

sail250®

MARYLAND

& AIRSHOW BALTIMORE

JUNE 24 - JULY 1, 2026

presented by

NORTHROP GRUMMAN

What is SAIL250®?

Sail250® is America's 250th Anniversary Maritime Celebration

- Sail250® is a five-city, global gathering of tall ships and military ships coming together to commemorate the 250th Anniversary of the founding of the United States. It will offer crews, cadets, midshipmen, residents and visitors from all over the world an unforgettable experience and a world-class maritime celebration.
- In the tradition of the 1976 Bicentennial, the Statue of Liberty Centennial in 1986, the Columbus Quincentennial in 1992, the Millennium celebration in 2000, and the Bicentennial of The Star-Spangled Banner in 2012, international fleets of tall ships and military ships will arrive in grand style.
- Sailors from around the world will come together in the universal fellowship of freedom, hope, and opportunity that our country has always represented.


sail250®
1776 – 2026
Boston
JULY 11 – 16
New York City
JULY 4 – 8
Baltimore
JUNE 24 – JULY 1
JULY 1
Norfolk
JUNE 19 – 24
New Orleans
MAY 28 – JUNE 1

What is SAIL250® Maryland & Air Show Baltimore?

- 15+ Ships in Port for Public Visitation
  - U.S., British and Canadian Military Vessels
  - A Flotilla of International Tall Ships
- Airshow and Flyovers featuring the U.S. Navy Blue Angels
  - The Maryland Event is the only SAIL250® event with an airshow!
- Festivals at Inner Harbor, Fells Point, Baltimore Peninsula and Martin State Airport (Baltimore County)
- STEM and Living History Educational Programming
- Opportunities for Leadership Engagement and Economic Development

TENTATIVE S.O.E. (SCHEDULE of EVENTS)

- Monday June 22 – Thursday June 25
  - Ship Arrivals and Event Set Up
- Thursday, June 25
  - Afternoon – Blue Angels Airshow "Circle Maneuvers"
- Friday, June 26
  - 1030 Welcome Ceremony, Harborplace Amphitheater
  - 1200 Mayor's Welcome Reception on board USS Constellation
  - 2nd day of Ship GPV
  - Airshow Practice Day
  - 1st Festival Day
- Saturday, June 27
  - 3rd day of Ship GPV
  - Airshow and Flyovers
  - 2nd Festival Day
- Sunday, June 28
  - 4th day of Ship GPV
  - Airshow and Flyovers
  - 3rd Festival Day
- Monday, June 29
  - 5th Day of Ship GPV
  - Vessel Departures start
- Tuesday, June 30
  - Final Day of Ship GPV
  - Vessel Departures
- Wednesday, July 1
  - Final Vessel Departures

SAIL 250® MARYLAND & AIRSHOW BALTIMORE

IMPACT

200,000+
Residents and visitors expected to attend

$75+ million
Economic impact on Baltimore City and State of Maryland expected to surpass Fleet Week 2024's $63 million

ROI

Return on Investment-ROI
For every $1 invested in funding the 2024 event, $68.50 was generated in economic impact
Increase expected in 2026

98.5%
The % who would recommend others attend the event.
2024 Survey

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Lead Producers

living classrooms
est. 1985
learning by doing

HISTORIC SHIPS in BALTIMORE

AMERICA'S NAVY
250

Production Partners

















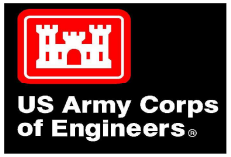










































Marketing Partners









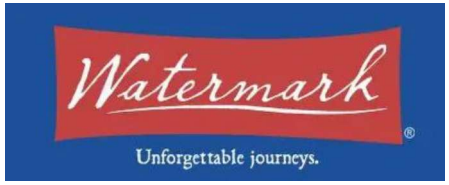














Marketing & Communications Plan

Sail250® Maryland & Air Show Baltimore

June 24- July 1, 2026



IN 2024, MARYLAND FLEET WEEK & FLYOVER BALTIMORE MADE WAVES -
attracting over 150,000 visitors to the City of Baltimore and the region with a staggering $63 million in economic impact.
The integrated marketing and public relations campaign resulted in over 1,368,308,005 media impressions, with a media value topping $40,446,471.

Now, in 2026, Baltimore is poised to host SAIL250® Maryland & Airshow Baltimore, a spectacular free, family-friendly weeklong celebration of American history, maritime heritage and aviation excellence. As part of the national Sail250 tour commemorating the 250th Anniversary of the United States, Baltimore will welcome international tall ships, U.S. Navy and U.S. Coast Guard vessels, the U.S. Navy Blue Angels Flight Demonstration Squadron, flyovers by military and historic aircraft, festivals in and around the city, live entertainment, STEM and Living History education programming, family activities and more.

