

Commercial Sponsorship & Advertising Opportunities

Family and MWR
USAG Fort Belvoir, Virginia





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About MWR

Family and Morale, Welfare, and Recreation (Family and MWR; MWR) **enhances the quality of life, supports readiness and promotes the well-being** of Soldiers, Families, Retirees and Civilians who have made personal sacrifices to protect our country and preserve our freedom.

MWR contributes to the Army's strength and readiness by providing support services and programs that are aimed at, not only reducing stress, but building skills and self-confidence while fostering a strong sense of self and community. We are **proof of the Army's commitment to care for the people who serve and stand ready to defend the nation.**

At MWR, our commitment is to provide **services that are as outstanding as the people we serve.** The goal is to be there for every one of our customers and meet their need for:

*Exceptional service
Information and access
Consistent quality and value*

MWR Philosophy

*Soldiers are entitled to the same quality of life as is afforded the society they have pledged to defend. Keeping the Army ready to fight and win takes more than hard work and training; **soldiers need a healthy balance of work AND play!***

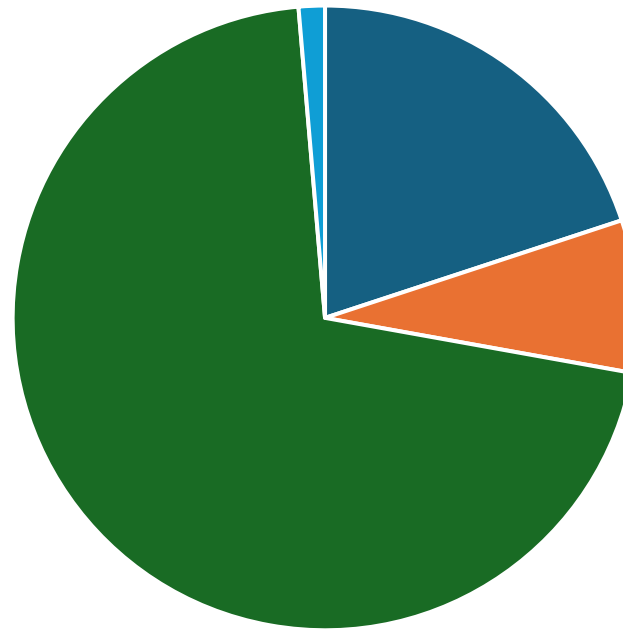
*The Family & MWR mission is to create and maintain **“First Choice” products and services for America’s service members and their family**, essential to a ready, self-reliant force.*



The Fort Belvoir Community

We serve a population of more than 246,000*.

Service Population



- Military Workforce, Dependents and Patrons
- Reserve Component and Dependents
- DOD Civilians Retirees and Retiree Dependents
- Contractors

Fort Belvoir is a unique military post with one of the highest numbers of combined Active Duty, Reserve, Retiree, Family, and DoD Civilian personnel. It also houses thousands of Service Members and their Families directly on post.

We offer you direct access to an incredibly diverse, financially stable, educated, and loyal target audience. More importantly, an audience that continues to grow rapidly!

**ASIP Numbers as of 13AUG 2024*



Commercial Sponsorship

The MWR Commercial Sponsorship Program offers you the **opportunity to present your business message to our Army community** in a variety of creative ways. Sponsorship gives your company access to our Service Members and their Families, and helps you build goodwill and enhanced brand recognition among this loyal and growing market.

By partnering with MWR on Fort Belvoir you are expanding our exceptional programs, events, and services, while simultaneously showing your dedication to the military. Most activities and events operated by MWR organizations are eligible for sponsorship support.

Sponsorship Value

*By sponsoring Ft. Belvoir MWR, you are not only giving your business **increased exposure to a large target audience**, but also improving the mind and spirit of your local troops and their family members.*





WHY and HOW to SUPPORT MWR

MWR sponsorship offers the possibility of achieving several goals at once! Your company can benefit from sponsorship in many ways:

- Differentiate yourself from competitors. The simple act of sponsoring a MWR event, especially with an exclusive sponsorship, is a significant way to create competitor differentiation. **Your company name can stand out above the competition.**
- Be a good “Corporate Citizen” with your business. A MWR financial or in-kind sponsorship enables your company to be seen as an “Army Supporter!” Sustaining Fort Belvoir’s MWR development is extremely powerful, **creates goodwill** and is used primarily to achieve specified business goals.
- We also offer **advertising opportunities** to help expand your onsite presence and exposure over time without having to be on location during events.

