOWL	Toledo 48, Pittsburgh 46

2.1	FENWAY BOWL	UConn 27, North Carolina 14
2.1	CELEBRATION BOWL	Jackson State 28, South Carolina St 7
1.9	HAWAII BOWL	USF 41, San Jose State 39
1.8	GASPARILLA BOWL	Florida 33, Tulane 8
1.7	MOBILE BOWL	Arkansas State 38, Bowling Green 31
1.7	FIRST RESPONDER BOWL	Texas State 30, North Texas 28
1.5	LA BOWL	UNLV 24, Cal 13
1.3	POTATO BOWL	Northern Illinois 28, Fresno State 20
1.2	FRISCO BOWL	Memphis 42, West Virginia 37
1.2	NEW MEXICO BOWL	TCU 34, Louisiana 3
1.2	CAMELLIA BOWL	South Alabama 30, Western Michigan 23
1.1	INDEPENDENCE BOWL	Army 27, Louisiana Tech 6
1.1	BAHAMAS BOWL	Buffalo 26, Liberty 7
1.0	CURE BOWL	Ohio 30, Jacksonville State 27
0.9	MILITARY BOWL	East Carolina 26, NC State 21
0.8	MYRTLE BEACH BOWL	UTSA 44, Coastal Carolina 15
0.8	NEW ORLEANS BOWL	Sam Houston 31, Georgia Southern 26
0.6	ARIZONA BOWL	Miami (Ohio) 43, Colorado State 17
N/A	BOCA RATON BOWL	James Madison 27, Western Kentucky 17



TELEVISION

CBS Sports and CBS Sports Network and ESPN delivered nearly 7 hours of live Game Day coverage in 2024. 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.



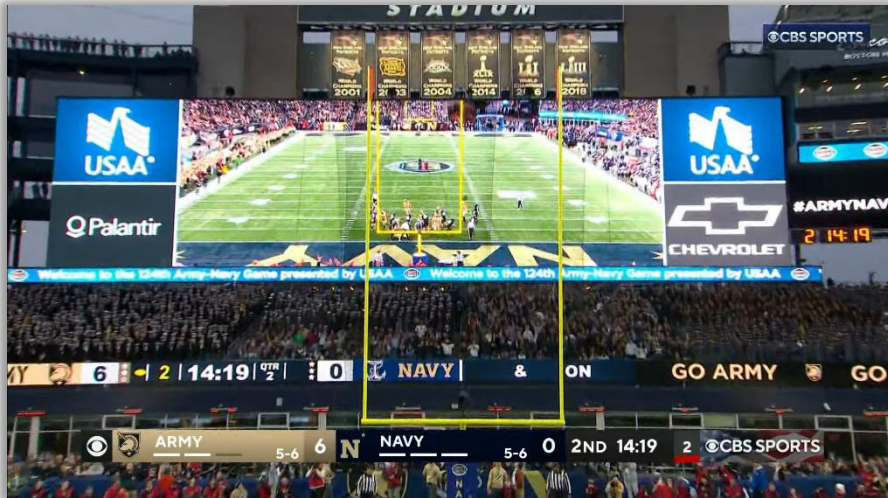
CBS TELEVISION COOPERATION

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



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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



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CORPORATE SPONSORSHIP DELIVERABLES

