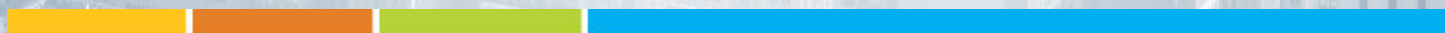




JOINT BASE MYER - HENDERSON HALL | FAMILY & MORALE, WELFARE, AND RECREATION

CORPORATE SPONSORSHIP & ADVERTISING BROCHURE



JOINT BASE MYER-HENDERSON HALL HOME OF *THE OLD GUARD*



WHAT IS JOINT BASE MYER-HENDERSON HALL?

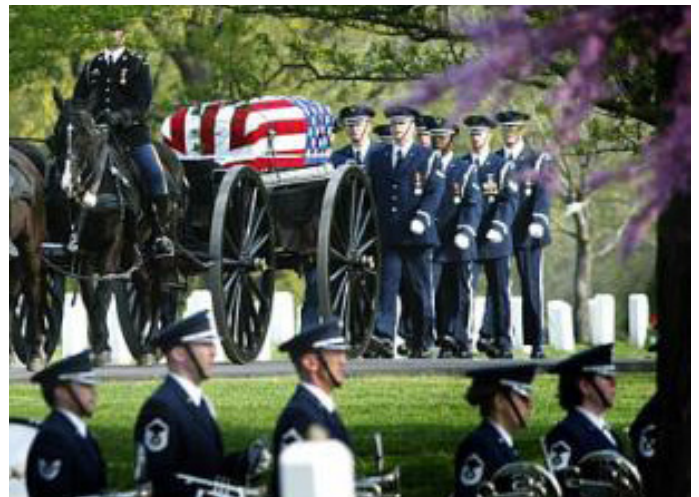
Joint Base Myer-Henderson Hall (JBM-HH) is directly adjacent to Arlington National Cemetery in Arlington, VA. JBM-HH serves military operations at Fort Myer, Crystal City, The Pentagon, Fort McNair, The District of Columbia and Henderson Hall (Marine Corps HQ).

JBM-HH is home to the military's oldest unit, 3rd US Infantry Regiment, The Old Guard, known as the "Escort to the President", and has the proud honor and responsibility to guard the "Tomb of the Unknown Soldier" in Arlington National Cemetery.

The total population supported by JBM-HH is greater than 150,000 Active Duty Service members, Retirees, Reservists, Family Members and DoD personnel!

We also serve the population of Federal employees working on Fort Myer (VA) and Fort McNair (DC) which includes Henderson Hall, National Defense University and the Army War College. Our facilities and events are attended by civilian personnel working at The Pentagon, Army's National Guard Bureau, and within the Washington, DC metro area.

All branches of the United States Armed Forces - active duty and retired - utilize JBM-HH, and are invited to attend all of our events!



WHAT IS FAMILY & MWR?

The Family & Morale, Welfare, and Recreation (Family & MWR) program is a quality-of-life program that directly supports readiness by providing a variety of community, soldier, and family support activities and services. Family & MWR offers support through a comprehensive network of programs and services at each installation from family, child and youth programs to recreation, sports, entertainment, travel and leisure activities.

The mission of Family MWR is to serve the needs, interests, and responsibilities of all people in the Army community; soldiers, their families, civilian employees, military retirees, and other eligible participants for as long as they are associated with the Army, no matter where they are located.

The range of Family & MWR activities offered at Army installations is based on the needs of authorized patrons who work and reside there. JBM-HH Family & MWR provides support for special events which include activities for the following services:

- Child, Youth & School Services
- Army Family Programs
- Soldier Programs & Community Recreation
- Recreation Centers & Leisure Travel
- Catering & Dining



WHAT IS CORPORATE SPONSORSHIP?

Corporate sponsorships provide businesses with an alternative way to form a relationship with customers. Corporate sponsorship is a marketing tactic that involves a business providing financial contributions to help fund an event, institution or other project. In return for the funding, the business earns a public association with the program and an opportunity to reach the program's audience. Businesses typically sponsor entities and causes that align neatly with their own product or service so that their presence is relevant to their marketing goals.

