

**BE SEEN.  
BE REMEMBERED.  
MAKE AN IMPACT.**



**YOUR BRAND  
OUR COMMUNITY  
STRONGER TOGETHER**

# **SPONSORSHIP & ADVERTISING — PACKET —**

**CONNECT. ENGAGE. SUPPORT. GROW.**



© 2014 MWR



**REACH SOLDIERS. FAMILIES. CIVILIANS. RETIREES.**

**ACROSS JB MYER-HENDERSON HALL AND THE DC MILITARY COMMUNITY.**

**BIG EVENTS.**

**BIG EXPOSURE.**

**REAL CONNECTIONS.**

**LASTING IMPACT.**

# THE JBM-HH COMMUNITY



YOUR MESSAGE REACHES A MISSION-FOCUSED COMMUNITY



Joint Base Myer-Henderson Hall is joint community, sustains infrastructure and supports installation operations and special events in order to support the Joint Task Force – National Capital Region and the U.S. Army Military District of Washington missions and contingency operations.

JOINT BASE  
MYER-HENDERSON HALL

AMERICA'S POST



**3,000**

**GARRISON ATTACHED**

Soldiers, Marines,  
Sailors, Airman and  
Guardsman



**50K**

**SURROUNDING**

DoW Civilians, Government  
employees, retirees and  
employees



**7,500**

**ON BASE  
POPULATION**

## THE ARMY & HQ BATTALION



The U.S. Army Military District of Washington (MDW) serves as the senior commander for JBM-HH, providing care for service members, families and civilians and enabling readiness. HQ Battalion supports thousands of Soldiers and family members throughout the National Capital Region.

## MARINES



Headquarters and Service Battalion, Headquarters Marine Corps, Henderson Hall, supports nearly 450 Marines and civilians working in the Pentagon, Navy Yard, Crystal City and other DC-area locations.

## U.S. ARMY BAND & OLD GUARD



The U.S. Army Band and Old Guard Fife & Drum Corps perform hundreds of ceremonial and public mission events yearly, delivering world-class musical and ceremonial support across the National Capital Region.

## TWO INSTALLATIONS, ONE STRONG COMMUNITY.



**FORT MYER &  
HENDERSON HALL**  
Campuses of JBM-HH



**ARLINGTON COUNTY,  
VIRGINIA**  
270 Acres



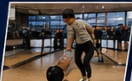
**FORT LESLEY J. McNAIR**  
Southwest Washington, D.C. – 108 Acres



**HISTORIC DISTRICT**  
73 Acres with 93 Historic Buildings  
and 1 Historic Landmark District



## A COMMUNITY THAT LIVES, WORKS & THRIVES TOGETHER



RECREATION



FITNESS & WELLNESS



CYS & SCHOOLS



COMMUNITY EVENTS



OUTDOOR ACTIVITIES



SPECIAL EVENTS

★ PARTNER WITH US. BE SEEN. BE REMEMBERED. MAKE AN IMPACT. ★



brandon.s.lamberson.naf@army.mil



804-721-6840

# ADVERTISE WHERE IT MATTERS

**HIGH VISIBILITY. TARGETED AUDIENCE. REAL IMPACT.**

Put your brand in front of thousands every month across our **MWR** facilities, digital platforms and community channels.



## ADVERTISING OPTIONS



**BOWLING CENTER DIGITAL (20 TVs)**

**\$300**  
PER MONTH



**FITNESS CENTERS DIGITAL (4 TVs)**

**\$500** PER MONTH

**WINDOW CLINGS**

**\$750** PER MONTH

**BANNERS**

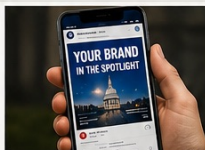
**\$500** PER MONTH



**WEBSITE**  
JBMHH.ARMYMWR.COM

**LEADERBOARD**  
**\$1,000** PER MONTH

**BOX MULTI-PAGE AD POSITIONS**  
**\$500** PER MONTH



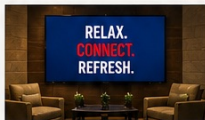
**SOCIAL MEDIA MENTIONS, CLIPS AND PARTNERSHIPS**

**\$500** PER MONTH  
(FREE WITH SPONSORSHIP)



**LEISURE TRAVEL OFFICE, TICKET COUNTER AND COMMUNITY ACTIVITIES CENTER (TVs AND BANNERS)**

**\$500** PER MONTH



**SPATES HALL CONFERENCE CENTER FRONT ENTRANCE TV AND FREEDOM LOUNGE PLACEMENT**

**\$1,000** PER MONTH



**SOFTBALL FIELD (ACROSS FROM CODY CDC AND COMMISSARY AND THEN FRONT GATE ENTRANCE)**

**\$500** PER MONTH



**MWR PLAYBOOK MAGAZINE QUARTERLY ADVERTISING**

**\$250 - \$750**  
PER AD

**OUR COMMUNITY.  
OUR MISSION.**

**YOUR BRAND. THEIR EXPERIENCE.**

Reach The Old Guard Soldiers, HQ Battalion, The US Army Band, and the entire DC military community of Soldiers, Family Members, DoW Civilians and retirees.