Advertising Opportunities: Print Media

All printed materials must include this disclaimer:

“Sponsorship does not imply endorsement by the Department of Defense (DoD), the US Army or Fort Belvoir.”

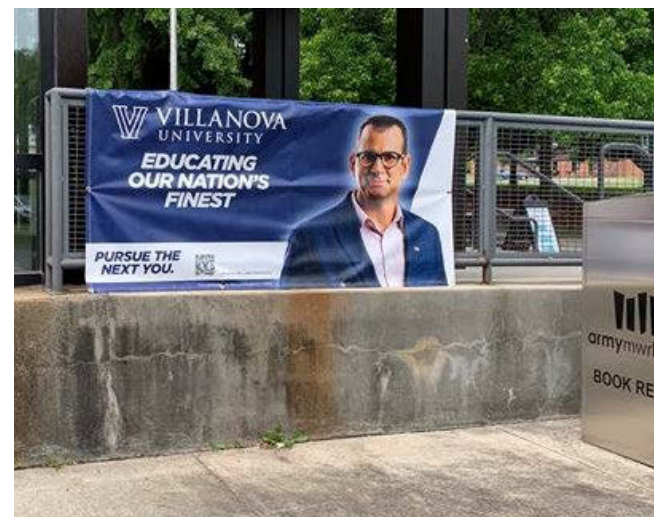
	Facility Banners 6'w x 3'h; <i>indoor/outdoor</i>	Large Banners 20' w x 7' h; <i>outdoor; mesh</i>	Retractable (pop-up) banners 33" w x 78"; <i>indoor</i>	Posters 2'w x 3'h; <i>indoor</i>	Golf Scorecards 4" w x 6" h; ad appears on both courses' card	Monument Markers 11" w x 11"h 2 18-hole courses
1 month	\$250	-	\$200	\$150	-	-
3 months	\$750	\$1500	\$600	\$450	-	-
6 months	\$1500	\$3000	\$1200	\$900	\$750	-
12 months	\$3000	\$6000	\$2400	\$1800	\$1500	Holes 1 or 18 \$2000 each Holes 2 – 17 \$1500 each

Print Media Examples

1. Golf Scorecard
2. Large Outdoor Banner
3. Golf Monument (Tee) Marker
4. Facility Banner (Indoor or outdoor)
5. Retractable Banner
6. Posters

All printed materials must include this disclaimer:

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Advertising Opportunities: Digital Media

	Digital Screen Signage 19 screens 1500 x 844 px	Bowling Center Digital Scoreboards 24 screens 1920 x 1080 px	Leaderboard Ad on Family and MWR Website Top = Homepage and secondary pages Middle = Homepage only 728 x 90 px (rectangle)	Tile Ad on Family and MWR Website Top = Homepage and secondary pages Middle = Homepage only 300 x 250 px (square)	Social Media Posts 2 posts per week 492x761 px; text client-supplied
1 month	\$600	\$400	Top \$300 Middle \$200	Top \$250 Middle \$150	\$200
3 months	\$1800	\$1200	Top \$900 Middle \$600	Top \$750 Middle \$450	\$600
6 months	\$3600	\$2400	Top \$1800 Middle \$1200	Top \$1500 Middle \$900	
12 months	\$7200	\$4800	Top \$3600 Middle \$2400	Top \$3000 Middle \$1800	--

Digital Media Examples

1. Leaderboard and Tile ads
2. Bowling Scoreboards
3. Social media ad (Facebook)
4. Digital signage

Digital media can link to a website or display a QR code linking to a relevant landing page or portal.

Disclaimers should be included where platform does not already display one.