Corporate sponsors can enjoy widespread visibility in a variety of ways. They are often featured through display signage and with mentions in programs and other publicity materials. Some sponsors might provide giveaways from their business to spread their brand image. In some cases, a corporate sponsorship is large enough that the company name becomes part of the event or entity name. For instance, corporate sponsors sometimes buy naming rights for professional sports stadiums or performing arts facilities, or in the case of JBM-HH, one of our flagship events.

Businesses choose corporate sponsorships largely to elevate their brand image with their customers. Through sponsorship, businesses associate themselves with programs that they want customers to link with them. They also demonstrate to customers that they are socially engaged and interested in supporting worthwhile projects. They also work to show other important audiences, such as government officials, that they provide value to the community.



WHAT IS ADVERTISING?

Advertising provides opportunities to reach the military population using the latest technology, along with the standard options, proudly displayed to reach Family & MWR customers. Make a BIG statement in our most popular facilities with large-scale posters/banners, smartly placed at highly visible locations. Our website is THE central hub of all on-base Family & MWR program and event information and resources. It is fully optimized for mobile devices, too!



WHY PARTNER WITH JBM-HH? WHY OUR MARKET?

The Family & MWR program is a quality-of-life program that directly supports readiness by providing a variety of community, Soldier, and Family support activities and services. The mission of Family & MWR is to serve the needs and interests of service members, their families, civilian employees, military retirees, and other eligible participants - for as long as they are associated with the military, no matter where they are located.

Who serves:



36%

of all active duty military serve in the Army.

Has time for leisure:

Military personnel earn 30 vacation days a year.



Has money to spend:

Military personnel typically earn more annually than the U.S. household median income.



43% of Active Duty Military personnel are between **17-24 years of age.**



Military personnel are well educated, and G.I. Bill benefits support further education for many Soldiers and their families.

Our active duty service members are 100% employed with an incredible amount of spending power.

Your military advertising and sponsorship dollars support the service members we serve, their families, and the DoD workforce that work for them. All revenue generated via advertising and sponsorship supports Family & MWR programs for our military community.

POPULATION AT A GLANCE

Active Duty 7920
Civilian Employees 5608
Family Members 120,000

HOW YOUR BRAND CAN BENEFIT FROM SPONSORSHIP

- Establish a relationship between your product or service with the military market
- Introduce your brand to potential customers and decision makers on the installation
- Put your company name and logo in front of potential customers at events via signage, banners, tickets, programs, flyers, etc.
- Product demonstrations in front of potential customers
- Generate positive publicity about your brand based on our new relationship
- Raise awareness of your brands offerings via printed advertising media
- Utilize merchandising and promotional opportunities for further engage potential customers
- Be mentioned in scripted event announcements
- Receive recognition from installation leaders



CORPORATE SPONSORSHIP OPPORTUNITIES (CON'T)

TEXT NETWORK - \$500 per quarter



Frequency: Quarterly

Who Receives Texts: Texts are sent to all eligible Family & MWR customers

Estimated Reach: As of January 2021, we have over 1500 text subscribers.

In order to help grow our text network and create more opportunity to interact with the community, Family & MWR awards prizes to random text subscribers. The prizes range from movie tickets, theme park tickets, brunch for two, and more! As a sponsor for this initiative, your company will be identified as the one who makes these prizes available!

NEWCOMER'S LUNCHEON - \$750 per quarter



Event Date: Quarterly

Event Location: Spates Community Club

Estimated Attendance: 15+ (varying number of attendees based on who is assigned to the installation)

The Newcomer's Luncheon is an event where the attendees (active duty service members and civilians) are invited to enjoy a nice "welcome to the installation" meal. After lunch, attendees are able to walk through displays that acquaint them with installation programs and services. ...and if you're a sponsor of this event, this is an opportunity for them to become acquainted with your business.

