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# Family and MWR Commercial Sponsorship & Advertising Guide 2019



*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, 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 33,100 authorized U.S. ID card holders in the USAG Bavaria military community. We also support an average of 3-5K U.S. training troops on the installation annually.

We are an enduring installation and, although the force structure will change, we are expected to have a constant Soldier population, and the 7th Army Training Command will continue to be the largest training command outside the continental United States.

# 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 partnering 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 they are perceived by their target audience. 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 is geared to driving sales and is therefore an extremely potent promotional tool. It allows your company to showcase 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 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 head and shoulders above the competition.
- Help with good "Corporate Citizen" role. Another powerful Family and MWR sponsorship objective 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. Sponsorship benefits and events can be packaged together and catered to 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.

## High Visibility For Major Events



### Crown Jewel Bazaar

Location: Multi-Purpose Center, B134, Rose Barracks

Date: **October 12-14 2019**

Anticipated Participation: 3,000-3,500 (total for 3 days) All Ages (Fri-Sat 10 a.m. - 6 p.m. and Sun 10 a.m. - 4 p.m.)



### Garmisch Winter Fest

Location: Garmisch Tree Lighting Area

Date: **November 29, 2019**

Anticipated Participation: 120-170

All Ages (5:30 p.m. - 8 p.m.)



### Healthy Lifestyle Challenge

Location: Garmisch Mueller Fitness Center, Bldg. 119

Date: **January 8, 2019** (Event runs for 8 weeks)

Anticipated Participation: 75-85



### Fitness Wellness Challenge

Location: Physical Fitness Center, B170, Tower Barracks

Date: **February 4-29 March 2019**

Anticipated Participation: 50-100; Ages 18+

(Program starts February 4 at 10 a.m. and ends March 29 at 1 p.m.)

# Commercial Sponsorship

## Opportunities

### High Visibility Major Events



#### Valentines Mini Bazaar

Location: Hohenfels Community Activity Center, Bldg.40

Date: February 13-15, 2019

Anticipated Participation: 1500-3000 (total for 3 days)  
(10 a.m. - 7 p.m.)



#### Boxing Open Invitational Event

Location: Jesse L. Williams Fitness Center, B323, Rose Barracks

Date: March 16, 2019

Anticipated Participation: 200-350; Ages 18+;  
Approx. 12-15 bouts per event; (Doors open 6 p.m. and starts 7 p.m.)



#### Easter Day Bazaar

Location: Hohenfels, Community Activity, Bldg.40

Date: April 4-6, 2019

Anticipated Participation: 1,500-2,000 (10:00am-7pm)



#### 7th Annual Rugged Terrain Obstacle Run

Location: Physical Fitness Center, B170, Tower Barracks

Date: April 6, 2019

Anticipated Participation: 650-800; 18+ (9 a.m. - 3 p.m.)

# Commercial Sponsorship

## Opportunities

### High Visibility Major Events



#### USAG Bavaria SHARP Buddy Run and 2nd SCR

Location: Jesse L. Williams Fitness Center, B323, Rose Barracks

Date: **April 18, 2019**

Anticipated Participation: 2,000-3,000  
(6:30 a.m. - 8 a.m.)



#### BOSS Easter Egg Hunt (Combined with community KinderFest)

Location: Child & Youth Services, Bldg. 112, Hohenfels

Date: **April 20, 2019**

Location: Hohenfels CY, Anticipated Participation 300-400 kids  
(Noon. - 4 p.m.)



#### Month of the Military Child-Kinder Fest at 3 locations:

Location/Date: **Garmisch, April 19, 2019** (11:30 a.m. - 1:30 p.m.)

Location/Date: **Hohenfels, April 20, 2019** (Noon - 4 p.m.)

Location/Date: **Tower Barracks, April 26, 2019** (3:30 p.m. - 7 p.m.)

Anticipated Participation: 350-2,000; Total of adults & children Easter

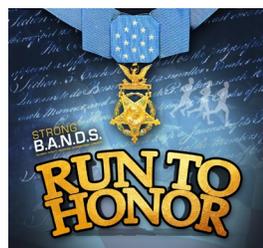


#### Functional Fitness Challenge

Location: Tower Barracks, Physical Fitness Center, B170

Date: **May 11, 2019**

Anticipated Participation: 50-100; Ages 18+  
(Program starts 08:00 a.m. - 3 p.m.)



#### 5th Annual Run to Honor

Location: Fitness Center, Bldg. 170 & 323 Rose/Tower Barracks

Date: **May 23, 2019**

Anticipated Participation: 1,500-2,000 (6:30 a.m. - 8 a.m.)

