NAVAL BASE SAN DIEGO

SPRING FLING 2027

MARCH 20, 2027 | 9 AM-1 PM

NBSD MWR'S Spring Fling

JOIN THE NAVY AS A PROUD SPONSOR OF THIS EXCITING EVENT!

Estimated attendance: 4,000+

A community event for Naval Base San Diego service members, civilian personnel, families, and authorized guests. The event is intended to celebrate the spring season through food, entertainment, activities, and community engagement. Attractions include a large egg hunt, carnival rides, crafts, games, and a car show.







SPONSORSHIP BENEFITS

WAYS TO CONNECT WITH OUR NAVAL COMMUNITY

Face-to-face Engagement

Real-time, interactive conversations with military members

Promotional Consideration

Place your brand directly in front of the Navy community

Lead Capture

Connect with prospective customers and grow platforms with a loyal target market

YOUR SUPPORT MAKES A DIFFERENCE

Hosted by the Navy's Morale Welfare and Recreation (MWR) department, this annual event is one of the most popular and successful events in Navy Region Southwest. As an entity of the Department of War (DoW), MWR is responsible for providing the quality of life programs enjoyed by more than 500,000 military members serving at naval bases within San Diego County. Proceeds from The Navy's Bay Bridge Run/Walk provides much needed funding to support a variety of programs, facilities, and special events. These include no and low-cost fitness facilities, swimming pools, golf courses, bowling centers, discount ticket offices, movie theaters, RV parks, outdoor equipment rental, and marinas. In addition, funds help in providing childcare, youth, teen, and community recreation centers, single sailor centers, and free family events!



NAVAL BASE SAN DIEGO

MWR

For More Details: cnrswnafsponsorship@us.navy.mil

16819 10/26 MS

NAVAL BASE SAN DIEGO

SPRING FLING 2027

MARCH 20, 2027 | 9 AM-1 PM

NBSD MWR'S Spring Fling

Sponsor Benefits	Presenting $5,000	Gold $3,000	Booth $2,000
Sponsor logo branded along with event name as "Presented By..."	✓	-	-
Sponsor name included on event base marquee marketing	✓	-	-
Sponsor logo included on event email blasts	✓	-	-
Sponsor-provided advertisement to run on all San Diego Metro social media channels. (valued at $1,250 each)	2	1	-
Sponsor logo included on event website marketing	✓	✓	-
Sponsor logo included on event calendar posting	✓	✓	-
Sponsor logo included on event social media marketing	✓	✓	-
Sponsor logo included on event banners	✓	✓	-
Sponsor logo included on event posters	✓	✓	-
Sponsor logo included on event flyers	✓	✓	-
Sponsor logo included on event digital signage slides	✓	✓	-
Sponsor logo included on event movie theater digital slides	✓	✓	-
Sponsor banner to be hung at the event	✓	✓	-
Verbal recognition at the event	✓	✓	-
Booth space at the event	✓	✓	✓

For More Details: cnrswnafsponsorship@us.navy.mil

NAVAL BASE POINT LOMA

FREEDOM FEST 2027

JULY 4, 2027 | 3-9 PM

FREEDOM FEST

JOIN THE U.S. NAVY IN CELEBRATING AMERICA'S INDEPENDENCE

Estimated attendance: 4,000+

A patriotic event that unites military families, community members, and valued partners. A family-friendly celebration featuring live entertainment, classic games, food vendors, and special programming that honors both our nation's heritage and the dedicated service of our armed forces. The evening culminates in a spectacular fireworks display—an inspiring tribute to the land of the free and the home of the brave. The expected attendance is 4,000 active-duty service members, dependents, military retirees, and DoW civilians.







SPONSORSHIP BENEFITS

WAYS TO CONNECT WITH OUR NAVAL COMMUNITY

Face-to-face Engagement

Real-time, interactive conversations with military members

Promotional Consideration

Place your brand directly in front of the Navy community

Lead Capture

Connect with prospective customers and grow platforms with a loyal target market

PARTNER WITH THE NAVY AS A PROUD SPONSOR OF THIS PATRIOTIC EVENT!