The screenshot shows the website belvoir.armymwr.com. At the top, there is a navigation bar with links for HOME LIFE, RECREATION, DIRECTORY, CALENDAR, and HAPPENINGS. Below this is a large banner image with the text "LEADERS IN EXCELLENCE, SERVING THOSE WHO SERVE." and a search bar.

Below the banner, there are several digital media examples:

- Ad:** A banner ad for IHG Hotels with the text "A higher rank of hospitality" and "Committed to safer stays with redefined cleaning procedures." It includes a "BOOK NOW" button.
- Join Our Team!** A large orange tile ad with the text "Join our team and support Soldier, Family and Civilian Readiness." and "we're hiring. JOIN OUR TEAM!".
- Springfest:** A tile ad for a festival on APR 15 from 11 am - 3 pm, featuring an image of children.
- Military Discounts:** A small ad for "Blush Aesthetics and Cosmetic L.L.C." with a phone number 701-585-6892.
- T-Mobile:** A pink ad for "50% OFF FAMILY LINES FOR MILITARY & VETERANS" with a "Find out more" button.
- HONORING the Past, TREASURING the Present, SHAPING the Future.** A yellow tile ad with circular images of people.
- Month of the Military Child (MOMC):** A white tile ad with the text "Showing honor and celebrating military children and youth for their service, commitment, and sacrifice in support of the Army's mission."

At the bottom right of the page, the time is 11:22 AM and the date is 4/4/2023.



A collage of digital media examples for Medico Massage Therapy:

- NEW!** A yellow banner with a red ribbon.
- Payance back into your active lifestyle at Medico Massage Therapy!** A text block with a heart icon and a link to www.medicomassagetherapy.com.
- *Paid advertising. No federal endorsement implied.**
- Massage Treatments:** A section with a list of services: TRIGGER POINT • DEEP TISSUE • ASHIATSU REFLEXOLOGY • TABLE SHOWER.
- MEDICO MASSAGE THERAPY** A large blue and white logo.
- OUR THERAPISTS ARE HIGHLY TRAINED & CERTIFIED**
- Special Couples Room Available! OPEN 7 DAYS Gift Certificates Available!** A red and white promotional banner.
- WALK-INS WELCOME • APPOINTMENTS PREFERRED 706-221-8655**
- 6201 Veterans Parkway, Suite J** (Next to Budget Car Sales across from Beal's Lighting) In Northside Plaza, drive around back
- Hi, I am Cindy East, a licensed and insured Massage Therapist.** A testimonial from a therapist with a photo of her.
- Referral Opportunity's are Available.** A section with a photo of a person being massaged and a QR code.
- ASK ABOUT OUR REFERRAL PROGRAM Earn Credits Towards A FREE Massage!**
- Special Offers:** A list of discounts: "\$10.00 OFF Any 90 Minute Body Massage", "\$5.00 OFF Any 60 Minute Massage", and "All Massages Are The Full 60 or 90 Minutes".



Sponsorship Opportunities: Annual Events

Season	Event Name and Description <i>(all events subject to change)</i>	Sponsorship levels <i>(based on event attendance/program participation)</i>			
		Awareness	Display	Engagement	Title
Fall	Member Guest Golf Tournament	\$150	\$250	\$750	\$1000
	Oktoberfest	See Oktoberfest section			
	Turkey Shoot Golf Tournament	\$150	\$250	\$750	\$1000
	Army-Navy Game Watch Party	\$150	\$250	\$500	--
Winter	Winterfest & Tree Lighting Ceremony	\$250	\$500	\$1000	\$3000
	Brunch with Santa	\$150	\$250	\$500	--
	New Year's Bash at the Bowl	\$150	\$250	\$500	--
	Winter Reading Program	\$150	\$250	\$500	--
Spring	Month of the Military Child Kick-off Luncheon	\$150	\$250	\$500	--
	Springfest	\$250	\$500	\$1000	\$3000
	Volunteer Appreciation Luncheon	\$150	\$250	\$500	--
	Strong B.A.N.D.S.	\$150	\$250	\$500	--
Summer	Summer Reading Program	\$250	\$500	\$1000	\$3000
	Kids Color Run	\$150	\$250	\$750	\$1000
	Concert Series	\$150	\$250	\$750	\$1000
	Movies Under the Stars	\$150	\$250	\$750	\$1000

