

U.S. ARMY
MWR
USAG BAVARIA

FAMILY AND MWR
COMMERCIAL
SPONSORSHIP
& ADVERTISING
PRICING GUIDE



GRAFENWOEHR.ARMYMWR.COM

WE ARE
FAMILY
AND MWR





TABLE OF CONTENTS

- 5» OUR MISSION
- 6» SERVICES OFFERED
- 7» COMMERCIAL SPONSORSHIP
- 9» BENEFIT PACKAGES

- 11» DIGITAL ADVERTISING
- 12» PRINTED BANNERS
- 13» EVENT CATEGORIES
- 21» CONTACT INFORMATION



AUDRE L. BINDER, EDM
DIRECTOR
FAMILY AND MWR

OUR MISSION

Family and MWR is a comprehensive network of support and leisure services designed to enhance the lives of our community members: **Active, Reserve & National Guard Service Members, 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.

SERVICES OFFERED

USAG Bavaria Family and MWR **serves more than 47,000 service members, families, civilians and retirees** at our multiple locations disbursed over 190 miles. 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.

Services offered range from child development and after school programs to deployment assistance, relocation and career services. Also offered are financial management, family counseling and support networks. Leisure services include sports, fitness centers, parks and recreational facilities, libraries, community events, cafes and automotive skills centers.



COMMERCIAL SPONSORSHIP



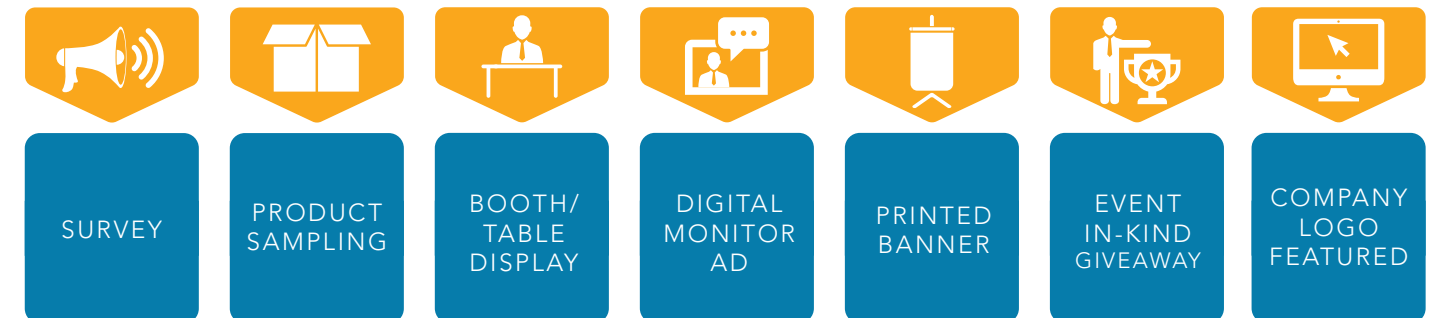
Impact the lives of Soldiers and their Families by **sponsoring and advertising with U.S. Army Family and MWR programs.**

Your company can benefit from sponsorship of Family and MWR in many ways, such as:

- ☒ Enhance your company image and drive sales
- ☒ Differentiate yourself from competitors
- ☒ Create goodwill as an Army supporter
- ☒ Gain prominent exposure by targeting the brand-loyal military market
- ☒ Leverage your brand's assets and develop sustainable promotional efforts
- ☒ Create buzz, build brand awareness, drive traffic and repeat purchases

SPONSORSHIP OPPORTUNITIES

Sponsorship can be catered to reach your business goals and objectives. Options available include the following:



Note, sponsorship does not include charitable donations.



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.

BENEFIT PACKAGES

The Family and MWR Sponsorship Program offers the **opportunity to display your company's information** in print publications, websites and other media outlets and in **more than 70 facilities through USAG Bavaria**. All sponsorship packages can be funded through cash or in-kind, **however a minimum of 75% of the total package value must be in the form of cash**. Additionally, we offer special sponsorship agreements for specific events that include both cash and/or in-kind products or services for exposure benefits.



Discounts apply to multiple placements. Sponsor must provide material and art work. All printed materials must display the following Family and MWR approved disclaimer: **"Paid Advertisement."** for ads and **"No Federal endorsement implied."** for sponsorship.

