



# Family and MWR Commercial Sponsorship & Advertising Guide 2020



*We are the Army's Home*

FOR SOLDIERS

FOR FAMILIES

FOR RETIREES

FOR CIVILIANS

# Family and MWR

## Greetings



MRS. AUDRE L. BINDER  
DIRECTOR,  
FAMILY AND MWR

Family and MWR is a comprehensive network of support and leisure services designed to enhance the lives of Soldiers (Active, Reserve and Guard), their Families, military retirees, civilian employees and other eligible participants. Family and MWR exists because the U.S. Army is committed to the well-being of the community of people who serve and stand ready to defend the nation.

Our Mission is to serve the needs, interests and responsibilities of each individual in the Army community for as long as they are associated with the Army - no matter where they are in the world. We ensure our customers have access to the services they want and need, but often are unavailable on our local German communities, including family, child and youth services, recreation, sports, entertainment and travel and leisure activities.

Family and MWR is committed to providing services that are as outstanding as the people we serve. Our aim is to be there for every one of our customers and to meet their individual needs for

- Exceptional Service - friendly, responsive and caring
- Information and Access - to our many unique services
- Consistent Quality and Value - in all Family and MWR programs worldwide

# USAG Bavaria Military Community

## Demographics

USAG Bavaria Family and MWR delivers programs and services in Grafenwoehr, Vilseck, Hohenfels and Garmisch. We serve over 47,000 soldiers, family members, civilians and retirees at our multiple locations disbursed over 190 miles. We also provide support to over 180,000 US Allies and partner nations military during training operations. Supporting a ready and resilience Army is our driving force.

Military life is mobile and ever changing. USAG Bavaria welcomes approximately 12,500 people annually to our footprint and Family and MWR offers familiar support in a foreign land. Our programs and services assist newcomers too quickly adjust to living in Germany across cultural exchanges, exploration and travel.

## Commercial Sponsorship Programs

The Family and Morale, Welfare and Recreation (MWR) Commercial Sponsorship Program offers the opportunity to present your company's message in a variety of creative ways to our Army community. Family and MWR sponsorship gives your business access to our Army community and helps you build goodwill, as well as brand recognition among this loyal and growing market. By collaborating with the USAG Bavaria Military Community, you are expanding our Family and MWR programs, events and services to a greater audience. All activities and events operated by Family and MWR organizations are eligible for sponsorship support.

Family and MWR sponsorship is the financial or in-kind support of a program or activity, used primarily to reach specified business goals. We offer sponsorship as well as advertising opportunities.

Why should your company be interested in Army MWR sponsorship and advertising?

It offers significant opportunities for distinct marketing and competitive advantages, as well as showing support for our troops.

Why do you want to sponsor Family and MWR events?

Family and MWR Sponsorship offers the possibility of achieving several goals at once. Your company can benefit from a Family and MWR sponsorship in many ways, such as:

- Enhance your Image/Shape Army Attitudes. Often companies are looking to improve how their target audience perceives them. Sponsoring Family and MWR events that appeal to their market are likely to shape buying attitudes and help generate a positive reaction.

- Drive your Sales. Family and MWR Sponsorship provides opportunities to driving sales and is therefore an extremely potent promotional tool. It allows your company to display their product attributes to our Army community, create positive publicity and heighten visibility. A Family and MWR event sponsorship can generate media coverage that might otherwise not have been available.
- Differentiate yourself from competitors. The mere act of sponsoring a Family and MWR event, especially an exclusive Family and MWR sponsorship, is a significant way to create competitor differentiation. Your company name has the opportunity to stand out far above the competition.
- Help with good “Corporate Citizen”. Another powerful role Family and MWR sponsorship, plays allows your company to-be viewed as an “Army Supporter.” Supporting the Army community and contributing to its morale, welfare and recreation development is extremely powerful and creates enormous goodwill.

# Commercial Sponsorship Opportunities

## Examples of Sponsorship Activities:

Surveys, drawings or contest prize giveaways, product sampling, company logo on all print materials, booth display at events (we provide tables, tents, chairs and electricity), recognition with logo on website and Facebook and many more. Our sponsorship benefits can be prepared to reach your business goals and objectives.

## How much will I need to invest?

Our goal in every sponsorship relationship is win-win! Your sponsorship may be in the form of cash, products or services, or a combination of all three. Sponsorship is not charitable donations. We will do our part to ensure you receive the value you desire from your investment with Family and MWR.