**25K+**  
MONTHLY VISITORS  
PER FACILITY

**CUSTOMIZABLE PACKAGES  
FOR MULTI-MONTH AGREEMENTS**

**ADVERTISING INCLUDED FOR  
EVENT SPONSORSHIP PACKAGES**

**BE SEEN.**

**BE REMEMBERED.**

**MAKE AN IMPACT.**



★ 4<sup>TH</sup> of July ★

# INDEPENDENCE DAY ON THE HILL

COMMUNITY. CELEBRATION. FIREWORKS.

If you know,  
**YOU KNOW.**

**ARLINGTON'S BEST PLACE  
TO WATCH THE FIREWORKS!**

★ APPROX.  
**2,500**  
ATTENDEES

**MYER SWIMMING POOLS  
BBQ Party!**



**PATRIOT PLAYLAND  
Kid's Zone!**



**DC FIREWORK VIEWING  
on Whipple Hill!**



## PARTNER WITH US.

## SHOW YOUR SUPPORT. AMPLIFY YOUR BRAND.

Partner with MWR to celebrate our nation's independence while reaching thousands of families, service members, and community members.

★ 3 LEVELS OF SPONSORSHIP. **MAXIMUM IMPACT.**

★ **PLATINUM** ★

### \$5,000

- ✓ Premier logo placement on all event promotional materials
- ✓ Exclusive on-site day-of activation opportunity
- ✓ Logo on event banner at Whipple Hill (prime visibility)
- ✓ Recognition during event announcements
- ✓ Social media & digital ad recognition
- ✓ Vendor booth space (premium location)

**AND MORE!** ★

★ **GOLD** ★

### \$2,500

- ✓ Logo placement on select promotional materials
- ✓ On-site day-of recognition (signage)
- ✓ Recognition during event announcements
- ✓ Social media & digital ad recognition
- ✓ Vendor booth space

**AND MORE!** ★

★ **SILVER** ★

### \$1,000

- ✓ Logo placement on event flyers & digital materials
- ✓ On-site day-of signage recognition
- ✓ Social media recognition

**AND MORE!** ★



**CUSTOM  
PACKAGES**  
*Available!*

We're happy to create a package that meets your goals with custom on-site opportunities and year-round visibility.



**ON-SITE  
DAY-OF EVENT  
OPPORTUNITIES**



**FLYER,  
FACILITY & SIGN  
PLACEMENT**



**DIGITAL ADS &  
SOCIAL MEDIA  
PROMOTION**



**CONNECT WITH  
2,500+ LOCAL  
ATTENDEES**

**INTERESTED IN SPONSORING? LET'S MAKE AN IMPACT TOGETHER!**

Contact MWR Marketing & Sponsorship Office | (804) 721-6840 | brandon.s.lamberson.naf@army.mil



# HoHo PALOOZA

HOLIDAY EVENTS. COMMUNITY TRADITIONS. LASTING MEMORIES.

**CELEBRATE THE SEASON.  
SUPPORT OUR COMMUNITY.**



**JOIN OUR MILITARY  
FAMILIES & COMMUNITY  
MEMBERS PARTICIPATE  
IN OUR HOLIDAY EVENTS!**

**A TREE-MENDOUS NIGHT**  
*Tree Lighting Ceremony*



**BRUNCH WITH SANTA**  
*at Spates Hall*



**NYC BUS TRIP TO THE  
Rockettes and more**



**PARTNER**  
*With Us!*

**SHOW YOUR SUPPORT.  
AMPLIFY YOUR BRAND.**

Partner with us to help create magical holiday experiences while reaching Join our military families & community members through the season.