Maximize your brand exposure while showing your support for our Sailors and their families. This is more than just a sponsorship, it's a chance to align your organization with our nation's heroes, give back to the community, and gain meaningful recognition in the process. The following page outlines our sponsorship levels and associated benefits. We appreciate your consideration and look forward to welcoming you as a valued partner at this year's Freedom Festival.



PARTNER WITH US TODAY

Align your brand with a meaningful cause by joining other community-focused businesses in supporting military families at our event. Your partnership offers valuable brand visibility, positive public relations, and the opportunity to demonstrate your commitment to those who serve.

For More Details: cnrswnafsponsorship@us.navy.mil

NAVAL BASE SAN DIEGO

FREEDOM FEST 2027

JULY 4, 2027 | 3-9 PM

FREEDOM FEST

Sponsor Benefits	Presenting $3,000	Gold $2,000	Booth $1,000
Sponsor logo branded along with event name as "Presented By..."	✓	-	-
Sponsor name included on event base marquee marketing	✓	-	-
Sponsor logo included on event email blasts	✓	-	-
Sponsor-provided advertisement to run on all San Diego Metro social media channels. (valued at $1,250 each)	2	1	-
Sponsor logo included on event website marketing	✓	✓	-
Sponsor logo included on event calendar posting	✓	✓	-
Sponsor logo included on event social media marketing	✓	✓	-
Sponsor logo included on event banners	✓	✓	-
Sponsor logo included on event posters	✓	✓	-
Sponsor logo included on event flyers	✓	✓	-
Sponsor logo included on event digital signage slides	✓	✓	-
Sponsor logo included on event movie theater digital slides	✓	✓	-
Sponsor banner to be hung at the event	✓	✓	-
Verbal recognition at the event	✓	✓	-
Booth space at the event	✓	✓	✓

For More Details: cnrswnafsponsorship@us.navy.mil

NAVAL BASE POINT LOMA

FALL FAMILY FESTIVAL 2027

OCTOBER 23, 2027 | 3-8 PM

FALL FAMILY FESTIVAL

CELEBRATE THE BEAUTY OF AUTUMN AT THE FALL FAMILY FESTIVAL

Estimated attendance: 1,200-2,200K

An engaging event featuring fall-themed activities, interactive entertainment, and seasonal fun for all ages. Military families enjoy a variety of Halloween-inspired activities, including a haunted house, crafts, a candy trail, and specially curated programming that embraces the festive spirit of the season. From children's costume contests to family-oriented games, the Fall Family Festival offers memorable experiences that foster community and capture the essence of autumn. The expected attendance is 1,500 active-duty service members, dependents, military retirees, and DoW civilians.







SPONSORSHIP BENEFITS

WAYS TO CONNECT WITH OUR NAVAL COMMUNITY

Face-to-face Engagement

Real-time, interactive conversations with military members

Promotional Consideration

Place your brand directly in front of the Navy community

Lead Capture

Connect with prospective customers and grow platforms with a loyal target market

PARTNER WITH THE NAVY AS A PROUD SPONSOR OF THIS HOLIDAY EVENT!

Maximize your brand exposure while showing your support for our Sailors and their families. This is more than just a sponsorship, it's a chance to align your organization with our nation's heroes, give back to the community and gain meaningful recognition in the process. The following page outlines our sponsorship levels and associated benefits. We appreciate your consideration and look forward to welcoming you as a valued partner at this year's Fall Family Festival.



PARTNER WITH US TODAY

Align your brand with a meaningful cause by joining other community-focused businesses in supporting military families at our event. Your partnership offers valuable brand visibility, positive public relations, and the opportunity to demonstrate your commitment to those who serve.