MUSTER AREA



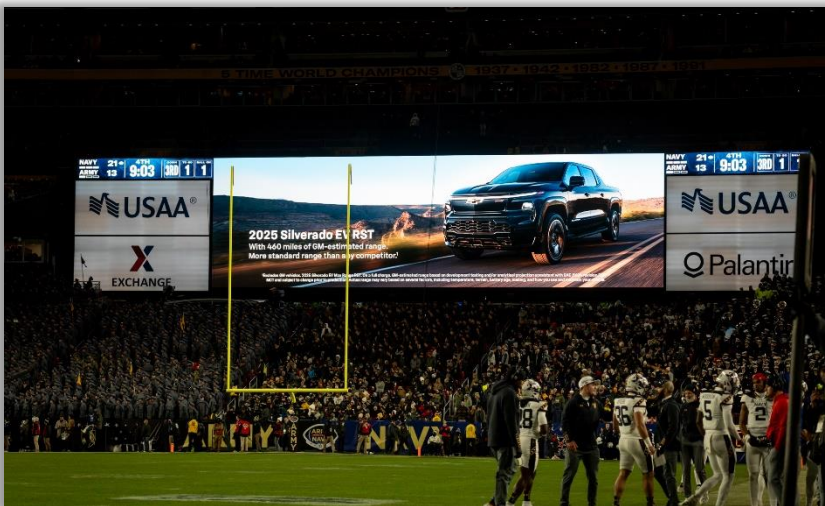
CORPORATE SPONSORSHIP DELIVERABLES

MUSTER AREA



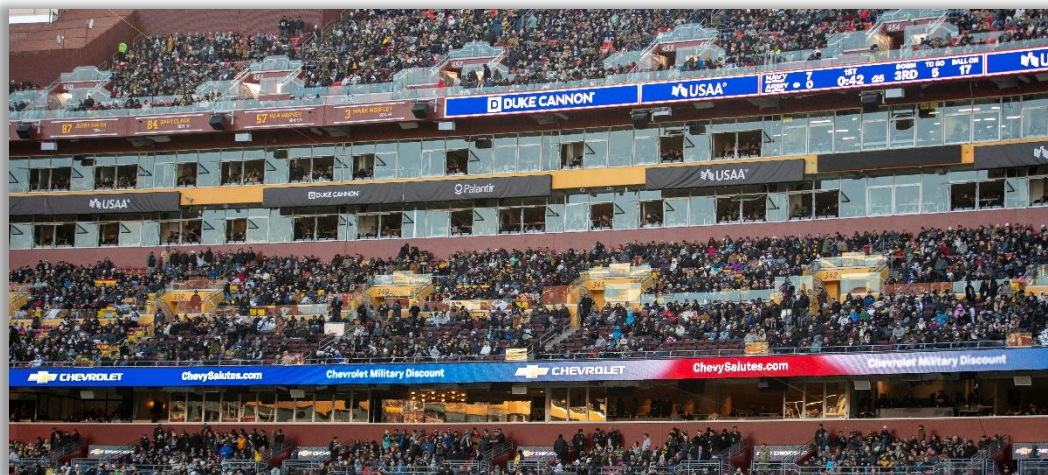
CORPORATE SPONSORSHIP DELIVERABLES

VIDEOBOARD BRANDING AND EXPOSURE



CORPORATE SPONSORSHIP DELIVERABLES

VIDEOBOARD BRANDING AND EXPOSURE



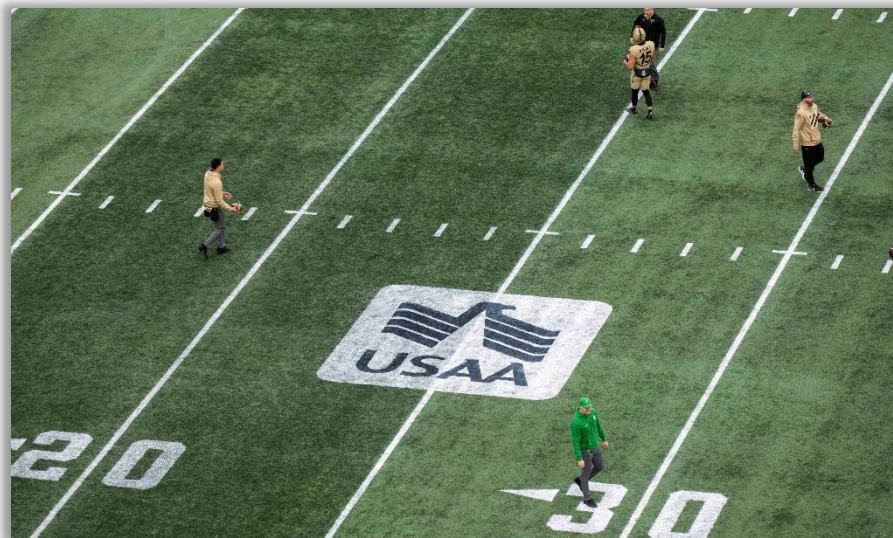
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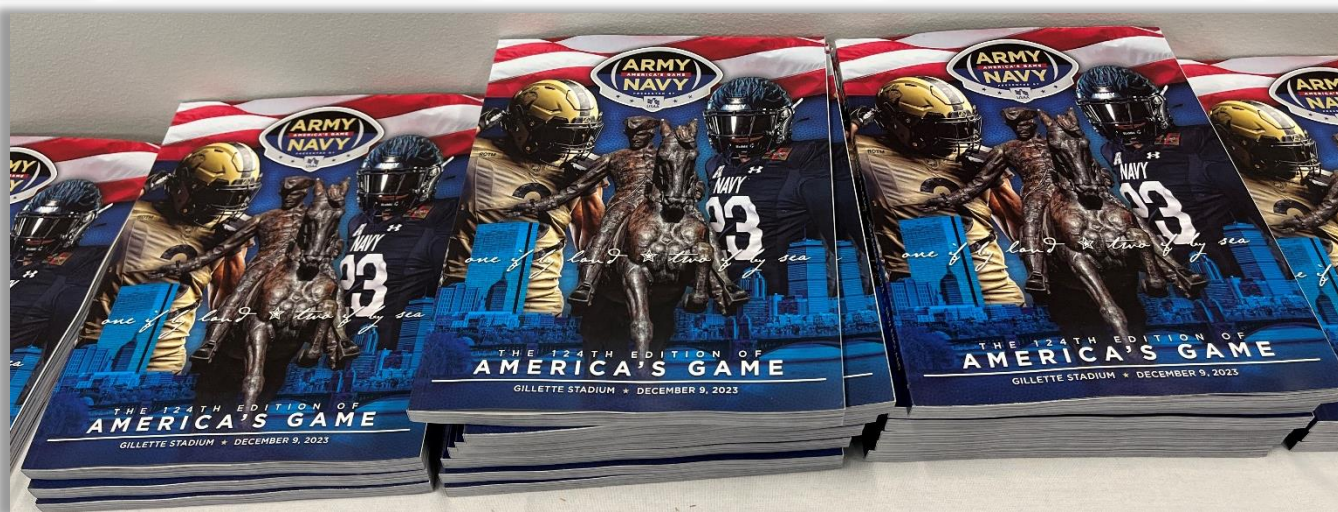
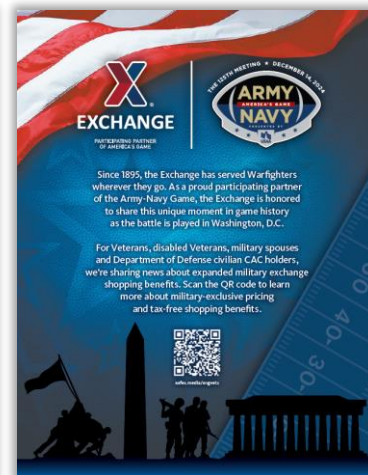
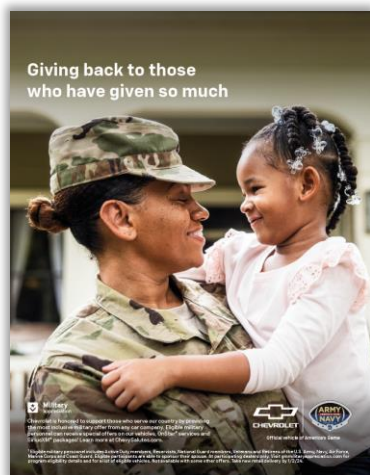
FIELD LEVEL SIGNAGE AND BRANDING



A graphic featuring a stylized American flag on the left side, with red and white stripes. The background is a dark blue field with a subtle, repeating pattern of small white dots, resembling a halftone or dot-matrix texture. Centered in the upper half of the image is the text "CORPORATE SPONSORSHIP DELIVERABLES" in a large, bold, white, sans-serif font. Below this, also centered, is the text "PRINT MATERIALS" in a slightly smaller, bold, white, sans-serif font.

CORPORATE SPONSORSHIP DELIVERABLES

PRINT MATERIALS



CORPORATE SPONSORSHIP DELIVERABLES

SOCIAL MEDIA



Army-Navy Facebook

80,000 followers



Army-Navy X (Twitter)

41,500 followers



Army-Navy Instagram

36,800 followers

Army-Navy Game @ArmyNavyGame · Dec 14, 2024
Thanks to our #ArmyNavy partners for providing Mids & Cadets with food, fun & games prior to the March On!