*Custom packages*

**INCLUDE ON-SITE DAY-OF  
EVENT OPPORTUNITIES AND  
MORE PLACEMENT THROUGHOUT  
THE HOLIDAY SEASON ON  
FLYERS, FACILITIES, AND  
DIGITAL ADS.**

**3 LEVELS OF SPONSORSHIP. MAXIMUM IMPACT.**

★ PLATINUM ★

**\$3,000**

- ✓ Premier logo placement on all event promotional materials
- ✓ Exclusive on-site day-of activation opportunity
- ✓ Logo on event banner at each event (prime visibility)
- ✓ Recognition during event announcements
- ✓ Social media & digital ad recognition
- ✓ Vendor booth space (premium location)

**AND MORE!**

★ GOLD ★

**\$2,000**

- ✓ Logo placement on select promotional materials
- ✓ On-site day-of recognition (signage)
- ✓ Recognition during event announcements
- ✓ Social media & digital ad recognition
- ✓ Vendor booth space

**AND MORE!**

★ SILVER ★

**\$1,000**

- ✓ Logo placement on event flyers & digital materials
- ✓ On-site day-of signage recognition
- ✓ Social media recognition

**AND MORE!**

★ CUSTOM PACKAGES MAY INCLUDE: ★



**ON-SITE DAY-OF  
EVENT OPPORTUNITIES**



**FLYER, FACILITY & SIGN  
PLACEMENT**



**DIGITAL ADS &  
SOCIAL MEDIA PROMOTION**



**CONNECT WITH  
2,500+ LOCAL ATTENDEES**

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# CAPITAL Classic

BASKETBALL TOURNAMENT

30<sup>TH</sup> ANNIVERSARY



THE MILITARY'S LARGEST & PREMIER BASKETBALL CHALLENGE

20+ TEAMS

ACROSS 3 GARRISONS

COMPETE. CONNECT. CELEBRATE.

3 EPIC EVENTS. 1 UNFORGETTABLE WEEKEND.



The military's premier basketball competition.



One shot. \$10,000. Be the legend.



Sharpshooters. Big shots. Bragging rights.

**PARTNER WITH US!**



**INCREASE VISIBILITY**

Reach thousands of athletes, families & fans.



**BUILD YOUR BRAND**

High-impact exposure before, during & after the tournament.



**SUPPORT OUR MISSION**

Invest in readiness, community & morale.

4 LEVELS OF SPONSORSHIP. MAXIMUM IMPACT.

**★ PLATINUM ★**

**\$8,000**

- ★ Premier logo placement on all event promotional materials
- ★ Exclusive on-site day-of activation opportunity
- ★ Logo on event banner at each venue (prime visibility)
- ★ Recognition during all event announcements
- ★ Social media & digital ad recognition
- ★ Vendor booth space (premium location)

**AND MORE!**

**★ GOLD ★**

**\$4,000**

- ★ Logo placement on select promotional materials
- ★ On-site day-of recognition (signage)
- ★ Recognition during event announcements
- ★ Social media & digital ad recognition
- ★ Vendor booth space

**AND MORE!**

**★ SILVER ★**

**\$2,000**

- ★ Logo placement on event flyers & digital materials
- ★ On-site day-of signage recognition
- ★ Social media recognition
- ★ Vendor booth space (standard location)

**AND MORE!**

**★ BRONZE ★**

**\$1,000**

- ★ Logo placement on digital materials
- ★ On-site day-of signage recognition
- ★ Social media recognition

**AND MORE!**



**CUSTOM PACKAGES AVAILABLE!**



ON-SITE DAY-OF EVENT OPPORTUNITIES



FLYER, FACILITY & SIGN PLACEMENT



DIGITAL ADS & SOCIAL MEDIA PROMOTION



CONNECT WITH THOUSANDS OF ATHLETES, FAMILIES & FANS

LET'S TEAM UP FOR AN UNFORGETTABLE 30<sup>TH</sup> ANNIVERSARY!

Contact MWR Marketing & Sponsorship Office (804) 721-6840 brandon.s.lamberson.naf@army.mil

SPATES HALL CONFERENCE CENTER  
& THE FREEDOM LOUNGE

# HOLIDAY & EVENT SPONSORSHIPS

**BIG EVENTS. BIG IMPACT.**



Reach Soldiers, families, civilians  
through **BIG TIME EVENTS &  
BIG TIME ADVERTISING.**



## REACH

SOLDIERS, FAMILIES, CIVILIANS  
through big time events  
and big time advertising.