TITLE SPONSOR Value \$30,000

- Three banners displayed
- Triple table display space
- Logo printed on all event posters/flyers
- Logo on t-shirts if funded by sponsor
- Logo on awards if funded by sponsor
- On-site sampling
- Display of promotional materials
- Public acknowledgement at each event
- Conduct raffles to build direct mail contacts
- Recognition of sponsorship on Family and MWR website and social media
- Website Leaderboard (size 728 x 90 px) for one year
- Bowling digital monitor ad on display for one year
- Includes a maximum of 25 days per month on post in facilities or at events.



GOLD SPONSOR Value \$20,000

- Two banners displayed
- Triple table display space
- Logo printed on all event posters/flyers
- Logo on t-shirts if funded by sponsor
- Logo on awards if funded by sponsor
- On-site sampling
- Display of promotional materials
- Public acknowledgement at each event
- Conduct raffles to build direct mail contacts
- Recognition of sponsorship on Family and MWR website and social media
- Website ad medium rectangle (size 300 x 250 px) for three months
- Includes a maximum of 15 days per month on post in facilities or at events.

SILVER SPONSOR Value \$10,000

- Two banners displayed
- Double table display space
- Logo printed on all event posters/flyers
- Logo on t-shirts if funded by sponsor
- Display of promotional materials
- Public acknowledgement at each event
- Conduct raffles to build direct mail contacts
- Recognition of sponsorship on Family and MWR website and social media
- Bowling digital monitor ad for three months
- Includes a maximum of 10 days per month on post in facilities or at events.

BRONZE SPONSOR Value \$5,000

- One banner displayed
- Logo printed on all event posters/flyers
- Single table display space
- Display of promotional materials
- Conduct raffles to build direct mail contacts
- Recognition of sponsorship on Family and MWR website and social media
- Includes a maximum of five days per month on post in facilities or at events.



DIGITAL ADVERTISING

FACILITY MONITORS

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

TOWER BARRACKS

- Army Lodging
- Automotive Skills Center
- Camp Algier Recreation Center
- Lane 25 Bowling Center
- Library
- Physical Fitness Center
- Soldier for Life Center
- VAT Office

ROSE BARRACKS

- Army Community Service
- Army Lodging
- Jesse L. Williams Fitness Center
- LC Diner
- Rose Barracks Bowling Center
- Zone Café

HOHENFELS

- Army Community Service
- Bowling & Entertainment Center
- Rodney J. Harris Sports & Fitness Center
- Spare Time Café, Bar & Grill

Bowling Monitor

JPG Format
Max file size 15 MB
512 x 256 px/150 dpi
Color Mode RGB

Time	Price
1 Month	\$250
3 Months	\$400
6 Months	\$600
1 Year	\$1,000

Digital Monitor

JPG Format
Max file size 15 MB
6375 x 3675 px/150 dpi
Color Mode RGB

Time	Price
1 Month	\$250
3 Months	\$400
6 Months	\$600
1 Year	\$1,400

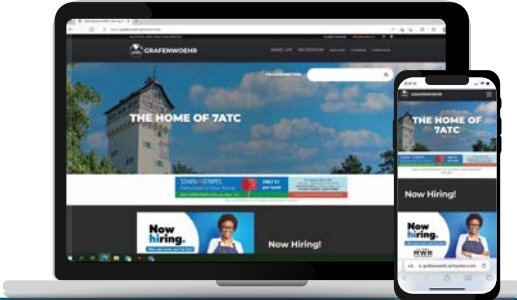
Video

MP4/MOV Format
4K - 3840 x 2160 px
Full HD - 1920 x 1080 px
Max file size 60 sec /200 MB

Time	Price
1 Month	\$ 350
3 Months	\$ 750
6 Months	\$ 1,100
1 Year	\$ 1,700

WEBSITE

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



Page Leaderboard

JPG Format
728 x 90 px
Color Mode RGB

	Homepage Top	Internal Page
Time		
3 Months	\$2,500	\$2,000
6 Months	\$2,900	\$3,700
1 Year	\$4,000	\$5,200

Medium Rectangle

JPG Format
300 x 250 px
Color Mode RGB

	Homepage Top	Internal Page
Time		
3 Months	\$3,100	\$2,600
6 Months	\$5,500	\$4,700
1 Year	\$7,200	\$6,000

PRINTED BANNERS

Banner prices are per facility and location. Additional options include front counter wraps, outdoor ballfield fencing and MWR buildings.