4 39 248 9.4K

Army-Navy Game @ArmyNavyGame · Dec 14, 2024



Army-Navy Game @ArmyNavyGame · Dec 14, 2024
Your @DukeCannon Players of the Game for the 125th Army-Navy Game!

#ArmyNavy



3 22 106 7.4K

Army-Navy Game @ArmyNavyGame · Dec 6
Saluting the Navy team captains heading into Saturday!

#ArmyNavy



2 32 163 11K

Army-Navy Game @ArmyNavyGame · Dec 14, 2024
Fans out enjoying Army-Navy Fan Fest before kickoff!

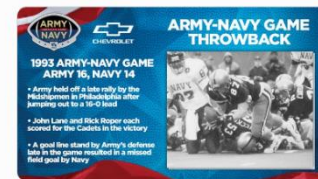
#ArmyNavy



6 48 278 10K

Army-Navy Game @ArmyNavyGame · Dec 7
We're throwing it back on Thursday with the 1993 Army-Navy Game. Army jumped out to an early lead and held off a charging Navy in the fourth quarter to earn the win in Philadelphia!

#ArmyNavy



16 59 4.3K

Army-Navy Game @ArmyNavyGame · 22m
Another America's Game classic!

The Army-Navy Game presented by USAA never disappoints with the pageantry and excitement.

Army held strong in the final moments to stop a surging Navy team for the 17-11 victory in Fort Belvoir.

#ArmyNavy



150



CORPORATE SPONSORSHIP DELIVERABLES

WEBSITE, APP AND E-MAIL MARKETING

ARMY NAVY AMERICA'S GAME

FANS THE RIVALRY STAR SERIES CORPORATE SPONSORS

PRESENTING SPONSOR USAA

PARTICIPATING SPONSORS CHEVROLET EXCHANGE DUKE CANNON SUPPLY CO. Palantir

ASSOCIATE SPONSOR AMERICAN LEGION

Football, December 14, 2024

Navy Wins the 125th Playing of America's Game

Led by quarterback Blake Horvath, the Navy Football team defeated Army, 31-13, to win the Army-Navy Game presented by USAA and the Mids earned the Commander-in-Chief's Trophy with the victory.

Read article →

READY FOR A SMART PLAY? Get started

You'll score big with USAA's award-winning service and great insurance.

MEET THE FAMILY. Explore CHEVY ZR2 TRUCKS

Palantir The Official Software Partner of America's Game Learn More

WORK HARDER. SMELL BETTER. DUKE CANNON SUPPLY CO.

WHERE HEROES SHOP WHERE HEROES PLAY

AMERICAN LEGION OFFICIAL VETERAN SERVICE ORGANIZATION OF AMERICA'S GAME JOIN THE LEGION | VISIT LEGION.ORG/JOIN

1:52 Joe Kolick 2024-12-13

ARMY NAVY AMERICA'S GAME

Army-Navy Game presented by USAA Sat, Dec 9, 3pm • Gillette Stadium

2 tickets

1:53

ARMY NAVY AMERICA'S GAME

Football, December 10, 2023

Army Holds Off Navy to Win the 2023 Army-Navy Game presented by USAA

The Army West Point Black Knights defeated the Navy Midshipmen, 17-11 in the 124th edition of the annual Army-Navy Game presented by USAA.

Read article →

armynavygame.com

NEWS TICKETS CAMPS DONATE EVENT SCHEDULE

ARMY-NAVY MOBILE TICKET DELIVERY

Join us at Mountbatten Stadium!

Download the Army-Navy App on your mobile device to gain instant access to your games included.

Check out our Frequently Asked Questions page below for information on how to download and download your tickets for the 2024 Army-Navy Game presented by USAA.

YOUR 2024 ARMY-NAVY MOBILE TICKETS ARE AVAILABLE NOW!

Download the Army-Navy App on the Apple Store or Google Play your account and follow the steps to claim your tickets.

The 2024 Army-Navy Game presented by USAA is getting closer to kickoff! Your mobile device is the key to gain instant access to your games included.