Sponsorship Opportunities: Level Benefit Details

Investment levels <i>(per event)</i>	Benefits	Components	Investment <i>(based on event attendance/program participation)</i>
Awareness <i>(unlimited spaces)</i>	Low-budget support; no on-site presence	<ul style="list-style-type: none"> • Logo on materials promoting event • Verbal recognition 	\$150
Display <i>(limited sponsors per event)</i>	On-site display (table provided or set-up your own); physical presence not required, but encouraged	<ul style="list-style-type: none"> • Logo on materials promoting event* • Verbal recognition • Information table/set-up during event 	\$250 \$500
Engagement <i>(limited sponsors per event)</i>	Information table for direct engagement on-site and via marketing materials promoting event	<ul style="list-style-type: none"> • Logo on materials promoting event* • Verbal recognition • Information table during event • Banner at event • One month of website tile advertising 	\$500 \$750 \$1000
Title <i>(exclusive)</i>	Maximum affiliation with event pre- and post-event advertising for extended time-period, plus on-site contact with event participants and verbal recognition from organizers	<ul style="list-style-type: none"> • Logo on materials promoting event* • Verbal recognition • Information tables (up to 2) • Banner at event • Three months of website tile advertising • Presented by (your company name) 	\$1000 \$3000

*Subject to print deadline compliance; digital assets are updated as sponsors are added

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Sponsorship Opportunities: Fall 2024

Event Name and Description <i>(all events subject to change)</i>	Date & Location	Attendance
Member-Guest Golf Tournament The Member/Guest Golf Tournament, one of the most popular golf events, is a two-person team tourney played over 36 holes on the Gunston and Woodlawn courses.	September 12-22, 2024 Golf Club	200
Oktoberfest The most anticipated regional events of the year, the annual Oktoberfest is a four-day festival that highlights authentic German cuisine, beverages, music, and dancing. Enjoy an exciting carnival, Volksmarch 5K/10K walk, vendors and much more. This is a fun-filled event geared toward the whole family!	October 3-6, 2024 Fremont Field	25,000+
Turkey Shoot Golf Tournament This event is open to all amateur members and patrons. Participants must have a verifiable USGA handicap to play for net places.	November 23, 2024 Golf Club	150
Army-Navy Game Watch Party Are you a football fan? Don't miss the greatest Military rivalry in all sports. Come out to the Fort Belvoir Golf Club and watch the Army vs. Navy football game on the big screen. Cheer on your Army Black Knights as they get ready to dominate the Navy Midshipmen. Food and beverages are available for purchase at Niblick's Clubhouse Grill and Bar.	December 14, 2024 Golf Club	150

Sponsorship Opportunities: Winter 2024-25

Event Name and Description	Date & Location	Attendance
Winterfest & Tree Lighting Ceremony Come celebrate the holiday season with us at our annual holiday event. Visit with Santa and seasonal characters for a fun photo op experience. Throughout this holiday celebration, you can enjoy pony and train rides, s'mores by the fire pit, food trucks and so much more. To culminate the festivities, join us as we light the 19-foot holiday tree. Some activities will be ticketed.	December 7, 2024 Long Parade Field	1000+
Brunch with Santa Don't miss your opportunity to meet Jolly Saint Nick this Holiday Season. Bring your camera and make magical memories, while enjoying our delectable waffle station, omelets, roast beef, unlimited champagne, mimosas and more!	December 9, 2024 Community Center	300
New Year's Bash at the Bowl The Bowling Center's New Year's event is the place to be. Roll into the New Year one strike or turkey at a time. Gather your friends and loved ones for a night of unlimited games, pizza, wings and ice cream, and a beverage toast at midnight to welcome the New Year!	December 31, 2024 Bowling Center	150
Winter Reading Program Excitement and fun await readers participating in the Winter Reading Program! Book enthusiasts will earn prizes for reaching their program milestones, and for their love of reading.	January 13 – February 13, 2025 Library	150

