



Family and MWR Commercial Sponsorship & Advertising Pricing Guide 2021



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 National 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 in our local German communities, including family programs, child and youth services, recreation, sports, entertainment, 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 community members 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 more than 47,000 service members, families, civilians and retirees at our multiple locations disbursed over 190 miles. We also provide support to 180,000 US allied and partner nation military during training operations. Supporting a ready and resilient 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 to adjust to living in Germany through cross-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 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 programs and facilities 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 drive sales and is therefore an extremely effective promotional tool. It allows your company to display products to our Army community, create positive publicity and heighten visibility. Additionally, 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 step 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 influential and creates enormous goodwill.

Commercial Sponsorship Opportunities

Examples of Sponsorship Activities

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

How much will I need to invest?

Our goal in every sponsorship relationship is win-win! An investment with Family and MWR has value on multiple levels. Sponsorship may be in the form of cash, products or services, or a combination of all three. Sponsorship is not charitable donations.



Drawing or Contest



Product Sampling



Sponsor Table Display



Digital Monitor Ad Displays



Pull-up Banners

Event In-Kind Give-a-Ways

High Visibility for Major Events



Crown Jewel Bazaar

Location: Vilseck, Multi-Purpose Center, B134

Dates: October 2-4, 2020

Start/End time: Fri.-Sat. 9 a.m. – 7 p.m. & Sun. 9 a.m. – 4 p.m.

Anticipated Participation: 2,000+



St. Patrick's Day Boxing Invitational Championship

Location: Vilseck, Memorial Fitness Center, B616

Date: March 20, 2021

Start/End time: 6-10 p.m.

Anticipated Participation: 250-400



King and Queen of the Mountain Softball Tournament

Location: Garmisch, Mueller Fitness Center, B119

Dates: July 3-5, 2021

Start/End time: 1-8 p.m.

Anticipated Teams: 8 Male & 6 Female (13 players per team)



8th Annual Rugged Terrain Obstacle Run

Location: Grafenwoehr, Physical Fitness Center, B170

Date: April 17, 2021

Start/End time: 9 a.m. – 3 p.m.

Anticipated Participation: 400-600 registered runners + volunteers



4th of July Independence Day Celebration

Location: Grafenwoehr, Parade Field & Hohenfels, Fest Platz

Date: July 4, 2021

Start/End time: 4-11 p.m.

Anticipated Participation: 1,500-2,000



BOSS Car & Bike Show

Location: Grafenwoehr, Exchange Overflow Parking Lot

Date: July 4, 2021

Start/End time: 10 a.m. – 3 p.m.

Anticipated Participation: 300-500 spectators and participants

Photos of Community Wide Events



Sports & Fitness Running Events

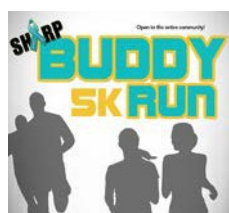


Virtual Turkey Trot 5K Fun Run/Walk

Location: All USAG Bavaria

Dates: November 20-22, 2020

Combined Participation: 150 - 350 registered runners



SHARP Buddy 5K Run/Walk

Location: Vilseck, Jessie L. Williams Fitness Center, B323

Date: April 23, 2021

Start/End time: 6:30-8 a.m.

Consolidated Participation: 2,000-2,500 registered runners



6th Annual Run to Honor

Location: Grafenwoehr/Vilseck, Physical Fitness Centers, B170/B323

Date: May 27, 2021

Start/End time: 6:30-8 a.m.

Anticipated Participation: 1,500-2,000 registered runners



Army Europe 10 Miler Qualification

Location: Grafenwoehr, Physical Fitness Center, B170

Date: June 19, 2021

Start/End time: 8-11 a.m.

Anticipated Participation: 150-200 registered runners



Patriot Day 9-11 Run

Location: Grafenwoehr, Physical Fitness Center, B170

Date: September 10, 2021

Start/End time: 6:30-8 a.m.

Anticipated Participation: 1,500-2,000 registered runners



Community Fitness Programs & Events



Healthy Lifestyle Challenge

Location: Garmisch, Mueller Physical Fitness Center, B119

Dates: January 4 – February 26, 2021

Anticipated Participation: 75-85



Fitness Days

Location: Grafenwoehr, Physical Fitness Center, B170

Dates: January 9, 2021 and September 18, 2021

Start/End time: 7:30 a.m. – 1 p.m.