VIRTUAL HAPPY HOUR - \$500 per event



Event Date: Quarterly

Event Location: virtual

Estimated Attendance: 50 - 75 people (pilot event)

Virtual happy hours are social events held over video conferencing platforms like Zoom. The goal of these events is to have fun and stay connected while we continue social distancing. Virtual happy hour ideas include games and activities used to further boost engagement. As a sponsor, you can host a segment of the happy hour and focus on your product or service. Maybe boost sales of a product by providing a coupon ahead of the event?

JOINT BASE EXPO - \$750



Event Date: April and October

Event Location: JBM-HH Community Activity Center

Estimated Attendance: 100+ (pilot event)

JBM-HH experiences a quick turnover of personnel due to the location of the installation and the agencies we service. In order to keep the community informed of the installation's programs, services, and events - and any changes with these offerings - we will host a JBM-HH Expo starting in 2021. This is a great opportunity to introduce your company's product or service to a group of customers with established careers and disposable income.

CORPORATE SPONSORSHIP OPPORTUNITIES (CON'T)

VIRTUAL BINGO - \$350 quarterly



Event Date: Quarterly
Event Location: virtual
Estimated Attendance: 50+ (pilot event)

While we continue to practice social distancing, some of our most favorite programs must go from in-person to virtual fun. Bingo is no exception! For the moment, and perhaps past social distancing restrictions, we are offering eligible customers an opportunity to win cash and prizes during our virtual bingo games!

MOVIES UNDER THE MOON - \$500



Event Date: Monthly (Memorial Day - Labor Day)
Event Location: On the field by Hatfield Gate
Estimated Attendance: 100+

Movies Under the Moon features an array of free, family-friendly films under the stars shown monthly on Saturdays during the summer months. Movies Under the Moon screenings will begin at dusk, or around 9:00 p.m. and offer popcorn, sodas, and an assortment of snacks for purchase throughout the night. As a sponsor, you can set up a display, run commercials, provide beverage cups, or pass out sales information.

Patton Hall Complex



DIVE-IN MOVIES - \$350

Event Date: Memorial Day - Labor Day
Event Location: Patton Hall Pool Complex
Estimated Attendance: 50+

This time, movie-goers float up to the big screen – the really big screen – and settle in to watch an awesome movie. From the comfort of a floatie or poolside lounge chair, attendees will enjoy recent blockbuster movies or a silver screen classic! As a sponsor, your commercial can be featured before the movie begins, we can run a text promotion during the event, or sample a new product!



POOL LOGO - \$2,000

Event Date: April - September
Event Location: Patton Hall Pool Complex
Estimated Attendance: throughout the season

Our most popular pool is our Figure 8 pool! Because of the amount of deck space, pool slide, and diving board, families love making the Figure 8 pool their place for the day! Get and keep their attention by having your logo in front of them each time they spend the day at the Patton Hall pools. Include your social media handle or website URL for maximum exposure.

CORPORATE SPONSORSHIP OPPORTUNITIES (CON'T)

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS) - \$1,000 per year



Event Date: Events held throughout the year

Event Location: Varies

Estimated Attendance: Varies depending on available transportation

The mission of the B.O.S.S. program is to enhance the morale and welfare of single Soldiers, increase retention and sustain combat readiness. The B.O.S.S. program is facilitated through its three core components: Quality of Life - Quality of Life includes those issues that Soldiers can directly or indirectly influence to enhance their morale, living environment, or personal growth and development.

Fun and adventurous recreation and leisure activities are planned by the B.O.S.S. council working in conjunction with the Family & MWR Advisor and Command Sergeant Major. These events are geared towards the desires of the Single Soldiers on the installation. In addition to enjoying Single Soldier events, B.O.S.S. makes a difference by volunteering in community projects and events. This is always voluntary in nature, and Soldiers find this to be personally rewarding. Your sponsorship of B.O.S.S. will enhance their recreation and leisure activities as well as their community service impact.

