



## CORPORATE MEMBERSHIP

Navy League Corporate Members enjoy a truly distinct relationship with the maritime services. As the only civilian organization that directly supports all four U.S. Sea Services, Navy League enjoys a very favorable reputation among DoD and DHS high-level decision makers, as well as leaders on Capitol Hill. These relationships enable the Navy League to call upon its friends in the defense world to provide speakers and participants for its events.

The Corporate Membership program is structured to help industry maintain a strategic position in front of key military, civilian defense, and homeland security decision makers. From Washington, DC programs to local events with our Councils nationwide, the Navy League can help enhance your company's brand and patriotic reputation among industry and military leaders alike.

### **The Navy League's Corporate Membership Program is designed to provide three main benefits to our industry partners:**

- **Increased visibility** among top-level decision-makers in the defense community;
- **Networking** with other industry leaders; and,
- **Opportunities** to demonstrate their company's **patriotism and support** of the U.S. Sea Services at a national level.

Corporate support is critical to our efforts of ensuring that the continuing needs of the men, women and families of the Sea Services are met. Annual membership dues range from \$1,600 to \$14,000 annually; our tiered membership program is designed to deliver value to your company while taking into consideration its size and needs. Based upon your level of membership, you will receive a certain number of staff membership slots. Your staff can then be assigned to any of the 280 local councils worldwide where they can become involved in community activities to support the sea services. Local activities would include: the Navy League Hiring Center, port welcomes and ship/station adoptions, awards for exceptional service to active duty and reserve personnel, scholarships and youth programs, as well as educational seminars for Navy League members and citizens.

Corporate Membership advantages are realized through various avenues provided by the Navy League, including: the annual Sea-Air-Space Exposition, the Special Topic Breakfast Series, the monthly publication of *Seapower*, and the influences that the Navy League has in the governmental arenas.



## MEMBERSHIP BENEFITS

### SEA-AIR-SPACE EXPOSITION

#### *The Navy League's Most Popular Benefit!*

For more than 40 years the Navy League's Sea-Air-Space Exposition has spotlighted the latest innovative systems and products designed to maintain U.S. military superiority, as well as meet critical national security challenges. The largest maritime exhibition of its kind in the world, the Navy League's Sea-Air-Space Exposition also provides an outstanding forum for the exchange of technical and professional information between the top leaders of the defense industry and Department of Defense.

Exhibiting at Sea-Air-Space is strictly restricted to Corporate Members in good standing, though Corporate Members are permitted to attend as guests of the Navy League. A tremendously valuable tool for defense contractors, subcontractors and suppliers who are serious about maintaining or establishing a presence in the maritime marketplace, Sea-Air-Space provides the defense establishment and civilian industry the opportunity to learn and grow together.

#### AT SEA-AIR-SPACE YOUR COMPANY CAN:

- **Expand** its corporate image among government and military professionals
- **Network** with new prospects
- **Pursue** face-to-face meetings with valued clients
- **Debut** new products and services in an ideal setting
- **Evaluate** competitors
- **Increase Sales!**

An event that consistently sells out each year, more than 10,000 attendees participate in the three day Exposition and professional seminars. Exhibit space is assigned on an order point system, based on: consecutive years of exhibiting, previous exhibit space, level of membership, advertising in *Seapower*, and corporate sponsorships.

*"The Sea-Air-Space Exposition provides Raytheon with a specific opportunity to present transformational developments in our products that will meet the requirements of our Navy customers. We appreciate and value the opportunity to participate in this important event."*

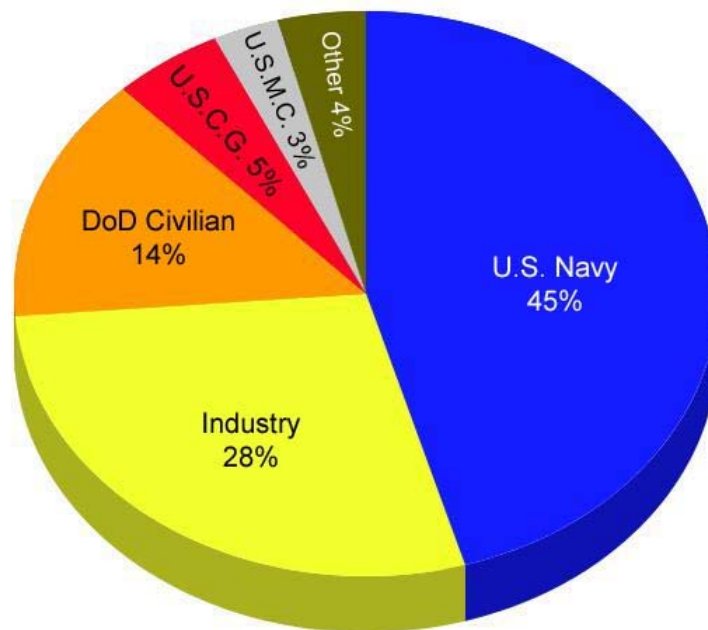
**Rick Gildea** ▪ Vice President, Navy Programs ▪ Raytheon Company



