



Family and MWR Commercial Sponsorship & Advertising Pricing Guide 2022



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

Category #1 High Visibility for Major Events



Crown Jewel Bazaar

Location: Vilseck, Multi-Purpose Center, B134

Dates: September 30 2022 – October 2, 2022

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

Anticipated Participation: 2,000+

Sponsorship Value: \$1,000



Hohenfels Winter Holiday Bazaar

Location: Hohenfels, Community Activity Center, B40

Dates: TBD-November 2022

Start/End time: 11 a.m. - 7 p.m.

Anticipated Participation: 1,000+

Sponsorship Value: \$1,000



St. Patrick's Day Boxing Invitational Championship

Location: Vilseck, Memorial Fitness Center, B616

Date: March 19, 2022

Start/End time: 6–10 p.m.

Anticipated Participation: 250-400

Sponsorship Value: \$700



King and Queen of the Mountain Softball Tournament

Location: Garmisch, Mueller Fitness Center, B119

Dates: July 2-4, 2022

Start/End time: 1–8 p.m.

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

Sponsorship Value: \$700



8th Annual Rugged Terrain Obstacle Run

Location: Grafenwoehr, Physical Fitness Center, B170

Date: April 23, 2022

Start/End time: 9 a.m. – 3 p.m.

Anticipated Participation: 400-600 registered runners + volunteers

Sponsorship Value: \$1,000



4th of July Independence Day Celebration

Location: Grafenwoehr, Parade Field & Hohenfels, Fest Platz

Date: July 4, 2022

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

Anticipated Participation: 1,500-2,000

Sponsorship Value: \$1,000



BOSS Car & Bike Show **(CANCELLED)**

Location: Grafenwoehr, Exchange Overflow Parking Lot

Date: July 4, 2022

Start/End time: 10 a.m. – 3 p.m.

Anticipated Participation: 300-500

Sponsorship Value: \$500

A large collage of 24 small photographs showing various community events. The images include: a parade with flags, a 'CRAFTS FESTA BAZAAR', a 'FOURTH OF JULY CAR BIKE SHOW' with a car and motorcycle, a car wash, a parade float, a 'TOUGH ENOUGH' event, a group photo, a 'BOXING' event, and various other community gatherings and sports events.

SHARP

Open to the entire community!

**BUDDY
SK RUN**

Sponsorship Value: \$1,000



Sponsorship Value: \$1,000



Sponsorship Value: \$700



Sponsorship combined Value: \$1,500



Category #3 Health & Fitness Programs/Events



Healthy Lifestyle Challenge

Location: Garmisch, Mueller Physical Fitness Center, B119

Dates: January 3 – February 25, 2022

Anticipated Participation: 75-85

Sponsorship Value: \$500



Fitness Days

Location: Grafenwoehr, Physical Fitness Center, B170

Dates: January 8, 2022 and September 10, 2022

Start/End time: 7:30 a.m. – 1 p.m.

Anticipated Participation: 75-200

Sponsorship Combined Value: \$1,000



Fitness & Wellness Challenge

Location: Grafenwoehr, Physical Fitness Center, B170

Dates: February 4, 2022 - April 1, 2022

Anticipated Participation: 75-100

Sponsorship Value: \$700



Functional Fitness Challenges

Location: Grafenwoehr, and Vilseck Physical Fitness Center, B170

Dates: May 14, 2022 and August 13, 2022

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

Anticipated Participation: 75-100

Sponsorship combined Value: \$1,000

Category #4

Programs/Events for 75 or less Participants: Sponsorship Value between: \$175.00-\$300.00

Superhero Party	March 23, 2022	Hohenfels, Library
Marathon Team Row Challenge	April 2, 2022	Hohenfels, Fitness Center
National Library Week	April 5, 2022	Hohenfels, Library
Volunteer Recognition Ceremony	April 14, 2022	Hohenfels, ACS
Volunteer Recognition Ceremonies	April 20, 2022	Garmisch, ACS
Volunteer Recognition Ceremony	April 21, 2022	Grafenwoehr/Rose Barracks, ACS
Kinder Fest (Month of the Military Child)	April 23, 2022	Hohenfels, CYS Outreach Services
Kinder Fest (Month of the Military Child)	April 16, 2022	Tower Barracks, Wild B.O.A.R ODR
Bike BINGO	May 1, 2022	Garmisch, Library
Military Spouse Appreciation	May 6, 2022	Tower/Rose Barracks, Library
Military Spouse Appreciation	May 6, 2022	Garmisch, Library
Military Spouse Appreciation	May 6, 2022	Hohenfels, Library
Military Spouse Appreciation	May 6, 2022	Tower Barracks, ACS
The MURPHY Challenge	May 30, 2022	Grafenwoehr, Physical Fitness Center
Summer Reading	June 1, 2022	Garmisch, Library
Hiking Challenges	June 1, –Sept 30, 2022	Garmisch, Library
Summer Reading Opening Event	June 22, 2022	Grafenwoehr/Vilseck, Library
Summer Reading Opening Event	June 23 2022	Hohenfels, Library
ACS Birthday	July 25, 2022	Hohenfels, ACS
Summer Reading Closing Party	August 4, 2022	Hohenfels, Library
Back to School Program	August 17, 2022	Tower Barracks, CYS PX Overflow Parking Lot
Summer Karaoke Competition	August 19, 2022	Rose Barracks, The Zone Sports bar
Career and Volunteer Fair	August 31, 2022	Tower Barracks, ACS
Fun Food For Health	September 7, 2022	Hohenfels, Library
AFAP BINGO	September 21, 2022	Rose Barracks, ACS
AFAP Fall Fest	September 29, 2021	Rose Barracks, ACS