Sponsorship Opportunities: Spring 2025

Event Name and Description	Date & Location	Attendance
<p>MOMC Kick-off Luncheon To kick-off this Month of the Military Child (MOMC) festivities, Child and Youth Services (CYS) invites Fort Belvoir CYS Families to a celebration luncheon.</p>	<p>April 4, 2025 Golf Club</p>	<p>500+</p>
<p>Springfest Kids fun run, entertainment and children’s activities all in honor of MOMC.</p>	<p>April 5, 2025 Long Parade Field</p>	<p>1000+</p>
<p>Volunteer Appreciation Luncheon A luncheon to honor the significant contributions of our Garrison volunteers.</p>	<p>April 22, 2025 Golf Club</p>	<p>150</p>
<p>Strong B.A.N.D.S. The Strong B.A.N.D.S. idea was launched, in conjunction with National Physical Fitness month, by the U.S. Army to promote and encourage Strong Balance, Activity, Nutrition, Determination and Strength (B.A.N.D.S) for service members, their families, retirees and civilians nationwide. Various programs organize diverse events in support of this initiative.</p>	<p>May 1 –31, 2025 Library, Sports and Fitness Facilities, Outdoor Recreation</p>	<p>500</p>
<p>Mother’s Day Brunch Make Mother's Day special with an all-you-can-eat buffet and bottomless mimosas at the historic and elegant Fort Belvoir Officers' Club or the ever-popular Community Center.</p>	<p>May 11, 2025 Community Center</p>	<p>300</p>

Sponsorship Opportunities: Summer 2025

Event Name and Description	Date & Location	Attendance
<p>Summer Reading Program During summer, June through August, the library encourages children, teens, and adults to support a love of reading. Participants can earn prizes for reaching their minutes goals!</p>	<p>June - August, 2025 Library</p>	<p>500+</p>
<p>Kids Color Run A run for children 4 – 16 years of age to test endurance, physical strength and mental discipline. It offers a combination of trails, hills, and obstacles mixed in with a lot of color! The event also features entertainment and children’s activities.</p>	<p>June 7, 2025 Long Parade Field</p>	<p>1000+</p>
<p>Concert Series (2-3 musical performers) Live music, food trucks, beer and wine selections, corn hole, bounce houses and many more family-friendly outdoor activities!</p>	<p>May and June, 2025 Long Parade Field</p>	<p>150</p>
<p>Movies Under the Stars (2-3 movies) The big screen comes to Fort Belvoir. Grab your blankets, lawn chairs and floaties (for the pool show) for a movie experience you won’t want to miss it.</p>	<p>May and/or June, 2025 Long Parade Field and Connolly Pool Complex</p>	<p>200</p>



Sponsorship and Advertising Opportunities

Why we need YOU as an OKTOBERFEST SPONSOR

The mission of Family and MWR is to deliver quality programs that enhance the readiness and resiliency of the entire military community.

Oktoberfest is the largest and most complex event organized by MWR at Fort Belvoir in support of our mission. Events of this magnitude and quality would not be possible without the generous support of our Sponsors.



Perks of Oktoberfest Sponsorship



An average of 25,000
overall attendees
annually since 2017

Largest Oktoberfest in
Fairfax County

Diverse customer
demographic

Continuous branding
for your business in
print and digital media
campaigns associated
with this event

Many levels include
onsite, touchpoint
opportunities for direct
customer engagement

Positive exposure that
reflects your good
will as an “Army
Supporter”

Levels of Sponsorship



Benefits	Title	Presenting	Supporting	Entrance
Investment amount	\$15000	\$10000	\$7000	\$5000
Availability	1	1	1	2
Table(s) with bench & electrical outlet option	4	2	1	1
Fest tent banner(s)	2	1	1	-
Opening ceremony: Guests	15	10	7	5
Opening ceremony: Reserved table	2	-	-	-
Opening ceremony: Photo w/CMD group	Y	-	-	-
Logo on print & digital materials	Y	Y	Y	Y
Logo, link & verbiage on Oktoberfest web page	Y	Y	Y	Y
MWR website homepage leaderboard ad	6 months	3 months	2 months	1 month
Facebook post mentions	Y	Y	Y	Y
Digital display ad	6 months	3 months	2 months	1 month