COMMANDER'S CUP RACE SERIES - \$750 per year



Event Date: April - December

Event Location: Joint Base Myer-Henderson Hall (race route throughout installation)

Estimated Attendance: Varies, depending on race length

Attendees are active duty service members and civilians

The Commanders Cup Race Series 2021 is an annual occurrence themed runs open to active duty military, their families, retirees/spouses and DoD civilians. Opportunities include sponsor display at each run, logos on advertising and participant shirts. Also available: event backdrop logo, boosted Facebook event posts, exclusive swag items, sponsored water bottles and more!

Races include the "Cherry Blossom" Race along the River (on Fort McNair), "Honor Run" on Armed Forces Day, "Red, White & Blue" Color Run, "Women's Equality" Run, "Patriot Pride" Run, "Ghouls, Goblins & K9s" Run, "Turkey Trot" Walk/Run, and the "Ugly Sweater" Walk/Run.

TREE LIGHTING & HOLIDAY MARKET - \$500



Event Date: First Wednesday in December

Event Location: In front of the Command Building

Estimated Attendance: 75+

To kick off the installation's holiday season, the Command Group is joined by Santa Claus to light the community holiday tree and sing Christmas carols. After the lights are on, everyone goes to the holiday party to enjoy hot beverages and sweet treats. In 2021, Family & MWR will add a small holiday market to jump start the accompanying shopping season. This is the perfect time to put coupons, deals, and discounts in the hands of those who are still looking for the perfect gift to buy a loved one!

CORPORATE SPONSORSHIP OPPORTUNITIES (CON'T)

Our Flagship Events

HOHOpalooza



Event Date: December
Event Location: Various
Estimated Attendance: Various

HOHOpalooza is the umbrella under which all of our holiday themed events occur. Each year we start with our HOHO Hot Cocoa and Doughnut Day. That is followed by newly created events for the holiday season. In years past, events included the 12 Days of Random Acts of Christmas Kindness, and ended with our bus trips to Kings Dominion for Winterfest. Title sponsorships are available for each event, or you can support the events with in-kind product.



CAPITAL CLASSIC BASKETBALL TOURNAMENT



Event Date: Annually held on President's Day Weekend
Event Location: Various military installations within the National Capital Region
Estimated Attendance: 20+ teams and their families

JBM-HH's Family & MWR has been the proud host of the largest annual joint services basketball tournament for the past 25 years. The tournament brings men's and women's teams from all over the country and sometimes from around the world, even Navy ships. The success of the tournament continues to draw the interest of professional team scouts and national corporate sponsors. Title sponsorships are available as well as sponsorship of individual skills competitions.



CORPORATE SPONSORSHIP OPPORTUNITIES (CON'T)

Our Flagship Events

DIVA DAY & GENTCON - \$750 (as part of Military Spouse Appreciation Day)



Event Date: May (the Friday before Mother's Day)
Event Location: Spates Community Club
Estimated Attendance: 200+

These two gender specific events are intended to provide a space full of vendors that is in business to service the unique needs of each gender. Diva Day brings female-centric vendors together to showcase their products and services (skin care, local spas, hair salons, local retail shops, etc.) while GentCon features male-centric vendors (high end barber shops, tailors, adventure travel, etc.). The day was created to make our military spouses feel as important as their sacrifices.



JBM-HH 4TH OF JULY - \$750



Event Date: July 4
Event Location: Joint Base Myer-Henderson Hall/Ft. Myer
Estimated Attendance: 150+

This 4th of July event is an outdoor, backyard BBQ style event that offers grilled food, games, music, and of course, a great view of the Capital Fireworks. Sponsorship of this event will help offset the cost of the event but, more importantly, the event offers an opportunity to introduce potential customers to your company's products and services.



CORPORATE SPONSORSHIP OPPORTUNITIES (CON'T)

Sponsor the entire Family & MWR Organization!

Take advantage of all of our media and be recognized at all of our special events by becoming a sponsor of the entire Family & MWR organization.

