AMERICA’S GAME

Game drew nearly 9 million US TV viewers (and more worldwide on AFN) and was a Top 10 Regular Season College Football Broadcast! Game played in front of another Sold Out Stadium! 2019 Attendance: 68,705
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.”
– Matthew Pawlikowski, Army Chaplain
VENUE

The 2019 game was played at Lincoln Financial Field in Philadelphia, PA.

<table>
<thead>
<tr>
<th>Year</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>Philadelphia</td>
</tr>
<tr>
<td>2021</td>
<td>New York/New Jersey</td>
</tr>
<tr>
<td>2022</td>
<td>Philadelphia</td>
</tr>
</tbody>
</table>

The 2021 Army-Navy Game will be held at MetLife Stadium to commemorate the 20th Anniversary of the 9/11 attacks.
Regular Season Final Ratings
1. LSU-Alabama (11/9 CBS) 9.7
2. Ohio State-Michigan (11/30 Fox) 7.1
3. Alabama-Auburn (11/30 CBS) 6.3
4. Penn State-Ohio State (11/23 Fox) 5.8
5. Notre Dame-Georgia (9/21 Fox) 5.4
6. LSU-Texas (9/7 ABC) 5.0
7. Army-Navy (12/14 CBS) 4.9
8. Oklahoma-Texas (10/12 Fox) 4.5
T9. Auburn-LSU (10/26 CBS) 4.3
T9. Penn State-Minnesota (11/9 ABC) 4.3

Pre-Bowl Game Final Ratings
1. LSU-Alabama (11/9 CBS) 9.7
2. LSU-Georgia (12/7 CBS) 7.9*
3. Ohio State-Wisconsin (12/7 Fox) 7.6*
4. Ohio State-Michigan (11/30 Fox) 7.1
5. Alabama-Auburn (11/30 CBS) 6.3
6. Penn State-Ohio State (11/23 Fox) 5.8
7. Oklahoma-Baylor (12/7 ABC) 5.5*
8. Notre Dame-Georgia (9/21 Fox) 5.4
9. LSU-Texas (9/7 ABC) 5.0
10. Army-Navy (12/14 CBS) 4.9

*Conference Championship Game
• Fifth-straight year with over 7 million viewers!
• Game moved to the second Saturday in December ‘09.

<table>
<thead>
<tr>
<th>Year</th>
<th>Network</th>
<th>Final Rating</th>
<th>Viewers</th>
<th>Kick-Off</th>
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<tbody>
<tr>
<td>2013</td>
<td>CBS</td>
<td>3.9</td>
<td>6,222,000</td>
<td>3:00pm</td>
</tr>
<tr>
<td>2014</td>
<td>CBS</td>
<td>4.1</td>
<td>6,259,000</td>
<td>3:00pm</td>
</tr>
<tr>
<td>2015</td>
<td>CBS</td>
<td>4.5</td>
<td>7,129,000</td>
<td>3:00pm</td>
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<tr>
<td>2016</td>
<td>CBS</td>
<td>5.0</td>
<td>7,940,000</td>
<td>3:00pm</td>
</tr>
<tr>
<td>2017</td>
<td>CBS</td>
<td>5.2</td>
<td>8,419,000</td>
<td>3:00pm</td>
</tr>
<tr>
<td>2018</td>
<td>CBS</td>
<td>5.0</td>
<td>8,050,000</td>
<td>3:00pm</td>
</tr>
<tr>
<td>2019</td>
<td>CBS</td>
<td>4.9</td>
<td>7,716,000</td>
<td>3:00pm</td>
</tr>
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• In addition to the 7+ million in-home viewers, Tunity Analytics estimates an additional 1,054,000 out-of-home viewers.
• In 2008, the rating was 2.0.
TELEVISION
CBS Sports, CBS Sports Network and ESPN delivered more than 9 hours of live Game Day coverage.
CORPORATE ACTIVATIONS AND FANFEST
Leaving Lasting Impressions
CORPORATE ACTIVATIONS AND FANFEST
Leaving Lasting Impressions
CORPORATE VISIBILITY

From outside the stadium to the field of play
CORPORATE VISIBILITY
From outside the stadium to the field of play
Patriotic Causes
Sharing charitable causes with a worldwide audience
MUSTER AREA
Entertaining the Cadets and Midshipmen
MUSTER AREA
Entertaining the Cadets and Midshipmen
USA Today printed an 8-page special Army-Navy section for the first time in its Friday issue – America’s Newspaper covering America’s Game
• Army Regional/National Radio Network (19 Stations)
• Westwood One National Radio (357 Stations)
• Navy Regional/National Radio Network (15 Stations)
• Sirius XM Satellite (Nationwide)
• American Forces Radio Network  (Worldwide in 175 Countries and on board more than 200 U.S. Navy, U.S. Coast Guard and the U.S. Navy's Military Sealift Command ships at sea.

Game carried on nearly 400 terrestrial stations in the United States!
GAME WEEKEND MEDIA ROW

“...only the Super Bowl and Army-Navy have one!”

– Desmond Howard, ESPN College GameDay
Increased following and exposure across all platforms

**Army-Navy Facebook**
Increased follower count by 15% from 2018 to 2019

**Army-Navy Twitter**
Increased by 19% from 2018 to '19

**Army-Navy Instagram**
Increased by 20% from 2018 to '19

It was my Great Honor to attend the 120th Army-Navy game today in Philadelphia, Pennsylvania! @NavyFB @ArmyWP_Football @ArmyNavyGame

Nothing like this tradition 😊

The 120th #ArmyNavy Game is in the books. Congratulations Navy on your win and to Army on your valiant play.
The Army-Navy Football Game Property is represented commercially by Play By Play Sports.

For information regarding corporate sponsorship please contact:

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Cell – 574-876-0859  
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www.pbpsports.net

<table>
<thead>
<tr>
<th>NAVY</th>
<th>ARMY-NAVY</th>
<th>ARMY</th>
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