Indoor Display

PDF Format
Size 84 x 225 cm
Color Mode CMYK

Time	Price
1 Month	\$300
3 Months	\$700
6 Months	\$1,000
1 Year	\$1,500

Outdoor Display

PDF Format
Size 4 x 10 ft
Color Mode CMYK

Time	Price
1 Month	\$300
3 Months	\$700
6 Months	\$1,000
1 Year	\$1,500



EVENT CATEGORIES

Event dates are subject to change

LARGER ATTENDANCE

Sponsorship value between \$500-\$1000

EVENTS	LOCATION	DATE
SNOWtoberfest	Tower Barracks	February 17-20, 2023
St. Patrick's Day Boxing Invitational Championship	Rose Barracks	March 18, 2023
Rugged Terrain Obstacle Run	Tower Barracks	April 15, 2023
King and Queen of the Mountain Softball Tournament	Garmisch	July 1, 2023
BOSS Car & Bike Show	Tower Barracks	July 4, 2023
July 4th Celebration	Tower Barracks	July 4, 2023
Crown Jewel Bazaar	Rose Barracks	October 13-15, 2023



Family and MWR sponsorship gives your business access to the USAG Bavaria community and helps you build goodwill, as well as brand recognition among this market.

HEALTH & FITNESS EVENTS

Sponsorship value between \$500-\$1000

EVENTS	LOCATION	DATE
Fitness Day	Tower Barracks	January 7, 2023
Zumbathon	Hohenfels	June 3, 2023
Battle For Bavaria Functional Fitness Challenge	Tower Barracks	August 5, 2023
Fitness Day	Tower Barracks	September 9, 2023
Fitness Day	Hohenfels	October 7, 2023



All activities and events operated by Family and MWR are eligible for sponsorship in the form of financial or in-kind support of a program or activity. **We offer sponsorship as well as advertising opportunities.**

RUNNING EVENTS

Sponsorship value between \$500-\$1000

EVENTS	LOCATION	DATE
Run to Honor	Tower Barracks	May 25, 2023
Army Europe 10 Miler Qualification	Tower Barracks	June 24, 2023
Patriot Day Run	Tower Barracks	September 11, 2023
Patriot Day Run	Garmisch	September 11, 2023





SMALLER ATTENDANCE

Less than 75 participants

COMMUNITY

Sponsorship value between \$175-300

EVENTS	LOCATION	DATE
Spades Tournament	Rose Barracks	January 14, 2023
Billard Tournament	Rose Barracks	February 17, 2023
FIFA 21 Gaming Tournament	Rose Barracks	March 10, 2023
Volunteer Recognition Ceremony	Hohenfels	April 20, 2023
Volunteer Recognition Ceremony	Tower Barracks	April 21, 2023
ACS Military Spouse Appreciation Day	Tower Barracks	May 5, 2023
Military Spouse Appreciation Day	Tower & Rose Barracks	May 12, 2023
Military Spouse Appreciation Day	Garmisch	May 12, 2023
Get In The Game	Rose Barracks	June 16, 2023
Get In The Game	Rose Barracks	September 15, 2023

CHILD & YOUTH PROGRAMS

Sponsorship value between \$175-\$300

EVENTS	LOCATION	DATE
Holiday Craft	Garmisch	December 20, 2022
Month Of The Military Child Kinderfest	Hohenfels	April 15, 2023
Bike Bingo Raffle	Garmisch	April 25, 2023
Kinderfest	Tower Barracks	April 29, 2023
Hiking Challenge	Garmisch	June 1, 2023
Summer Reading Program Kick-Off	Garmisch	June 1, 2023
Summer Reading Program Party	Garmisch	July 26, 2023
End Of Summer Reading Party	Tower & Rose Barracks	July 31, 2023
Back To School	Tower & Rose Barracks	August 18, 2023



USAG BAVARIA FAMILY AND MWR



SPORTS & FITNESS PROGRAMS

Sponsorship value between \$250-\$500

EVENTS	LOCATION	DATE
Healthy Lifestyle Challenge	Garmisch	January 3 - February 14, 2023
BOSS Dodge Ball Tournament	Tower Barracks	February 1, 2023
Half Marathon Team Row Challenge	Hohenfels	April 7, 2023

SUPPORT VALUABLE
PROGRAMS FOR
THOSE WHO SERVE.

SPONSOR OUR HEROES

U.S. ARMY
MWR
USAG BAVARIA

TROY MASON, CPP
SPONSORSHIP & ADVERTISING
MANAGER

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