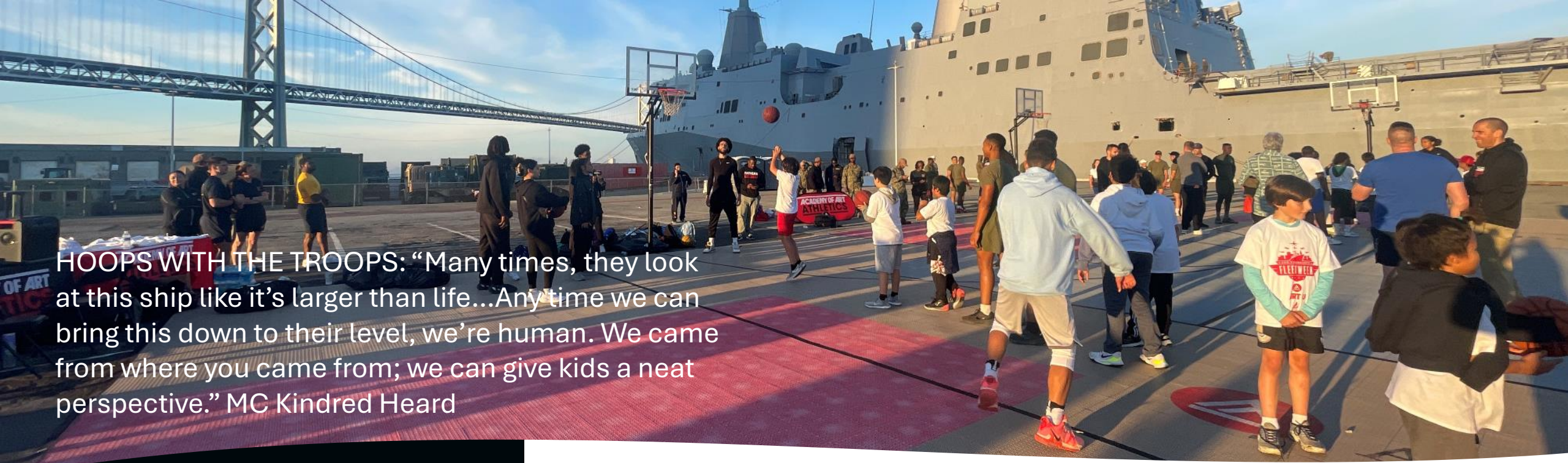


San Francisco Fleet Week October 6-14, 2024





HOOPS WITH THE TROOPS: “Many times, they look at this ship like it’s larger than life...Any time we can bring this down to their level, we’re human. We came from where you came from; we can give kids a neat perspective.” MC Kindred Heard

MISSION

- **Honor the contributions** of the men and women of the United States Armed Forces
- **Advance cooperation and knowledge** among civilian and military based Humanitarian Assistance and Disaster Response personnel
- **Engage and entertain** the broader Bay Area community

SAN FRANCISCO FLEET WEEK



THREE PILLARS



SFFW PILLARS

TROOPS

- Softball Tournament
- Nimitz Cup Marksmanship Match
- Basketball Tournament
- E-Sports Challenge
- Chief Petty Officer's Party
- Iconic Photo
- Verizon Innovation Center Tour
- Liberty Guide

COMMUNITY

- Air Show
- Parade of Ships and Ship Tours
- Honor Our Fallen Concert
- Free Concert Series
- High School Band Challenge
- K-9 Heroes
- Hoops with the Troops
- SF Marin Food Bank
- St. Anthony's Kitchen
- Interfaith Service
- Veterans Art & Fashion Show

PREPAREDNESS

- Senior Leaders Seminar
- Peer to Peer Medical Exchange
- Exercise and Training Program
 - Shipboard Firefighting
 - EMS Ridealongs
 - Urban Search and Rescue
 - DSCA Exercise Series
- EXPO on the Marina Green
 - Humanitarian Assistance Village
 - Stem Education Center
 - Career Fair

SFFW FREE CONCERT SERIES

- 38 public performances
- 5 schools
- 12,000 Residents, veterans and visitors engaged