The 2024 game marks the first time the game will take place in a stadium where SeatGee is the primary ticket provider to access your tickets. You will need a SeatGee account with your helich@usa.edu that you have registered with Navy Athletics.

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

If you still need to make a SeatGee account, please click the link below and use your helich@usa.edu when making the account.

CLICK HERE TO HELP YOUR SEATGEE ACCOUNT

HOW TO CLAIM TICKETS HOW TO TRAVEL HELP SEATGEE ACCOUNTS HOW TO CLAIM OFF-PERSON TICKETS

ARMY NAVY AMERICA'S GAME

USAA

CHEVROLET EXCHANGE DUKE CANNON SUPPLY CO. Palantir

AMERICAN LEGION

#ARMYNAVY

Proudly serving the military community and their families.

KEEP UP WITH THE MIDS!



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 (21 Stations)
- Navy Regional/National Radio Network (14 Stations)
- Westwood One National Radio (308 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 Head of Defense Mike Gallagher, Duke Cannon CEO Ryan O'Connell and Exchange CCO Judd Anstey were interviewed by Tina Cervasio for the 2024 Westwood One Nationwide Radio Broadcast as part of the annual Army-Navy Corporate Partner C-Level Roundtable Interview.



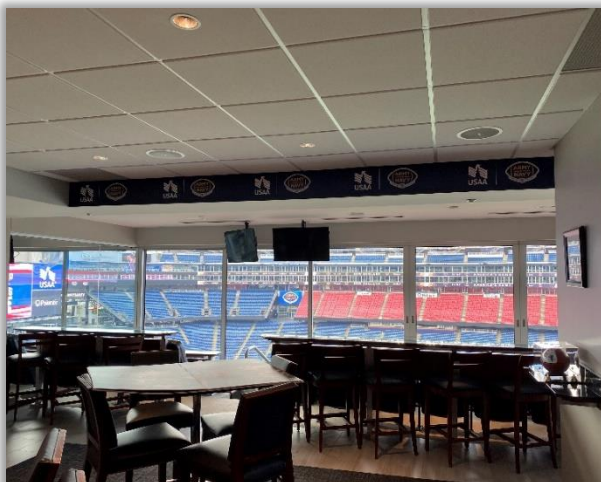
CORPORATE SPONSORSHIP DELIVERABLES

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



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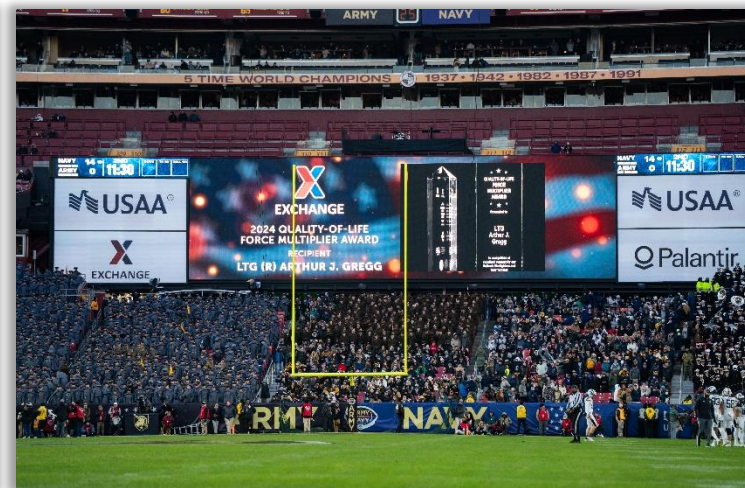
ARMY-NAVY GALA

The annual Army-Navy Gala presented by Palantir is held the Friday evening before the game is annually attended by approximately 1,500 guests. The event features dinner, cocktail hour, dancing, guest speakers (including Patriots owner Robert Kraft and Commanders owner Josh Harris in 2023 and 2024, respectively), team highlight videos, premium giveaways, cheerleader and band performances and more!



