



Bavaria.armymwr.com



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 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 CYS, 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

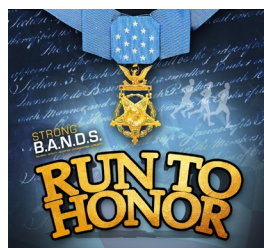


Functional Fitness Challenge

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'tQuit"

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

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

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

Digital Monitors prices are per facility perlocation.

(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)

Display Periods:	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
Banner Ad:	Size: 728 x 90 px	\$2,500	\$4,000	\$6,500
Tile Ad:	Size: 300 x 250 px	\$3,500	\$4,500	\$7,200
Bottom Ad:	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

Physical Fitness Centers

Bowling Center

Automotive Skills Center

Library

Outdoor Recreation Centers

Zone Sports Bar

Warrior Zones - Soldier Recreation Centers

Community Activity Center

Java Café & Bar & Grill

Arts & Craft Shops

Child, Youth & Support Services (CYS)

School Age Center (SAC)

Locations

TB/RB/HOH/GAR

TB/RB/HOH

TB/RB/HOH

TB/RB/HOH/GAR

TB/HOH

RB/HOH

TB/RB/HOH

HOH

TB/RB/HOH

TB/HOH

TB/RB/HOH/GAR

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