## MEMBERSHIP BENEFITS

## SEA-AIR-SPACE EXPOSITION

### WHO ATTENDS SEA-AIR-SPACE?



U.S. Navy	45%
Industry	28%
DoD Civilian	14%
U.S. Coast Guard	5%
U.S. Marine Corps	3%
U.S. Air Force	2%
U.S. Army	1%
Civil Government	1%
Foreign Government	1%



## MEMBERSHIP BENEFITS

### SEA POWER MAGAZINE

*Seapower* magazine and its *Almanac* issue are the official publications of the Navy League of the United States. *Seapower* is the only audited monthly magazine that focuses exclusively on the nation's maritime defense news. The magazine's articles cover a wide range of topics including national defense, foreign policy, naval affairs, maritime issues, homeland security and defense research, development and procurement.

Each issue's editorial content is geared toward updating sea service personnel, procurement specialists, executives in the defense industry, and decision-makers on Capitol Hill. It also provides a forum for senior sea service leaders to express their views on various topics of concern.

Special advertising perks, ranging from discounts to free ads depending on your membership level, are also included in your corporate benefit package. When you advertise in *Seapower* magazine, you gain exposure to the top leaders in the defense industry.

### NATIONAL TRIBUTE DINNER

In the fall, the Navy League hosts its annual National Tribute Dinner to formally thank our corporate members and volunteers for their year-round generosity and selfless patriotism. At the dinner, you will be able to build relationships with senior military and civilian leadership from DOD and Homeland Security, Navy and Marine Corps Medal of Honor recipients, members of Congress, and industry representatives from across all business sectors. Navy League sponsors will receive special recognition at the dinner.

### SPECIAL TOPIC BREAKFAST SERIES

These member-only events are designed to provide Corporate Members with up-to-the-minute information on acquisition, requirement programs, and events that matter to the defense community, all while in a not-for-attribution forum. This event will give you the opportunity to meet with important speakers and discuss issues involving government capability requirements and acquisition resources. Held several times each year in Washington, DC, these Special Topic Breakfasts usually run from 7:30 a.m. until 9:00 a.m., so that our members can get the information they need without disrupting the workday. Some of last year's speakers included:

- Sean Connaughton, U.S. Maritime Administrator
- Dr. Delores M. Etter, Assistant Secretary of the Navy
- VADM Lewis W. Crenshaw, Jr. Deputy Chief of Naval Operations, Integration of Capabilities and Resources (N8)

### COUNCILS

With nearly 300 councils worldwide, the Navy League offers its members the opportunity to become personally involved and to support the sea services in their local communities. Councils provide the grassroots strength that enables the Navy League to offer broad support through monthly local activities, including: ship commissionings and ship/station adoptions, awards to active duty personnel for exceptional service, scholarships and youth programs, as well as educational seminars for Navy League members and local citizens.

### EXECUTIVE FORUMS

Held quarterly in various cities throughout the U.S., these forums serve as an extremely effective means of interpersonal communication between you and senior-level maritime service leaders. Typically, Navy, Marine Corps, and Coast Guard flag officers and approximately twenty senior corporate executives meet for dinner and an open give-and-take discussion.