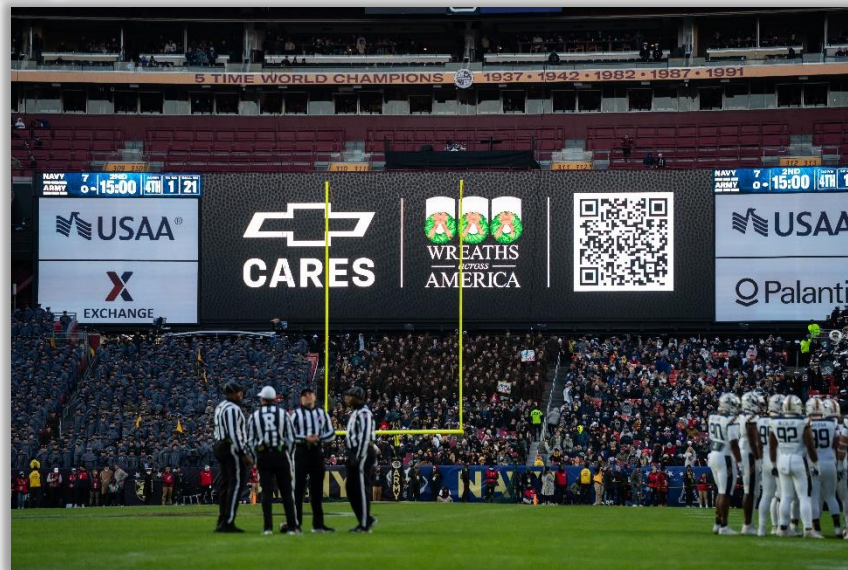
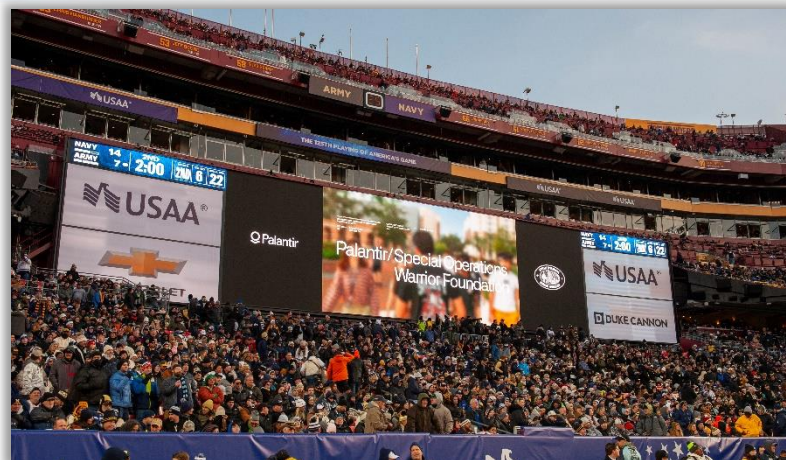
CORPORATE PARTNER PATRIOTIC & CHARITABLE CAUSES

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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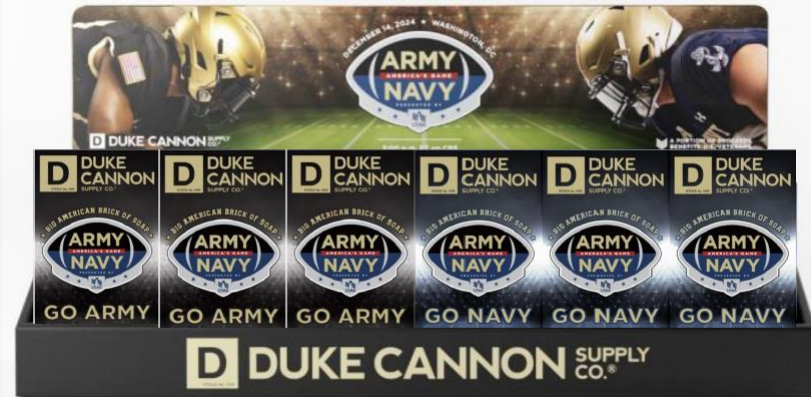
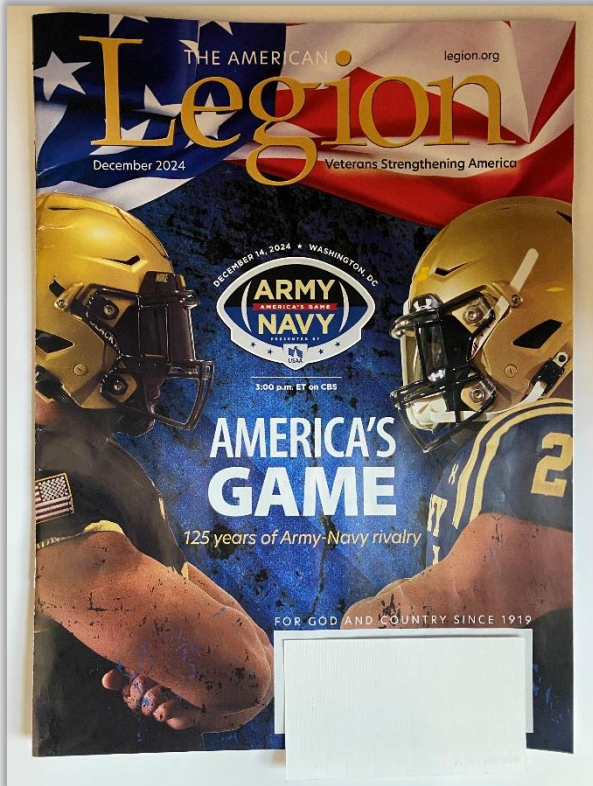
Joe Theismann
@Theismann7