Anticipated Participation: 150-200



Fitness & Wellness Challenge

Location: Grafenwoehr, Physical Fitness Center, B170

Dates: February 5 - April 2, 2021

Anticipated Participation: 50-100



Functional Fitness Challenges

Location: Grafenwoehr, Physical Fitness Center, B170

Dates: May 8, 2021 and August 21, 2021

Start/End time: 8 a.m. - 3 p.m.

Anticipated Participation: 50-75



Better Opportunities for Single Soldiers (BOSS) Life Skills Events

The BOSS Life Skills program objectives focus on the following:

1. Quality of life improvement issues
2. Opportunities to participate and contribute to their communities
3. Enhance morale, leading to retention and combat readiness
4. Maintain standards of conduct, good order and discipline
5. Identify recreation and leisure activities of interest to the single Soldiers

Vertical Rock Climbing & Fitness

Location: Grafenwoehr, Outdoor Recreation (Wild B.O.A.R.) B600

Date: November 5–6, 2020

Anticipated Participation: 25

Bowling Challenge

Location: Vilseck, Bowling Center, B2201

Date: November 21, 2020

Anticipated Participation: 25

Paintball Avoidance and Evasion Competition

Location: Grafenwoehr, Outdoor Recreation (Wild B.O.A.R.) B600

Date: May 22, 2021

Anticipated Participation: 25

BOSS Summer Water Safety

Location: Grafenwoehr, Physical Fitness Center, B170

Date: August 21, 2021

Anticipated Participation: 25

BOSS Yoga Evening Stand-Up Paddleboard Class

Location: Grafenwoehr, Outdoor Recreation (Wild B.O.A.R.) B600

Date: September 3, 2021

Anticipated Participation: 25

COMMERCIAL SPONSORSHIP

Additional programs and events for 75 or less Participants

Teentober	October 1-31, 2020	Garmisch, Library
Virtual Veterans Day 5K Run	November 11, 2020	Garmisch, Physical Fitness Center
Hohenfels Elf on the Shelf	November 24 - December 22, 2020	Hohenfels, Library
Gingerbread House Contest	December 7-21, 2020	Hohenfels, Library
RAW Powerlifting Invitational	December 5, 2020	Vilseck, Physical Fitness Center
Holiday Crafting	December 10, 2020	Garmisch, Library
AFTB Birthday	December 16, 2020	Grafenwoehr & Vilseck, ACS
Madden NFL 21 Gaming Tournament	January 16, 2021	Vilseck, Warrior Zone
New Year New You	January 18, 2021	Hohenfels, Physical Fitness Center
Winter Karaoke Competition	February 1- 2, 2021	Vilseck, The Zone Sports Bar
Princess Party	February 18, 2021	Hohenfels, Library
BOSS Dodge Ball Tournament	March 6, 2021	Grafenwoehr, Physical Fitness Center
AFTB Community Event	March 12, 2021	Grafenwoehr/Vilseck, AFTB
Superhero Party	March 18, 2021	Hohenfels, Library
Volunteer Recognition Ceremonies	April 1, April 8 & April 22, 2021	Grafenwoehr/Hohenfels/Garmisch, AFTB
Call of Duty War Gaming Tournament	April 3, 2021	Vilseck, Warrior Zone
National Library Week	April 6, 2021	Hohenfels, Library
20KM Road Bike Race	April 24, 2021	Hohenfels, Physical Fitness Center
Garmisch Bike Bingo	May1-30, 2021	Garmisch, Library
Military Spouse Appreciation	May 7, 2021	Hohenfels, Library
Military Spouse Appreciation	May 7, 2021	Garmisch, Library
Military Spouse Appreciation	May 7, 2021	Grafenwoehr/Vilseck, Library
AFTB Military Spouse Appreciation	May 7, 2021	Grafenwoehr/Vilseck/Garmisch, AFTB
Spring Karaoke Competition	May 14, 2021	Vilseck, The Zone Sports Bar
The MURPHY Challenge	May 28, 2021	Grafenwoehr, Physical Fitness Center
Hiking Challenges	June 1 - August 31, 2021	Garmisch, Library
Get in the Game Outdoor Event	June 11, 2021	Vilseck, Langenbruck Ctr.
Summer Reading Opening Event	June 21, 2021	Grafenwoehr/Vilseck, Library
Summer Reading Opening Event	June 22 - August 5, 2021	Hohenfels, Library
Hohenfels Golf Tournaments (2 events)	June 25 & July 30 & 21, 2021	Habsberg Golf Course
EA Sports UFC 4 Gaming Tournament	July 10, 2021	Vilseck, Warrior Zone
Summer Reading Opening Event	July 21 - August 12, 2021	Garmisch, Library
Summer Karaoke Competition	August 20, 2021	Vilseck, The Zone Sports Bar
Back to School Program	August 20, 2021	Grafenwoehr/Vilseck, SLO/CYS
Labor Day 10K Cross Country Run	September 5, 2021	Garmisch, Physical Fitness Center
Fun Food For Health	September 9, 2021	Hohenfels, Library
Get in the Game	September 10, 2021	Vilseck, Warrior Zone
Fitness Day	September 18, 2021	Hohenfels, Physical Fitness Center