Drawing or Contest

Product Sampling

Sponsor Table Display

Digital Monitor Ad Displays



Pull-up Banner Displays Event in-kind give-a-ways



# High Visibility for Major Events



## Hohenfels Holiday Bazaar

Location: Community Activities Center, B40 Hohenfels

Date: 5-7 December 2019

Anticipated Participation: 3000-3,500; Children  
(Thurs-Fri 12 a.m. 7 p.m. / Sat 12 a.m. – 5 p.m.)



## St. Patrick's Day Boxing Invitational Championship

Location: Memorial Fitness Center, B616 Rose Barracks

Date: 21 Mar 2020

Anticipated Participation: 250-400

(Door Opens: 5 p.m. Event Starts/Ends: 6 p.m. – 10 p.m.)



## Month of the Military Child-Kinder Fest (All 3 Locations)

Location/Date: 18 April Hohenfels, CYSS, B111 (noon-4 p.m.)

Location/Date: 24 April Tower Barracks, ODR B600 (3 p.m.-6 p.m.)

Location/Date: 30 April Pete Burke Community Ctr. (3 p.m. – 5 p.m.)

Anticipated Participation: 1,500-2,200 between both communities



## King and Queen of the Mountain Softball Tournament

Location/Date: 3-5 July Mueller Fitness Center, (1 p.m. – 8 p.m.)

Anticipated Teams: 8 Men & 6 Women (13 players per team)

Open to all Army Europe Installations



## 8<sup>th</sup> Annual Rugged Terrain Obstacle Run

Location/Date: 18 April Tower Barracks, PFC B170

Start & End Time: 9a.m. – 3p.m.

Anticipated Participation: 400-600 Registered Runners



## 4<sup>th</sup> of July Independence Day Celebration

Location: Tower Barracks, Parade Field

Date: 4 July (4p.m.-11 p.m.)

Anticipated Participation: 1,500-2000



## Fourth of July German/American BOSS Car & Bike Show

Location/Date: Tower Barracks, 4 July, (10a.m. - 3p.m.)

Anticipated: 300-500 spectators and participants

## Photos of Community Wide Events of 2019



## Sports & Fitness Running Events



Turkey Trot 5K Fun Run/Walk (Both installations)  
 Location: Rose Barracks Little Mike Field & Hohenfels PFC  
 Date: 23 November  
 Start Time: 9a.m.  
 Consolidated Participation: 150 - 350 Registered Runners



SHARP Buddy 5K Fun Run/Walk (Both installations)  
 Location: Rose Barracks Jessie L. Williams Fitness Center  
 Date: 9 April  
 Start/End Time: 06:30a.m. – 08:00a.m.  
 Consolidated Participation: 2000-2500 Registered Runners



6<sup>th</sup> Annual Run to Honor  
 Location: 21 May Tower & Rose Barracks, PFC B170/B323  
 Start & End Time: 06:30a.m. – 8p.m.  
 Anticipated Participation: 1,500-2000 Registered Runners



Army Europe 10 Mile Qualification  
 Location/Date: 20 June Tower Barracks, PFC B170  
 Start & End Time: 08:00a.m. – 11:00a.m.  
 Anticipated Participation: 150-200 Registered Runners  
 Ages 18 & Older



9-11 Freedom Run  
 Location: Tower Barracks, PFC B170  
 Start & End Time: TBD.  
 Anticipated Participation: 1500-2000  
 Registered Runners Ages 18 & Older

# Community Fitness Programs & Events



Healthy Lifestyle Challenge  
Location: Mueller Physical Fitness Center, B119, Garmisch  
Date: 5 Jan - 28 Feb 2020  
Anticipated Participation: 75-85  
(Event will run for 8 weeks)



Fitness Day  
Location: Physical Fitness Center, B170, Tower Barracks  
Date: 11 January 2020  
Anticipated Participation: 100-150; All Ages (7:30 a.m. - noon.)



Fitness & Wellness Challenge  
Location: Fitness Center, Bldg. 170 Tower Barracks  
Date: 31 Jan – 27 Mar 2020  
Anticipated Participation: 50-100  
10:00 a.m. - 1 p.m.)



Zumbathon (Modern Tunes of Zumba Dancing)  
Location: Hohenfels Fitness Center, Bldg.88  
Date: 29 Mar 2020  
Anticipated Participation: 50-100  
10:00 a.m. - 3 p.m.)



Functional Fitness Challenge  
Location: Fitness Center, Bldg. 170 Tower Barracks  
Date: 9 May 2020  
Anticipated Participation: 50-100  
8:00 a.m. - 3 p.m.)



Functional Fitness Challenge  
Location: Fitness Center, Bldg. 170 Tower Barracks  
Date: 22 August 2020  
Anticipated Participation: 50-100  
8:00 a.m. - 3 p.m.)