#ad Joined @USAA for the NABC Recycled Rides program to gift refurbished cars to military families in need ahead of the Army-Navy Game. It's a true honor. Don't miss the #ArmyNavy game this today at 3 PM EST!



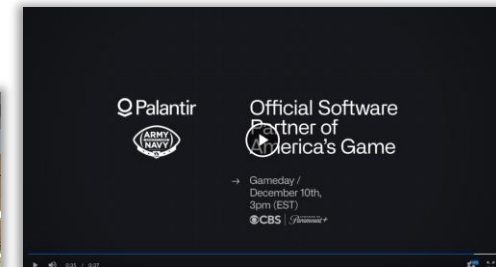
CORPORATE SPONSORSHIP DELIVERABLES

IP RIGHTS AND OFFICIAL DESIGNATIONS

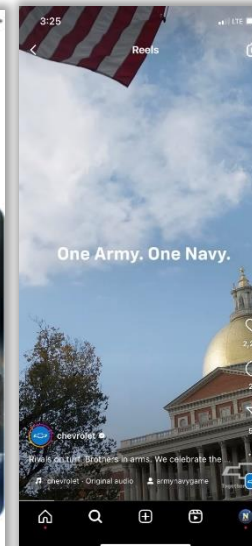


CORPORATE PARTNER PRE-PROMOTION

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, co-branded officially licensed merchandise and product, 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 local market.



Events DC executed a Welcoming, Branding and Awareness campaign leading up to the event in and around our nation's capital using Army-Navy Game Branding and tune-in information. Out of home branding was executed on highway billboards, street pole banners, city buses, transit stops, DC Metro and much more!

HOST CITY/TEAM SOCIAL & DIGITAL INITIATIVES

Army-Navy Game reposted

Washington Commanders @Commanders · Dec 14, 2024
 .@ArmyNavyGame ready 🏈

@USAA | #ArmyNavy

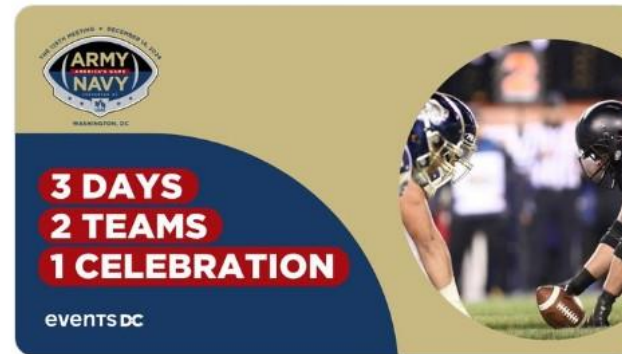


38 68 774 48K

Events DC @TheEventsDC · Dec 9, 2024
 DC, get ready to salute this epic rivalry! 🇺🇸

The 125th @ArmyNavyGame week has arrived! Join us December 11-14 as we celebrate America's Game in America's Capital 🏈

See the schedule ➡ ArmyNavyDC.com



Events DC @TheEventsDC · Dec 13, 2024
 Let's do this, DC!