## **CORPORATE MEMBERSHIP \$4,400**

### **Memberships**

- (1) Life Member and (15) Regular Members
- Up to (2) representatives may attend all *Special Topic Breakfasts* and Executive Forums
- Opportunity to participate in local council activities

### **Sea-Air-Space Exposition**

- Company can exhibit on main floor, featured on signage and in directory
- Unlimited number of company employees may attend Sea-Air-Space
- Company may purchase tables at Banquet
- Attendance at seminars and symposia
- (10) points for Sea-Air-Space exhibit placement preference

### **Sea Power Magazine**

- (1) 1,000 advertising credit toward a full-page ad (except Almanac and Sea-Air-Space issues)
- (1) Company Profile featured in special section of magazine
- Company name listed monthly as a Corporate Member
- Listing in the Corporate Membership Directory
- Subscription for each member listed on your company roster
- (1) issue of the annual Almanac of Sea Power for each member listed on your company roster

### **Special Programs, Events and Recognition**

- Invitations to exclusive events throughout the year, including congressional receptions on Capitol Hill
- Listed on the website
- Special invitation for evening events with senior leaders of the sea services
- **50% discount from Standard Job Profile Pricing on the *Navy League Hiring Center***
- An elegant plaque of recognition



## **CORPORATE GOLD \$14,000**

### **Memberships**

- Designed for companies that want only the best in benefits
- (2) Life Members and (25) Regular Members
- Up to (4) representatives may attend all *Special Topic Breakfasts* and Executive Forums
- Opportunity to participate in local council activities

### **Sea-Air-Space Exposition**

- Company can exhibit on main floor, featured on signage and in directory
- Unlimited number of company employees may attend Sea-Air-Space
- Priority seating for one table at Sea-Air-Space Banquet
- Company may purchase tables at Banquet
- Attendance at seminars and symposia
- (30) points for Sea-Air-Space exhibit placement preference

### **Sea Power Magazine**

- (1) free, full-page, 4-color “welcome ad” to only new corporate members (except Almanac and Sea-Air-Space issues)
- (2) \$1,000 advertising credit toward a full-page ad (except Almanac and Sea-Air-Space issues)
- (1) Company Profile featured in special section of magazine
- Company name prominently listed monthly as a Corporate Gold Member
- Prominent listing in the Corporate Membership Directory
- Subscription for each member listed on your company roster
- (1) hard cover, embossed issue of the issue of the annual *Almanac of Sea Power* for the CEO of your company, plus one soft cover issue for each member listed on your company roster

### **Special Programs, Events and Recognition**

- Co-sponsor opportunity for a special topic executive forum for selected audiences, including civilian, congressional and military representatives
- Invitations to exclusive events throughout the year, including congressional receptions on Capitol Hill
- Prominently listed on the Navy League website
- Special invitation for evening events with senior leaders of the sea services
- **50% discount from Standard Job Profile Pricing on the *Navy League Hiring Center***
- An elegant plaque of recognition



## **BUSINESS ASSOCIATE \$1,600**

### **Memberships**

- (5) Regular Members
- (1) representative may attend all *Special Topic Breakfasts* and Executive Forums
- Opportunity to participate in local council activities

### **Sea-Air-Space Exposition**

- Company may exhibit in specialty suites at discounted rate and listed on signage and in directory
- Unlimited number of company employees may attend Sea-Air-Space
- Company may purchase tables at Sea-Air-Space Banquet
- Attendance at seminars and symposia

### **Sea Power Magazine**

- (6) black and white, ¼ page ads at half price
- Company name listed quarterly as a Business Associate Member
- Listing in the Corporate Membership Directory
- Subscription for each member listed on your company roster
- (1) issue of the annual Almanac of Sea Power for each member listed on your company roster

### **Special Programs, Events and Recognition**

- Listed on the website
- **50% discount from Standard Job Profile Pricing on the *Navy League Hiring Center***
- An elegant plaque of recognition



## TAX INFORMATION

### CHARITABLE TAX DEDUCTIONS

Navy League is a 501(c)3 corporation, and contributions are deductible to the extent of U.S. tax laws.

All dues support the Navy League's mission of serving the United States Sea Services; however, a portion is designated for the magazine subscription—*Seapower*, which does not qualify as a charitable contribution.

### DEDUCTIBLE RATES

After subtracting the designated funds for *Seapower*, these are the TAX DEDUCTIBLE rates for charitable contributions as represented in Navy League corporate memberships:

Corporate Gold (\$14,000) = **\$13,775 DEDUCTIBLE** per year

Corporate Regular (\$4,400) = **\$4,275 DEDUCTIBLE** per year

Business Associate (\$1,600) = **\$1,575 DEDUCTIBLE** per year

## CONTACT INFORMATION

If you have any questions about a corporate membership with the Navy League of the United States, please don't hesitate to contact us:

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