# Commercial Sponsorship Opportunities

## High Visibility Major Events



### Army Europe 10 Mile Qualification

Location: Physical Fitness Center, B170, Tower Barracks

Date: **June 22, 2019**

Anticipated Participation: 100-150; Ages 18 & Older (8 - 11 a.m.)



### 4th of July Independence Celebration

Location: Tower Barracks, Garmisch and Hohenfels

Date: **July 3-4, 2019**

Anticipated Participation: 850-2,000; Children of All Ages (6 - 11 p.m.)



### BOSS Car & Bike (In conjunction with the community 4th July Fest)

Location: Tower Barracks Exchange overflow Parking Lot

Date: **July 4, 2019**

Anticipated Participation: 75-150; A family event (10 a.m. - 3 p.m.)



### IMCOM-E Varsity Softball Tournament

Location: Physical Fitness Center, B170, Tower Barracks

Date: **August 16 - 18, 2019**

Anticipated Participation: 150-250; All Ages (8:00 a.m. - 6 p.m.)



### Hohenfels Community Bazaar

Location: Community Activity Center, Bldg 40, Hohenfels

Date: **September 20-22, 2019**

Anticipated Participation: 1500-300; All Ages (10:00 a.m. - 7 p.m.)

# Commercial Sponsorship

## Opportunities

### High Visibility Fitness Programs

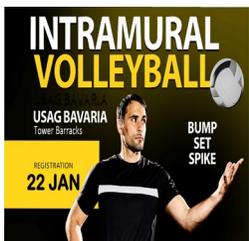


#### New Year, New You Fitness Challenge

Location: Hohenfels Fitness Center

Date: January 15-5 March, 2019

Anticipated Participation: 25-50; (09:00 a.m. 11 a.m.)



#### IMCOM-Europe Volleyball Officials Clinic & Tournaments

Location: Tower Barracks, Physical Fitness Center, B170,

Date: January 22-26 2019 & 17 May 2019

Anticipated Participation: 150-250; All Ages (8:00 a.m. - 6 p.m.)



#### Garmisch King of the Mountain Softball Tournament

Location: Mueller Fitness Center, Bldg. 119

Date: July 4-6, 2019

Anticipated Participation: players Ages 18+  
(Program starts 10:00 a.m - 2:00 p.m.)



#### Functional Fitness Challenge

Location: Rose Barracks, Physical Fitness Center, B616

Date: August 24, 2019

Anticipated Participation: 50-75; Ages 18+  
(Program starts 09:00 a.m - 3:00 p.m.)



#### IMCOM-Europe Fitness Day Get Fit Don't Quit"

Location: Tower Barracks Physical Fitness Center , B170,

Date: September 14, 2019

Anticipated Participation: 150-200; All Ages (7:30 a.m. - noon.)

# Commercial Sponsorship



Better Opportunities for Single Soldiers

## Scheduled Programs and Events

### **BOSS TurkeyBowl**

Location: Lane 17 Bowling Center, B14, Hohenfels

Date: **November 20, 2019**

Anticipated Participation: 20-40; 4 p.m. - 7 p.m.

### **BOSS SuperBowl Party**

Location: Warrior Zone, Hohenfels

Date: **February 4, 2019**

Anticipated Participation: 75-125; 7 p.m. - 2 a.m.

### **BOSS Irish Whiskey Tasting**

Location: Warrior Zone, Hohenfels

Date: **March 15, 2019**

Anticipated Participation: 25-75

### **BOSS Easter Egg Hunt (Combined with Kinder Fest)**

Location: CYSS, Hohenfels

Date: **April 20, 2019**

Anticipated Participation: 300-400

### **BOSS 3 on 3 Basketball Tournament**

Location: Post Gym, Bldg. 88 Hohenfels

Date: **June 14, 2019**

Anticipated Participation: 15-20 (3 players per team)