Levels of Sponsorship



Benefits	Opening Ceremony Host	ATM Provider	4-Day Table	Sunday Table (Military Appreciation Day)	1-Day Table (Friday or Saturday)
Investment amount	\$4000	\$4000/1 ATM	\$3000	\$1500	\$1000
Availability	1	2	12	4	4
Table with bench	1	1	1	1	1
Opening Ceremony: Guests	6	5	4	2	2
Logo on printed & digital materials	Y	Y	Y	Y	Y
Logo & link on Oktoberfest web page	Y	Y	Y	Y	Y
MWR website homepage tile ad	1 month	1 month	1 month	-	-
Facebook post mentions	Y	Y	Y	-	-
Digital display ad	1 month	1 month	-	-	-
Opening Ceremony: Can gift branded company swag at check-in area	Y	-	-	-	-
Opening Ceremony: Reserved table	1	-	-	-	-
Opening Ceremony: Photo w/CMD group	Y	-	-	-	-

Levels of Advertising



Benefits	Display Vehicle	Entertainment (Stage & Schedule)	Portable Toilet & Handwash Stations	ID Check Tent	Volksmarch
Investment amount	\$2500	\$2500	\$2000	\$1500	\$500
Availability	3	1	3	1	1
Brand placement	On or next to vehicle	Banner on stage; logo on A-frame schedules	Logo inside 30 porta-johns and on 20 sinks	Banner in ID check tent (6x3)	At Volksmarch tent (6x3)
PA recognition daily from Festival tent MC	Y	Y	Y	Y	Y
Logo & link on web	Y	Y	Y	Y	Y
Logo on all printed & digital materials	Y	Y	Y	Y	Y
Opening Ceremony: Invitations	2	2	2	2	2
MWR website homepage tile ad	1 month	1 month	1 month	1 month	-
Facebook post mentions	Y	Y	Y	Y	-

Levels of Advertising



Benefits	Onsite & Digital	Onsite Only	Digital Only	Media (in-kind)	Partner (in-kind)
Investment amount	\$2000	\$1000	\$1000	\$1500	\$500
Availability	10	6	unlimited	unlimited	unlimited
Logo & link on web	Y	Y	Y	Y	Y
Logo on all printed & digital materials	Y	Y	Y	Y	Y
Opening Ceremony: Invitations	2	2	2	-	-
Digital screen advertisement	1 month	-	-	-	-

Sponsorship Level Benefit Details

Title Sponsorship: \$15,000 (cash, exclusive)



For the maximum level of exposure, look no further than our top-tier sponsorship level. Your company's name, brand and presence will be felt and seen before, during and after the event. Offering touch-point opportunities for your team to directly interact with attendees, as well as awareness opportunities created through our event promotional messaging in print and online, it will be impossible to be at Oktoberfest without knowing about your company's generous support of Fort Belvoir and our MWR mission.

➤ On-site:

- Four (4) display tables with a bench each for all four (4) days of the event; electrical outlet available upon request.
- Public announcement recognition during all four (4) days of the event.
- Two (2) large banners (6x3) placed high above the left and right sides of the festival tent stage.
- Fifteen (15) tickets for Opening Ceremony for staff and business associates.
- Souvenir photo with the Fort Belvoir Command group and Certificate of Appreciation.

➤ Online:

- Written recognition, 200-word write-up, logo and website link on the Official Oktoberfest webpage within Belvoir.ArmyMWR.com.
- Website leaderboard ad (rotating) on home page of Belvoir.ArmyMWR.com for six (6) months.
- Official MWR Facebook page mention as Oktoberfest Title Sponsor on all event update posts (minimum of one (1) weekly post; post frequency increases leading up to and during event).
- One (1) digital screen static advertisement placed on all digital display screens (15+) located in MWR facilities and select high-traffic Garrison buildings for six (6) months.
- Prominent logo placement on all printed and electronic materials promoting Oktoberfest.