For More Details: cnrswnafsponsorship@us.navy.mil

NAVAL BASE SAN DIEGO

FALL FAMILY FESTIVAL 2027

OCTOBER 23, 2027 | 3-8 PM

FALL FAMILY FESTIVAL

Sponsor Benefits	Presenting $2,000	Gold $1,500	Booth $750
Sponsor logo branded along with event name as "Presented By..."	✓	-	-
Sponsor name included on event base marquee marketing	✓	-	-
Sponsor logo included on event email blasts	✓	-	-
Sponsor-provided advertisement to run on all San Diego Metro social media channels. (valued at $1,250 each)	2	1	-
Sponsor logo included on event website marketing	✓	✓	-
Sponsor logo included on event calendar posting	✓	✓	-
Sponsor logo included on event social media marketing	✓	✓	-
Sponsor logo included on event banners	✓	✓	-
Sponsor logo included on event posters	✓	✓	-
Sponsor logo included on event flyers	✓	✓	-
Sponsor logo included on event digital signage slides	✓	✓	-
Sponsor logo included on event movie theater digital slides	✓	✓	-
Sponsor banner to be hung at the event	✓	✓	-
Verbal recognition at the event	✓	✓	-
Booth space at the event	✓	✓	✓

For More Details: cnrswnafsponsorship@us.navy.mil

NAVAL BASE SAN DIEGO MWR'S

HOLIDAY FESTIVAL 2027

DECEMBER 4, 2027 | 9 AM-1 PM

CELEBRATE THE MAGIC OF THE HOLIDAY SEASON AT THE NBSD MWR'S HOLIDAY FESTIVAL

Estimated attendance: 5,000+

An annual event filled with festive activities, interactive entertainment, and seasonal joy for all ages. Military families enjoy holiday crafts, themed games, live performances, food vendors, and exciting giveaways—all within the enchanting setting of Santa's Village. From visits with Santa to a snow play area, the NBSD MWR's Holiday Festival brings the warmth and wonder of the season to life, creating lasting memories and strengthening the spirit of community within our Navy family. The expected attendance is 5,000 active-duty service members, dependents, military retirees, and DoW civilians.







SPONSORSHIP BENEFITS

WAYS TO CONNECT WITH OUR NAVAL COMMUNITY

Face-to-face Engagement

Real-time, interactive conversations with military members

Promotional Consideration

Place your brand directly in front of the Navy community

Lead Capture

Connect with prospective customers and grow platforms with a loyal target market

PARTNER WITH THE NAVY AS A PROUD SPONSOR OF THIS HOLIDAY EVENT!

Maximize your brand exposure while showing your support for our Sailors and their families. This is more than just a sponsorship, it's a chance to align your organization with our nation's heroes, give back to the community and gain meaningful recognition in the process. The following page outlines our sponsorship levels and associated benefits. We appreciate your consideration and look forward to welcoming you as a valued partner at this year's NBSD MWR's Holiday Festival.



PARTNER WITH US TODAY

Align your brand with a meaningful cause by joining other community-focused businesses in supporting military families at our event. Your partnership offers valuable brand visibility, positive public relations, and the opportunity to demonstrate your commitment to those who serve.

For More Details: cnrswnafsponsorship@us.navy.mil

16819 10/26 MS

NAVAL BASE SAN DIEGO

HOLIDAY FESTIVAL 2027

DECEMBER 4, 2027 | 9 AM-1 PM

NBSD MWR's Holiday Festival 2027

Sponsor Benefits	Presenting $5,000	Gold $3,000	Booth $2,000
Sponsor logo branded along with event name as "Presented By..."	✓	-	-
Sponsor name included on event base marquee marketing	✓	-	-
Sponsor logo included on event email blasts	✓	-	-
Sponsor-provided advertisement to run on all San Diego Metro social media channels. (valued at $1,250 each)	2	1	-
Sponsor logo included on event website marketing	✓	✓	-
Sponsor logo included on event calendar posting	✓	✓	-
Sponsor logo included on event social media marketing	✓	✓	-
Sponsor logo included on event banners	✓	✓	-
Sponsor logo included on event posters	✓	✓	-
Sponsor logo included on event flyers	✓	✓	-
Sponsor logo included on event digital signage slides	✓	✓	-
Sponsor logo included on event movie theater digital slides	✓	✓	-
Sponsor banner to be hung at the event	✓	✓	-
Verbal recognition at the event	✓	✓	-
Booth space at the event	✓	✓	✓

For More Details: cnrswnafsponsorship@us.navy.mil