Fitness Day  
Location: Physical Fitness Center, B170 Tower Barracks  
Date: 12 September 2020  
Anticipated Participation: 100-150; All Ages (7:30 a.m. - noon.)



# COMMERCIAL SPONSORSHIP

## Additional programs and events for 75 or less Participants

<b>Hohenfels Elf on the Shelf</b>	22 Nov 2019	Hohenfels Library
<b>Gingerbread House Contest</b>	3 Dec 2019	Garmisch Library
<b>Power-lifting Invitational</b>	7 Dec 2019	Rose Barracks PFC
<b>Racquetball Invitational</b>	14 Dec 2019	Rose Barracks PFC
<b>New Year New You</b>	1 Jan – 28 Feb 2020	Hohenfels PFC
<b>Superhero Party</b>	12 Feb 2020	Hohenfels Library
<b>Princess Party</b>	25 Mar 2020	Hohenfels Library
<b>Volunteer Recognition</b>	2 Apr 2020	Garmisch ACS
<b>Volunteer Recognition</b>	16 Apr 2020	Rose Barracks ACS
<b>National Library Week</b>	21 Apr 2020	Hohenfels PFC
<b>Volunteer Recognition</b>	23 Apr 2020	Hohenfels ACS
<b>Garmisch Bike Bingo</b>	1-30 May 2020	Garmisch Library
<b>Military Spouse Appreciation</b>	1 May 2020	Hohenfels PFC
<b>Military Spouse Appreciation</b>	8 May 2020	TB/RB Library
<b>Military Spouse Appreciation</b>	15 May 2020	Garmisch Library
<b>The MURPHY Challenge</b>	23 May 2020	Tower Barracks PFC
<b>Summer Reading Program</b>	11 Jun – 14 Aug 2020	Garmisch Library
<b>Summer Reading Program</b>	16 June 2020	Hohenfels Library
<b>GOLF Tournament Habsberg</b>	19 June 2020	Hohenfels-PFC Habsberg Course
<b>Get in the Game Block Party</b>	19 June 2020	Rose Barracks Warrior Zone
<b>Library Summer Reading Program</b>	8 July 2020	TB/RB Library
<b>Army Family Action Rally</b>	23 July 2020	Tower/Hohenfels & Garmisch ACS
<b>GOLF Tournament (Chris Saucedo)</b>	24 July 2020	Hohenfels Habsberg Course
<b>Summer Reading Closing Party</b>	4 August 2020	Hohenfels Library
<b>Back to School Program Banquet</b>	21 August 2020	Tower Barracks, SLO & CYSS
<b>Labor Day Cross Country 10K Run</b>	7 September 2020	Rose Brks, Hohenfels, Garmisch
<b>Fun Food For Health</b>	10 September 2020	Hohenfels Library



# Commercial Sponsorship

## Benefit Package Levels

Sponsorship packages below can be provided in cash and or in-kind. If sponsor wishes to negotiate a special sponsorship agreement that focuses on their specific budget goals and objectives using both cash and in-kind products for exposure, benefits we can work with you to establish such agreements as well.

### TITLE SPONSOR

#### Sponsorship Value - \$30,000

Benefits Include: Max 25 days per month

- 3 banners displayed
- Logo on t-shirts if funded by sponsor
- Logo printed on all event posters/flyers
- Logo on awards if funded by sponsor
- Triple table display space
- On-site sampling
- Display of promotional materials
- Couponing opportunities
- Public acknowledgement at each event
- Conduct raffles to build direct mailing contacts
- Event on Family and MWR website & Facebook
- 1 full year website banner ad (size: 750 x 93 px)
- 1 full year bowling digital monitor ad

**Note:** Auto dealers will be offered 4 vehicles displayed not to exceed 10 days per event or 25 days per month per location. Display of vehicles and advertisement must be a minimum of 5 working days between each event and display dates cannot run between two separate months. **Important:** Installation access for three personnel's only however, not to exceed one contract year.

### SILVER SPONSOR

#### Sponsorship Value - \$10,000

Benefits Include: Max 10 days per month

- 2 banners displayed
- Logo on t-shirts if funded by sponsor
- Logo printed on all event posters/flyers
- Double table display space
- Display of promotional materials
- Public acknowledgement at each event
- Conduct raffles to build direct mailing contacts
- Event on Family and MWR website & Facebook
- 3 month bowling digital monitor ad

**Note:** Auto dealers will be offered 2 vehicles displayed not to exceed 5 days per event or 10 days per month per location. Display of vehicles and advertisement must be a minimum of 5 working days between each event and display dates cannot run between two separate months.

**Important:** Installation access roster for two personnel's only however, not to exceed 4 days within a week per contract year.