COMMANDER - \$20,000

- Logo on all marketing materials for all events and programs
- Logo on all promotional items (mugs, t-shirts, bags, etc) (one year)
- Booth space w/ table and two chairs at all events
- Booth space w/ table and two chairs in Family & MWR facilities (2x a month for one year)
- Verbal recognition at every event
- Posters in all Family & MWR facilities (banners produced by the sponsor)
- Two banner spaces at each event (banners produced by the sponsor)
- Banner placement in two Family & MWR facilities (one year)
- Four text ads per month (one year)
- Video commercial (produced by the sponsor) shown on Family & MWR monitors (one year)
- Leaderboard ad on the Family & MWR website (one year)
- Static ad displayed on all monitors in Family & MWR facilities (six months)
- One post per month on all Family & MWR social media sites (12 months)
- QR Code next to sponsor logo on all marketing materials directing customers to a destination selected by the sponsor (one year)



DEPUTY COMMANDER - \$15,000

- Logo on all marketing materials for all events and programs
- Logo on all promotional items (mugs, t-shirts, bags, etc) (six months)
- Booth space w/ table and two chairs at all events (six months)
- Booth space w/ table and two chairs in Family & MWR facilities (1x a month for six months)
- Verbal recognition at every event
- Posters in all Family & MWR facilities (banners produced by the sponsor) (six months)
- Two banner spaces at each event (banners produced by the sponsor)
- Banner placement in two Family & MWR facilities (six months)
- Three text ads per month (six months)
- Video commercial (produced by the sponsor) shown on Family & MWR monitors (six months)
- Leaderboard ad on the Family & MWR website (six months)
- Static ad displayed on all monitors in Family & MWR facilities (six months)
- One post per month on all Family & MWR social media sites (six months)
- QR Code next to sponsor logo on all marketing materials directing customers to a destination selected by the sponsor (six months)

CHIEF OF STAFF - \$10,000

- Logo on all marketing materials for all events and programs
- Logo on all promotional items (mugs, t-shirts, bags, etc) (three months)
- Booth space w/ table and two chairs in Family & MWR facilities (1x a month for three months)
- Verbal recognition at every event
- Posters in all Family & MWR facilities (banners produced by the sponsor)
- One banner space at each event (banners produced by the sponsor) (three months)
- Banner placement in two Family & MWR facilities (three months)
- One text ad per month (three months)
- Video commercial (produced by the sponsor) shown on Family & MWR monitors (three months)
- Sidebar ad on the Family & MWR website (six months)
- Static ad displayed on all monitors in Family & MWR facilities (three months)
- One post per month on all Family & MWR social media sites (three months)
- QR Code next to sponsor logo on all marketing materials directing customers to a destination selected by the sponsor (three months)

ADVERTISING OPPORTUNITIES



FAMILY & MWR WEBSITE (jbmmh.armymwr.com)

Ads purchased for display on the website include a hyperlink to the content of your choice, allowing potential customers to read more about your product or service. Our homepage averages 15,000 visits per month. It is the best place for Soldiers, Marines, their families, and DoD civilians to find current information for events and programs on Joint Base Myer-Henderson Hall.

BIG NEWS:

Family & MWR headquarters, as well as the Army & Air Force Exchange Services have teamed up to develop and launch an app! Now, any ads purchased for our local website will also be shown on the app! That's a BIG BANG FOR THE BUCK!

Your AD LOCATION	1 One Month	3 Three Month	6 Six Month	12 One Year
Leaderboard (Top of the page) 728 W x 90 H pixels	\$350	\$900	\$1650	\$3000
Side Bar (Right of the page) 300 W x 250 H pixels	\$200	\$500	\$960	\$1800
Bottom of page 180 W x 150 H pixels	\$150	\$385	\$725	\$1350



POSTERS/MONITORS/BANNER PLACEMENT

Ads purchased for display on the website include a hyperlink to the content of your choice, allowing potential customers to read more about your product or service. Our homepage averages 15,000 visits per month. It is the best place for Soldiers, their families, Marines and DoD civilians to find current information for events and programs on Joint Base Myer-Henderson Hall.