Sunset Branch Library
Warriors Thrive City
Salesforce Park
Amphitheater
Noe Valley Town Square
City College SF- Ocean
Campus
San Francisco Zoo
Boys and Girls Club
Excelsior
Hayes Valley- Patricia's
Green
Crab Wheel- Fisherman's
Wharf
SF VA Medical Center

One Sansome
Japan Town Peace Plaza
SF War Memorial &
Performing Arts Center-
Herbst Theatre
Ferry Building
Castro-Jane Warner Plaza
Cable Car at Powell BART
Union Square Plaza
Valencia Street- btw 16-17
St
Golden Gate Park Band
Shell
Lakeside Landing

Pier 39
Duboce Park for K9 Heroes
Polk & Jackson Streets
West Portal Courtyard
Westwood
Ghirardelli Square
Chinatown at Commercial
Pier 39
Italian Heritage Parade
High School Band Challenge
Golden Gate Park Band
Shell



8 community relations events



Fleet Fest
Saturday 12 October
10am - 9pm

Concert for Heroes
Saturday 12 October
5pm - 9pm

Sunday 13 October
10am - 5pm



SENIOR LEADERS SEMINAR

- Reinventing Working Waterfronts
- Humanitarian Assistance Missions
- Indo Pacific: Philippines
- Mental Health of First Responders
- Cyber Command
- AI and Emerging Technologies





EXPO: Humanitarian Assistance Village, STEM Education Center, Career Fair



Training & Exercise: The news clips of disaster drills with the SF Fire Department had an estimated viewership of 37,446,105.

FLEET

BY THE NUMBERS

WEEK



FLEET WEEK BY THE NUMBERS



FREE NEIGHBORHOOD CONCERTS

30

PUBLIC CONCERTS

5000+ SPECTATORS



12

K9 HEROES

300 SPECTATORS

MILITARY PARTICIPANTS



1500

NAVY

200
MARINES



20,000

SHIP TOURS



TRAINING PARTICIPANTS



27

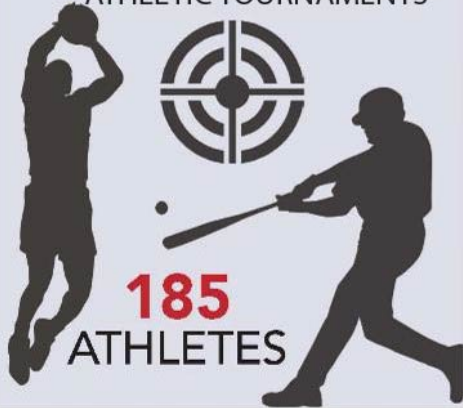
AMBULANCE
RIDEALONGS

75
USAR

77
SHIPBOARD
FIREFIGHTING



ATHLETIC TOURNAMENTS



185

ATHLETES

AIR SHOW SPECTATORS

3M

BAY AREA WIDE

1.2 M

SAN FRANCISCO WATERFRONT

MARINA GREEN FLEET WEEK EXPO

15,000+
ATTENDEES
PER DAY X 3 DAYS



SOCIAL MEDIA

5.6 MIL



1.4 MIL



122 MIL



TRADITIONAL MEDIA



1821 ARTICLES

545 BROADCASTS

38 MIL VIEWERS

DISASTER DRILLS WITH SFFD (NEWS CLIPS)

4.8 MIL
READERS

SFFW CONCERT SERIES
(ONLINE FEATURES)



SAN FRANCISCO FLEET WEEK ASSOCIATION



Lewis Loeven
Executive Director

The Honorable Leon Panetta
Honorary Co-Chair

The Honorable Willie Brown
Honorary Co-Chair

Major General J. Michael Myatt, USMC
(Ret.) Chairman

VADM Jody Breckenridge, USCG
(Ret.) Vice-Chairman

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Director

Edgar Flowers
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Liam Tiernan
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Director

Diana Homsey
Chief of Staff

Marty Low
Controller

Barbara Fitzharris
Director of Community
Engagement

Ada Campos
Logistics

Tre Russell Allen
SFFW Free Concert Series

Susie Dodge
Director EXPO Operations