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. In its sole discretion, the Family and MWR reserves the right to cancel this agreement in whole or in part at any time and for any reason; should cancellation occur, the extent of the Family and MWR liability will be limited to a pro-rata refund of the sponsorship or advertising fee paid that were not delivered.

Sponsorship or Advertising funds can be either redirected, refunded or exchanged; as determined by the Director, Family and MWR along with the full knowledge and approval of the Sponsor. Family and MWR may use any or all advertising income to support programs as determined by the Director, Family and MWR. Sponsors will be required to coordinate their request to be sign-in on the installation 2 weeks out from the date of the event.

TITLE SPONSOR

Sponsorship Value - \$30,000

Benefits Include:

- 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
- 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

GOLD SPONSOR

Sponsorship Value - \$20,000

Benefits Include:

- 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
- Public acknowledgement at each event
- Conduct raffles to build direct mail contacts
- Event on Family and MWR website & Facebook
- 1 (3) month website Medium Rectangle: (size:300 x 250)

SILVER SPONSOR

Sponsorship Value - \$10,000

Benefits Include: Any - -

- 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

BRONZE SPONSOR

Sponsorship Value - \$5,000

Benefits Include:

- 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

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.

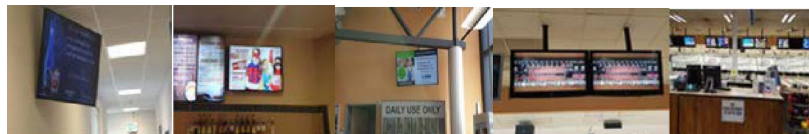
Pricing for bowling monitors & digital monitors are calculated by facility and per location.

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)

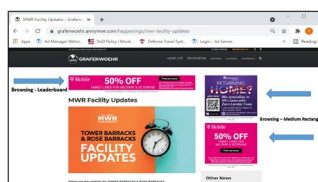
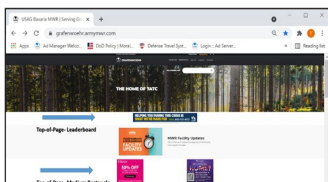
Display Periods:	1 Month	3 Months	6 Months	1 Year
Price:	\$250	\$400	\$600	\$1,000
Bowling Monitor:	Size: 512 x 256			

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.

Top-of-Page Leaderboard:	Size: 728 x 90	\$2,500	\$3,700	\$5,200
Browsing Leaderboard:	Size: 728 x 90	\$2,000	\$2,900	\$4,000
Top-of-page Medium Rectangle:	Size: 300 x 250	\$3,100	\$5,500	\$7,200
Medium Rectangle:	Size: 300 x 250	\$2,600	\$4,700	\$6,000
Price per impressions rate:	\$10 per 1,000 impressions CMR			



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)	Tower & Rose Barracks/Hohenfels
Bavaria Arts & Arts & Craft (2 Facilities)	Rose Barracks/Hohenfels
Bowling Centers (3 Facilities)	Tower & Rose Barracks/Hohenfels
Lane 25 Lounge, LC Diner-Library Café Diner Hometown Grill (3 Facilities)	Tower & Rose Barracks/Hohenfels
Libraries (4 Facilities)	Tower & Rose Barracks/Hohenfels/Garmisch
Wild B.O.A.R Outdoor Recreation Centers Outdoor Recreation Center (2 Facilities)	Grafenwoehr/Hohenfels
Physical Fitness Centers (5 Facilities)	Tower & Rose Barracks/Hohenfels/Garmisch
Soldier Recreation Center & Fitness Center, Camp Algier	Tower Barracks, Camp Algier Training Area
Warrior Zone	Rose Barracks
Zone Sports Bar	Rose Barracks
The Zone Café	Rose Barracks

TB –Grafenwoehr

RB – Vilseck

HO – Hohenfels

GM – Garmisch

U.S. Army Garrison Bavaria Family and MWR Marketing



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