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Sponsorship Level Benefit Details

Presenting Sponsorship: \$10,000 (cash, exclusive)

What would a festival be without thrill rides and guilty-pleasure foods? Sign up to support this family-focused area where attendees will be likely to spend countless hours. Your brand will be sprinkled on ride entrances, waiting areas and pathways all around these hubs of family revelry.



➤ On-site:

- *Two (2) display tables with a bench each for all four (4) days of the event; electrical outlet available upon request.*
- *Public announcement recognition during all four (4) days of the event.*
- *One (1) large banner (6x3) placed high above one side of the festival tent stage.*
- *Ten (10) tickets for Opening Ceremony for staff and business associates.*
- *Multiple sponsor recognition A-frames throughout area.*

➤ Online:

- *Written recognition, 100-word write-up, logo and website link on the Official Oktoberfest webpage within Belvoir.ArmyMWR.com.*
- *Website leaderboard ad (rotating) on home page of Belvoir.ArmyMWR.com for three (3) months.*
- *Official MWR Facebook page mention as Oktoberfest Presenting Sponsor on all event update posts (minimum of one (1) weekly post; post frequency increases leading up to and during event).*
- *One (1) digital screen static advertisement placed on all digital display screens (15+) located in MWR facilities and select high-traffic Garrison buildings for three (3) months.*
- *Prominent logo placement on all printed and electronic materials promoting Oktoberfest.*



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Sponsorship Level Benefit Details



Supporting Sponsorship: \$7,000 (cash, exclusive)

A lot goes into a production of this magnitude. Your support adds the finishing touches and ensures that no detail is missed. Supporters take Oktoberfest to the next level every year.



➤ On-site:

- *One (1) display table with a bench each for all four (4) days of the event; electrical outlet available upon request.*
- *Public announcement recognition during all four (4) days of the event.*
- *One (1) large banner (6x3) placed above a side of the festival tent stage.*
- *Seven (7) tickets for Opening Ceremony for staff and business associates.*

➤ Online:

- *Written recognition, 100-word write-up, logo and website link on the Official Oktoberfest webpage within Belvoir.ArmyMWR.com.*
- *Website leaderboard ad (rotating) on home page of Belvoir.ArmyMWR.com for two (2) months.*
- *Official MWR Facebook page mention as Oktoberfest Supporting sponsor on all event update posts (minimum of one (1) weekly post; post frequency increases leading up to and during event).*
- *One (1) digital screen static advertisement placed on all digital display screens (15+) located in MWR facilities and select high-traffic Garrison buildings for two (2) months.*
- *Prominent logo placement on all printed and electronic materials promoting Oktoberfest*

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Sponsorship Level Benefit Details

Entrance Sponsorship: \$5,000 (cash, 2 available)

Whether coming or going, you can meet and greet all attendees at your entrance welcome table or place highly visible signage strategically at one of 2 busy entry points adjacent to our parking lots.



➤ On-site:

- One (1) table with a bench at the gate or in Sponsor area closest to the gate for all four (4) days of the event; electrical outlet available upon request.
- Public announcement recognition during all four (4) days of the event.
- Five (5) tickets for Opening Ceremony for staff and business associates.

➤ Online:

- Written recognition, 100-word write-up, logo and website link on the Official Oktoberfest webpage within Belvoir.ArmyMWR.com.
- Website leaderboard ad (rotating) on home page of Belvoir.ArmyMWR.com for one (1) month.
- Official MWR Facebook page mention as Oktoberfest Entrance Sponsor on all event update posts (minimum of one (1) weekly post; post frequency increases leading up to and during event).
- One (1) digital screen static advertisement placed on all digital display screens (15+) located in MWR facilities and select high-traffic Garrison buildings for one (1) month.
- Prominent logo placement on all printed and electronic materials promoting Oktoberfest.