➤ STRATEGIC MARKETING AND COMMUNICATIONS

To ensure the event reaches and resonates with locals, businesses, and visitors, a robust and adaptable marketing plan has been crafted with the goal to amplify the fleet, the flights, the festivals, and the educational impact.

Marketing Tools:

- Informational postcards for distribution at events and meetings
- Rack Cards at visitor centers, hotels and attractions
- Event Map for easy navigation during the celebration week
- Official Website- live now and continuously updated
- Sail250® MD & Air Show Baltimore APP- available in Android and iPhone
- Street and Promenade Signage and Banners- to be unveiled closer to the event

➤ MEDIA RELATIONS

Led by Living Classrooms Foundation, Purple Dot Public Relations, the U.S. Navy Public Affairs and Catalyst Communications, the media strategy will engage local, regional and national media at every level to spotlight the event.

Key Tactics:

- Press releases, calendar listings and media advisories throughout the campaign
- Press Conferences to connect media with event leaders and updates
- Media embarks- exclusive opportunities to join ship and flight experiences
- Leveraging national media around the 5-city Sail250 brand

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➤ PUBLIC RELATIONS AND COMMUNITY OUTREACH

Collaboration is key. Strategic partnerships with government, tourism, business and community organizations will be cultivated.

Key Tactics:

- Monthly planning meetings hosted by the marketing and communications committee
- Targeted presentations to key stakeholders to keep them informed and inspired
- Dynamic collaborations with local and regional partners with cross promotional ideas such as hotel packages, restaurant tie-ins, and co-branded activations.

➤ SOCIAL MEDIA

A comprehensive social media campaign—led by Living Classrooms Foundation, Purple Dot Public Relations, the U.S. Navy Public Affairs and Catalyst Communications—will drive engagement, excitement, and real-time updates across platforms. (See attached plan for full details.)

Social Media Strategy, Branding & Toolkit

- SOCIAL MEDIA GOAL (2025 – 2026)
  - Public content that raises awareness and public participation in Sail 250 Maryland and Air Show Baltimore by celebrating the Nation's 250th birthday, showcasing Maryland's role in naval aviation history, and strengthening community partnerships. Create compelling, family-friendly content that drives engagement, app downloads, and event attendance while honoring maritime heritage.
- OUTCOME OBJECTIVES
  - Increase awareness of Sail 250Maryland and Air Show Baltimore across platforms 2%over quarter.
  - Increase engagement (comments, hashtags, and shares)by 10%
  - Achieve measurable increase in event app downloads
  - Drive a 2% increase in impressions and unique views quarter-over-quarter.
- PROCESS OBJECTIVES
  - Optimize post frequency and timing across platforms.
  - Ensure 100% of posts align with Sail 250 Maryland and AirShow Baltimore branding and messaging.
  - Encourage user-generated content through hashtags and interactive prompts.

Social Media Strategy, Branding & Toolkit

- ABOUT THE LOGO:
  - The SAIL 250® Maryland & Air Show Baltimore logo is a trademarked design owned by Conventures, Inc. and used under license by Living Classrooms Foundation pursuant to the Sail250 Trademark License Agreement (Feb 4, 2025)
- PERMITTED USE:
  - Partners may use the logo solely for marketing and promotional purposes related to SAIL 250®Maryland & Air Show Baltimore.
  - All uses must comply with the visual standards, colors, sizing, and placement rules described in the Style Guide.
  - Any reproduction must meet quality-control and brand-usage guidelines required by Conventures and Living Classrooms Foundation.
  - For more information: https://drive.google.com/drive/folders/1F2Cu65APqd9OnO2FInnJXyX9EpUaTxpC?usp=drive_link

HOW can we partner together?

We are excited to partner with the tourism and hospitality communities as well as local businesses and organizations. Here are some ideas:

- Newsletters and internal/external communications
- Staff/board presentations and meetings
- Advertising and promotional possibilities
- Assistance with media relations
- Social media support
- Rack card/post card distribution
- Committee participation (committees include Marketing/Communications, Waterways, Airshow, Land Experience/Festivals, Volunteers, Education/STEM, and Sponsorship)
- Festival participation

WEBSITE and APP

www.sail250md.org

DOWNLOAD THE SAIL250® APP

Download on the App Store

GET IT ON Google Play

Website App Information

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QUESTIONS?

Contact: Chris Rowsom,
Crowsom@historicships.org