### GOLD SPONSOR

#### Sponsorship Value - \$20,000

Benefits Include: Max 15 days per month

- 2 banners displayed
- Logo on t-shirts if funded by sponsor
- Logo printed on all event posters/flyers
- Logo on awards if funded by sponsor
- Triple table display space
- On-site sampling
- Display of promotional materials
- Couponing opportunities
- Public acknowledgement at each event
- Conduct raffles to build direct mailing contacts
- Event on Family and MWR website & Facebook
- 1 (6) month website banner ad (size: 750 x 93px)

**Note:** Auto dealers will be offered 2 vehicles displayed not to exceed 10 days per event or 15 days per month per location. Display of vehicles and advertisement must be a minimum of 5 working days between each event and display dates cannot run between two separate months. **Important:** Installation access for three personnel's only however, not to exceed one contract year.

### BRONZE SPONSOR

#### Sponsorship Value - \$5,000

Benefits Include: Max 5 days per month

- 1 Banner displayed
- Logo printed on all event posters/flyers
- Single table display space
- Display of promotional materials
- Conduct raffles to build direct mailing contacts
- Event on Family and MWR website & Facebook

**Note:** Auto dealers will be offered 1 vehicle displayed not to exceed 3 days per event or 5 days per month per location. Display of vehicles and advertisement must be a minimum of 5 working days between each event and display dates cannot run between two separate months.

**Important:** Installation access for two personnel's only however, not to exceed 3 days within a week per contract year.

# Commercial Advertising

## Media Rates

Please see below for a complete listing of rates and sizes. Discounts apply to multiple placements. Advertiser must provide material and art work. All printed materials must display the following Family and MWR approved disclaimer: "Paid Advertising does not constitute DOD, Army or Federal Government endorsement."

**Pull-up Banners:** For indoor displays only: (not to exceed 84,5cm x 225 cm)  
For outdoor banner displays only: (not to exceed 4' x 10') Price are per facility and per location.

**See important note below**

Exposure Periods:	1 Month	3 Months	6 Months	1 Year
Price:	\$300	\$700	\$1,000	\$1,500



**IMPORTANT NOTE:**

Please contact me for special pricing for front counter wraps and outdoor banners for ball field fencing or MWR buildings.

**Bowling & Digital Monitors** prices are calculated per facility per location.

TB-RB-HO-Bowling Centers, TB-RB-HO-GM-Fitness Centers, TB-RB-HO-Java Café's, TB-Rec Ctr, HO-ACS, TB-Auto Skills Ctr, RB-Langenbruck Ctr, TB-VAT Office

**Note: (TB-Tower Brks, RB-Rose Brks, HO-Hohenfels, GM-Garmisch)**

Display Periods:	1 Month	3 Months	6 Months	1 Year
Price:	\$250	\$400	\$600	\$1,000

Bowling Monitor Size: 512 x 256  
Digital Monitors: 6375 x 3675 RGB Color Mode/150 dpi



Family and MWR Website Ad rates per website, per location Hyperlinks can be added to ads at no additional cost.

Banner Ad:	Size: 728 x 90 px	3 Months \$2,500	6 Months \$4,000	1 Year \$6,500
Tile Ad:	Size: 300 x 250 px	\$3,500	\$4,500	\$7,200

Price per impressions rate: \$10.00 per 1000 impressions CMR

Website BANNER SAMPLE: 728 x 90

Website TILE SAMPLE: 300 x 250



# Commercial Advertising

## Display Options

The Family and MWR Commercial Advertising Program offers the opportunity to display your Company's information in a variety of Family and MWR print publications, website and other media outlets, as well as in our more than 70 Family and MWR facilities. With Family and MWR advertising, your business will have the opportunity to reach our military community. You will see a difference once you start advertise within the installation gates.

All printed materials provided by the advertisers and display the following Family and MWR approved disclaimer below:

"Paid Advertising does not constitute DOD, Army or Federal Government endorsement"

## High Traffic MWR Facility Listing

<b>Name of Facilities</b>	<b>Locations</b>
Physical Fitness Centers	TB/RB/HOH/GAR
Bowling Center	TB/RB/HOH
Automotive Skills Center	TB/RB/HOH
Library	TB/RB/HOH/GAR
Outdoor Recreation Centers	TB/HOH
Zone Sports Bar	RB/HOH
Warrior Zones - Soldier Recreation Centers	TB/RB/HOH
Community Activity Center	HOH
Java Café & Bar & Grill	TB/RB/HOH
Arts & Craft Shops	TB/HOH
Child, Youth & Support Services (CYS)	TB/RB/HOH/GAR
School Age Center (SAC)	TB/RB/HOH/GAR



U.S. Army Garrison Bavaria  
Family and MWR Marketing



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