Commercial Sponsorship

Benefit Package Levels

All sponsorship packages below can be funded through cash or in-kind, but cash must be a minimum of 75% of the total package value. Special sponsorship agreements that focus on specific events identified in the proposal using both cash and/or in-kind products for exposure benefits are also an option.

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 mail contacts
- Event on Family and MWR website & Facebook
- 1 full year website banner ad (size: 750 x 93)
- 1 full year bowling digital monitor ad

Note: Auto dealers will be allowed (4) four vehicles on display but 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 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 mail contacts
- Event on Family and MWR website & Facebook
- 3 month bowling digital monitor ad

Note: Auto dealers will be allowed (2) two vehicles on display but 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 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 mail contacts
- Event on Family and MWR website & Facebook
- 1 (6) month website banner ad (size: 750 x 93)

Note: Auto dealers will be allowed (2) two vehicles on display but 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 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 mail contacts
- Event on Family and MWR website & Facebook

Note: Auto dealers will be allowed (1) one vehicle on display but 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 only however, not to exceed 3 days within a week per contract year.

Digital Advertising & Banner Rates

Please see below for a complete list 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 Advertisement." for Ads and for sponsorship "No Federal endorsement implied."

Pull-up Banners: For indoor displays only: (not to exceed 84 cm x 225 cm)

For outdoor banner displays only: (not to exceed 4' x 10') Price is 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



Special pricing for front counter wraps and outdoor banners for ball field fencing or MWR buildings are other options. Please contact directly for details.

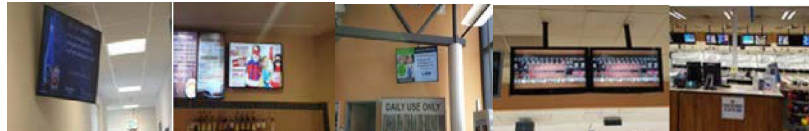
Pricing for bowling monitors & digital monitors are calculated by facility and per location.

GR-VI-HO-Bowling Centers, GR-VI-HO-GM-Fitness Centers, HO-Hometown Grill, GR-Recreation Center, HO-ACS, GR-Auto Skills Ctr, VI-Zone Cafe, GR-Soldier for Life Center, VI-LC Diner, GR-VAT Office

Note: (GR-Grafenwoehr, VI-Vilseck, 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 Monitor: 6375 x 3675 RGB Color Mode/150 dpi



Family and MWR website rates are per website, per community location. Hyperlinks can be added at no additional cost.

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

Price per impressions rate: \$10 per 1,000 impressions CMR

Website **BANNER** SAMPLE: 728 x 90

Website **TILE** SAMPLE: 300 x 250



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, websites 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 to advertise within the installation gates.

High Traffic MWR Facility Listing

<u>Name of Facilities & Quantity</u>	<u>Locations</u>
Automotive Skills Centers (3 Facilities)	Grafenwoehr/Vilseck/Hohenfels
Arts & Craft (2 Facilities)	Grafenwoehr/Hohenfels
Bowling Centers (3 Facilities)	Grafenwoehr/Vilseck/Hohenfels
Lane 25 Dining, LC Diner & Hometown Grill (3 Facilities)	Grafenwoehr/Vilseck/Hohenfels
Libraries (4 Facilities)	Grafenwoehr/Vilseck/Hohenfels/Garmisch
Outdoor Recreation Centers (2 Facilities)	Grafenwoehr/Hohenfels
Physical Fitness Centers (6 Facilities)	Grafenwoehr/Vilseck/Hohenfels/Garmisch
Soldier Recreation Center & Fitness Center, Camp Algier	Grafenwoehr
Zone Sports Bar	Vilseck

GR – Grafenwoehr

VI – Vilseck

HO – Hohenfels

GM – Garmisch



U.S. Army Garrison Bavaria
Family and MWR Marketing



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