### **BOSS BOWL OFF**

Location: Lane 17 Bowling Center, Bldg. 14 Hohenfels

Date: **August 24, 2019**

Anticipated Participation: 25-35

# COMMERCIAL SPONSORSHIP

## Additional programs and events for 100 or less Participants

<b>Hohenfels Poker/Pool Tournament</b>	5 Oct 2018 (1st Friday per/month)	Hohenfels Warrior Zone
<b>Hohenfels Community Special Event</b>	19 Oct 2018 (3rd Friday per/month)	Hohenfels Warrior Zone
<b>Winter Karaoke Night</b>	09 Nov 2018	Rose Barracks Warrior Zone
<b>CYS Grand Opening Ceremony</b>	16 Nov 2018	Garmisch CYS
<b>Turkey Trot 5K Run</b>	17 Nov 2018	Rose Barracks Little Mike Ball Field
<b>Hohenfels Gingerbread House Contest</b>	27 Nov 2018	Hohenfels Library
<b>Hohenfels Elf on the Shelf Bingo</b>	27 Nov 2018	Hohenfels Library
<b>Ugly Xmas Sweater Party</b>	29 Nov 2018	Garmisch Library
<b>Hohenfels Tree Lighting Ceremony</b>	29 Nov 2018	Hohenfels
<b>Garmisch Winter Fest</b>	29 Nov 2018	Garmisch
<b>Power-lifting Invitational</b>	1 Dec 2018	Rose Barracks PFC
<b>Raquetball Invitational</b>	8 Dec 2018	Rose Barracks PFC
<b>Christmas Jingle 5K Fun Run</b>	15 Dec 2018	Hohenfels PFC
<b>Teen Formal</b>	12 Jan 2019	Hohenfels Special Events
<b>New Year, New You Fitness Challenge</b>	15 Jan 2019	Hohenfels PFC
<b>Royalty Party</b>	13 Feb 2019	Hohenfels Library
<b>Shamrock Shuffle 5K Fun Run</b>	16 March 2019	Hohenfels PFC
<b>Superhero Party</b>	21 March 2019	Hohenfels Library
<b>Karaoke Night (Sing for the Spring)</b>	22 March 2019	Tower Barracks Zone Sports Bar
<b>Volunteer Recognition Ceremony</b>	17 April & 24 April 2019	Netzaberg & Hohenfels ACS
<b>Bike Bingo Give-away</b>	26 April 2019	Garmisch Library
<b>Volunteer Recognition Ceremony</b>	1 May 2019	Garmisch ACS
<b>Military Spouse Appreciation</b>	10 May & 17 May 2019	Tower/Rose Brks & Garmisch Library
<b>3 Golf Classic Tournaments</b>	24 May/22 Jun/19 Jul 2019	Hohenfels Sports & Fitness
<b>Father Daughter Dance</b>	7 June 2019	Hohenfels Special Events
<b>Library Summer Reading Program</b>	19 Jun - 30 July 2019	Tower/Rose Brks, Hohenfels Garmisch
<b>Back to School Program Banquet</b>	16 August 2019	Tower Barracks, SLO & CYSS
<b>Army Family Action Pan Rally</b>	18 Aug & 25 Aug 2019	Rose Brks, Hohenfels, Garmisch

# 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 which 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 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 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 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 but not to exceed 3 days within a week per contract year.

# Commercial Advertising Options

## Media Rates

Primary Rates are listed below. Please contact us for a complete listing of rates and sizes. Discounts apply to multiple placements. Advertiser will 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."

### Outdoor Recreation Bi-Annual "Passport" Travel Guide

A5-size Bi-Annual Travel Guide about Leisure Travel opportunities, Outdoor Recreation Trips, Hunting, Fishing and Sports Shooting programs. Circulation: 5,000 and available online.

Ad Size:	Full Page	1/2 Page	1/3 Page
Price Per Edition:	\$1,000	\$450	\$275



**Pull up banners for indoor display only:** (Size not to exceed 84,5cm x 225 cm) 1 per MWR facility/per location

**Outdoor banners Ball Field fencing only:** (Size not to exceed 4' x 10') 1 per MWR facility/per location

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

### Digital Monitors prices are per facility per location.

(TB-RB-HO-Bowling Center, RB-Fitness Centers, HO-Post Gym, GM-Fitness Center, TB-RB-HO-Java Cafe, 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)

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

**Bowling Monitor Size:** 512 x 256 px

**Other Digital Monitors:** 6375 x 3675 px RGB Color Mode/150 dpi

### Family and MWR Website Ad:

All rates are per website, per location. (Hyperlinks can be added to advertisers ad at no extra cost).

		3 Months	6 Months	1 Year
<b>Banner Ad:</b>	Size: 728 x 90 px	\$2,500	\$4,000	\$6,500
<b>Tile Ad:</b>	Size: 300 x 250 px	\$3,500	\$4,500	\$7,200
<b>Bottom Ad:</b>	Size: 180 x 150 px	\$1,100	\$2,500	\$3,700

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

Website BANNER SAMPLE: Size: 728 x 90 px

Website TILE SAMPLE: 300 x 250

Bottom SAMPLE: 180 x 150



Bowling Monitors: SAMPLE Size: 512 x 256 Bitmap format



Pull-up Banners: SAMPLE



# Commercial Advertising Opportunities

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 is given the opportunity to reach our military community. You will see a difference once you advertise within the installation gates.

All printed materials must be provided by the advertisers and must 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

Name of Facilities	Locations
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

TB-Tower Barracks  
 RB-Rose Barracks  
 GAR-Garmisch  
 HO-Hohenfels

U.S. Army Garrison Bavaria  
Family and MWR Marketing



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*We are the Army's Home*