EVENTS GET BETWEEN

**150-450**  
ATTENDEES

ADS DISTRIBUTED

**GARRISON-WIDE**  
60 DAYS OUT

## SPONSOR THESE PREMIER HOLIDAY & SPECIAL EVENTS

THANKSGIVING

BRUNCH  
WITH SANTA

CHRISTMAS EVE  
DINNER

EASTER

MOTHER'S DAY

SEAFOOD  
BUFFET NIGHT

SMOKETOWN  
BBQ NIGHT

ARMY NAVY  
GAME WATCH PARTY

FOOTBALL'S  
BIGGEST GAME PARTY

TRIVIA NIGHTS

ALL EVENTS

**\$2,500**

PICK YOUR

**5** <sup>FOR</sup> **\$1,500**

CUSTOM SPONSORSHIPS

FOR GIFT CARD RAFFLES,  
GIVEAWAYS AND  
SANTA SPONSORSHIPS

**\$500-\$1,000**

**PARTNER WITH US TO MAKE MEMORIES & MAXIMIZE YOUR IMPACT!**



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804-721-6840

# PARTNER WITH ACS MAKE AN IMPACT

## SPONSOR ARMY COMMUNITY SERVICE EVENTS

Your sponsorship helps strengthen readiness, build resilient families, and create memorable experiences for our Army community.

**STRONGER FAMILIES. STRONGER COMMUNITY. STRONGER ARMY.**

### EVENTS YOU CAN SUPPORT



**ACS BIRTHDAY  
BLOCK PARTY**



**WING-MAN  
BATTLE**



**VOLUNTEER  
CELEBRATION**



**FAP  
COLOR RUN**



**AND MORE!**

## BECOME A SPONSOR. BE A PART OF WHAT MATTERS.

### ALL 4 EVENTS

**\$2,000**

Recognition at all 4 ACS events

Company logo on event materials and promotional items

Mentions in social media and installation communications

On-site recognition and booth opportunities at events

Directly support Soldiers and Families in our community

### PICK ANY 2 EVENTS

**\$1,000**

Recognition at 2 ACS events

Company logo on event materials and promotional items

Mentions in social media and installation communications

On-site recognition and booth opportunities at events

### PICK ANY 1 EVENT

**\$500**

Recognition at 1 ACS event

Company name on event materials and promotional items

Mentions in social media and installation communications

On-site recognition opportunity at event

## INVEST IN OUR COMMUNITY. BUILD LASTING CONNECTIONS.

Your support helps ACS provide programs and services that enhance the lives of Soldiers, Families, and the entire Army community.

**LET'S BUILD A STRONGER COMMUNITY  
TOGETHER.**



**CONTACT US TODAY TO BECOME A SPONSOR!**

Brandon.s.lamberson.naf@army.mil  
804-721-6840



# SUPPORT WHAT BRINGS OUR COMMUNITY TOGETHER

**BIG IMPACT. SMALL EVENTS.  
LASTING CONNECTIONS.**

From the field to the library, the lanes to the lounge—these events create memories, build morale and strengthen the bonds that make our community great.

**BECOME A SPONSOR AND  
HELP MAKE MORE POSSIBLE!**

**MANY EVENTS. ONE MISSION. STRONGER FAMILIES. STRONGER COMMUNITY. STRONGER ARMY.**



## LIBRARY SEASONAL READING PROGRAMS

Inspire young readers year-round with engaging seasonal programs and activities.



## SPORTS INTRAMURAL & TOURNAMENTS

Home Run Derby, Turkey Bowl, Softball, Weight Lifting Challenge, Fitness Events and more!



## BOWLING LEAGUES & TOURNAMENTS AND 80s NIGHT

Strikes, spares and good times with leagues, tournaments and themed fun.



## FREEDOM LOUNGE TRIVIA NIGHT

Test your knowledge, enjoy great company and compete for bragging rights.



## FALL FEST

A community favorite filled with fall fun, games, food and festive activities.



## BENEATH PATTON HALL HAUNTED BASEMENT

Dare to explore if you can. A haunted experience you won't forget.



## CYS FALL FEST

Family-friendly fun for our youngest community members and their families.



## MUNCH & MOVIE NIGHTS

Movies under the stars at the pool, community center and softball field.



## 5Ks FUN RUNS

Community fun runs that promote fitness, wellness and unit cohesion.



## MWR PASSPORT PROGRAM

Your ticket to savings and access to exclusive deals, events and MWR partner benefits.

## SPONSOR SMALL EVENTS. MAKE A BIG DIFFERENCE.

- ✓ Increase your visibility within the community
- ✓ Show your support for Soldiers, Families and Civilians
- ✓ Your sponsorship helps keep events affordable and accessible for all
- ✓ Flexible options to fit your goals and budget



**PARTNERSHIPS START AT**

**\$500**

**FLEXIBLE OPTIONS. REAL IMPACT.**

**PARTNER WITH US. INVEST IN CONNECTION.**

✉ brandon.s.lamberson.naf@army.mil

☎ 804-721-6840