SIGN LOCATIONS:
Myer Fitness Center
McNair Fitness Center
Community Activity Center
JBM-HH Bowling Center
JBM-HH Softball Field
Patton Hall Pool Complex
Myer Sports Field
McNair Sports Field

Advertising Format	3 Three Month	6 Six Month	1yr One Year
Poster (22" W x 28" H)	N/A	\$750	\$1300
Banner (Size Varies By Location)	\$700	\$1200	\$2300
Digital (55" Screen)	\$500	\$850	\$1500

ADVERTISING OPPORTUNITIES (CON'T)



CUPS DISTRIBUTED:

JBM-HH Bowling Center
Soldier Dining Facility
Old Guard Lounge Cafeteria
Patton Hall Pool Complex

BEVERAGE CUPS

Keep your company's name and/or ad message in front of potential customers for longer than a few seconds. Take advantage of a tried and true advertising media...the beverage cup. Beverage cups provide exposure to not only the beverage drinker but also everyone else those people encounter at the dining location, on the street, at work, and anywhere else they drink or carry their beverage.



Cup Size	Qty.	Price
16 oz.	1000	\$500.00
16 oz.	5000	\$1,500.00
32 oz.	1000	\$500.00
32 oz.	5000	\$1,500.00



LOCATIONS AVAILABLE:

JBM-HH Bowling Center
Myer Fitness Center
Patton Hall Parking Lot

VEHICLE WRAPS

Any vehicles can be turned into moving billboard seen by the Joint Base Myer-Henderson Hall community and the Pentagon workforce. So, whether Family & MWR's van fleet is driving between jobs or sitting out in of one of our store fronts, our vehicles can be doing work for you with custom-designed vehicle wraps. Your vehicle wrap will be made using the highest quality vinyl materials ensuring lasting value.



Family & MWR has mini vans, box trucks, and cargo vans in our fleet. All of them are available for vehicle wraps. Please contact the Advertising & Sponsorship Coordinator for a specific quote.

ADVERTISING OPPORTUNITIESB (CON'T)



TEXT MESSAGE ADS

Almost every one of your potential and existing customers owns a cellphone. The vast majority of us, 96% to be exact, own a cellphone of some kind. Not only do they own a mobile device, but they spend a lot of time with it. 79% of adult smartphone users have their phones with them for 22 hours a day. While we spend the majority of our time looking at memes, most people use their mobile devices for checking, sending, and answering of text messages. Your customers are texting, why aren't you?

Text Ads should be part of a digital marketing strategy that helps build brand awareness or advertise products or services on a more personal level - and in real time!

MONTHLY	CREATIVE PROVIDED	NEED CREATIVE DESIGN
1 Text	\$50	\$75
3 Texts	\$125	\$150
6 Texts	\$250	\$275
12 Texts	\$500	\$525



SOCIAL MEDIA ADS

Social media must be a part of your marketing strategy, no matter whether you have a large or small business. Companies that don't have active social media accounts miss out on great marketing opportunities. Social media ads will help more people become familiar with your brand, provide content promotion, and are proven to turn visitors into leads and customers.

Social media provides one of the best ways to find prospective customers, connect with them, and establish relationships that give you the opportunity to turn them into loyal customers.



FACEBOOK

	CREATIVE PROVIDED	NEED CREATIVE DESIGN
1 Post	\$250	\$325
3 Posts	\$450	\$525
6 Posts	\$1,500	\$1,575
12 Posts	\$3,000	\$3,075



INSTAGRAM

	CREATIVE PROVIDED	NEED CREATIVE DESIGN
1 Post	\$300	\$425
3 Posts	\$500	\$625
6 Posts	\$1,650	\$1,775
12 Posts	\$3,450	\$3,575



Family & Morale, Welfare, and Recreation
NAF Resource Management
Marketing Department

Corporate Sponsorship and Advertising

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Please note that if COVID-19 restrictions are still in place, some events may be rescheduled or cancelled for safety reasons.
Rates effective January 2021 - December 2021. Previous JBM-HH Family & MWR Rate Cards are obsolete.