Check out free events across the city today celebrating the 125th meeting of America's Game 🇺🇸 #ArmyNavy

ArmyNavyDC.com



Army-Navy Game and Capitol Riverfront

Events DC @TheEventsDC · Dec 10, 2024
 Welcoming America's Game to Washington, DC 🇺🇸

Game week is officially underway as we count down to the 125th meeting of @ArmyNavyGame! #ArmyNavy

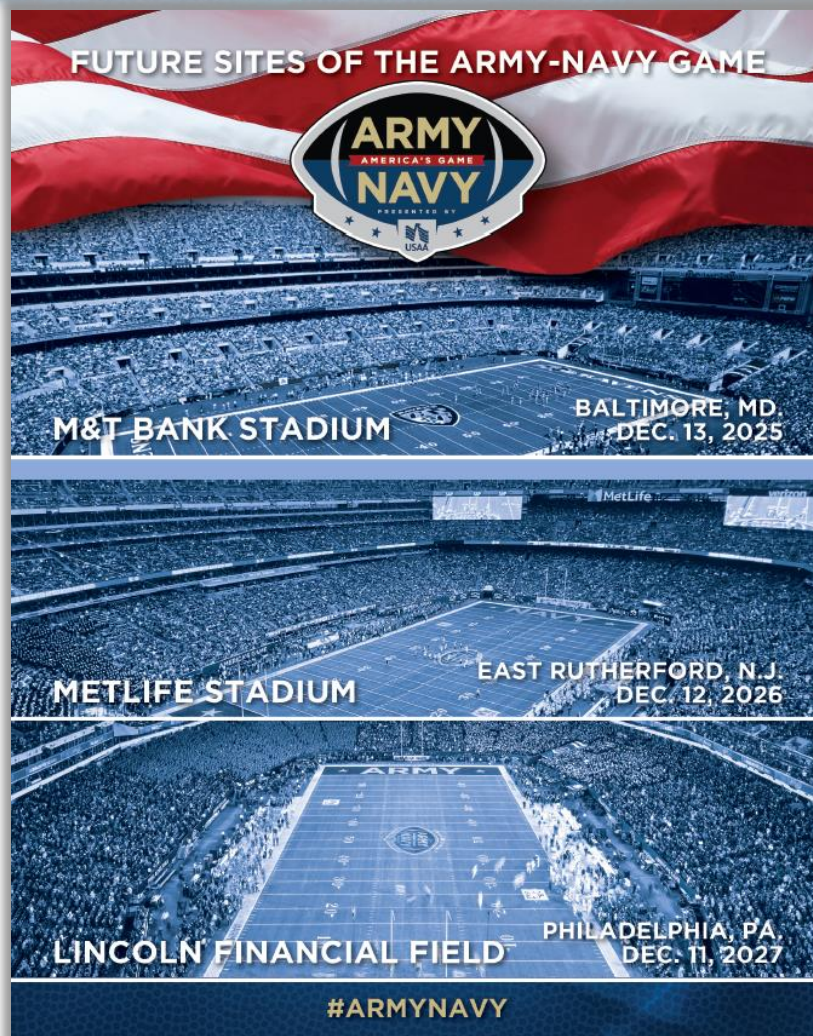


You and 3 others



ARMY-NAVY GAME FUTURE SITES

The Army-Navy Game is currently in a five-game, five-city cycle from 2023 to 2027. The site of the 2025-27 games will be Baltimore, New York/New Jersey and Philadelphia. The 2023 game was played in New England and Washington, D.C. hosted last year's 125th edition of America's Game.



LOOKING AHEAD TO THE 2025 ARMY-NAVY GAME

The 126th edition of America's Game will be played on Dec. 13, 2025 in Baltimore at the home of the Ravens. The Army-Navy Game was last played in Baltimore in 2016.



NAVY

Jon Starrett

**Senior Associate Athletic Director,
Corporate Sales**

Naval Academy Athletic Association

starrett@usna.edu

ARMY-NAVY

Matt Muzza

Assistant A.D. Corporate Sales & Services

NAAA (Army-Navy Game)

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