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Sponsorship Level Benefit Details

Opening Ceremony Host : \$4,000 (cash, exclusive)



If networking is your thing, then be the host that can boast with this high-visibility sponsorship. You will have the option of greeting guests at the check-in table and offering them a memento of your support for the Opening Ceremony and Oktoberfest itself. Meet and greet installation, military government, educational and business leaders, while savoring tasty German food and fare as the sun sets and revelers descend on Fort Belvoir. Business and beer have never looked better together!

➤ On-site:

- *One (1) display table with a bench each for all four (4) days of the event.*
- *Public announcement recognition during all four (4) days of the event.*
- *Six (6) tickets for Opening Ceremony for staff and business associates.*
- *Option to distribute samples, promotional gifts, souvenirs or other goods to arriving guests at check-in table.*
- *Souvenir photo with the Fort Belvoir Command group and Certificate of Appreciation.*

➤ Online:

- *Logo and website link on the Official Oktoberfest webpage within Belvoir.ArmyMWR.com.*
- *Website tile ad (rotating) on home page of Belvoir.ArmyMWR.com for one (1) month.*
- *Official MWR Facebook page mention as Oktoberfest Opening Ceremony Host sponsor on all event update posts (minimum of one (1) weekly post; post frequency increases leading up to and during event).*
- *One (1) digital screen static advertisement placed on all digital display screens (15+) located in MWR facilities and select high-traffic Garrison buildings for one(1) month.*
- *Prominent logo placement on all printed and electronic materials promoting Oktoberfest.*



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Sponsorship Level Benefit Details

ATM Provider: \$4,000 (cash/in-kind option)

While most vendors will take credit card payments, many still appreciate the fee-free benefits of good, old-fashioned cash. Let patrons waiting for their turn to get their hands on some dollar bills focus on your hard-to-miss brand visibly adorning the automated teller machine. And since one trip may not be enough, each return visit will lock in your logo in their sights.



➤ On-site:

- *Display table with a bench each for all four (4) days of the event.*
- *Four (4) Opening Ceremony invitations.*

➤ Online:

- *Logo and website link on the Official Oktoberfest webpage within Belvoir.ArmyMWR.com.*
- *Prominent logo placement on all printed and electronic materials promoting Oktoberfest.*
- *One (1) digital screen static advertisement placed on all digital display screens (15+) located in MWR facilities and select high-traffic Garrison buildings for one (1) month.*



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Sponsorship Level Benefit Details

Table Sponsors:

- **Four-Day: \$3,000 (cash, 12 spaces)**
- **Military Appreciation Sunday: \$1,500 (cash, 4 spaces)**
- **Single-Day (Friday or Saturday): \$1,000 (cash, 4 spaces)**



There is no better way of making a connection and showcasing your service or product than in person. With an average of 25,000 attendees over 4 days during the past 5 events, you can expect similar exposure this year as folks look to get out and about, learn about the NoVA market place, and engage you in your own space.

Note: Limited 10x10 tents are available by request only. You are strongly encouraged to bring your own tent.

➤ On-site:

- One (1) display table with bench for all four (4) days of the event.
- Public announcement recognition during all four (4) days of the event.
- Two (2) Opening Ceremony invitations for staff and business associates.
- **For four (4)-day sponsors only:** Four (4) Opening Ceremony invitations.

➤ Online:

- Logo and website link on the Official Oktoberfest webpage within Belvoir.ArmyMWR.com.
- Prominent logo placement on all printed and electronic materials promoting Oktoberfest.
- **For four (4)-day sponsors only:**
 - Website tile ad (rotating) on home page of www.Belvoir.ArmyMWR.com for one (1) month.
 - Official MWR Facebook page mention as Oktoberfest Table sponsor on all event update posts (minimum of one (1) weekly post; post frequency increases leading up to and during event).



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Advertising Level Benefit Details



➤ Display Vehicle Sponsor: \$2,500 (cash, 3 available)

Showcase your newest e-vehicle, camper, boat or motorcycle for all to explore up-close.

On-site:

- Branded item (banner, inflatable, sign, etc.) placed by vehicle (car, boat, motorcycle, etc.). Tent space adjacent to vehicle can be accommodated by request.



➤ Entertainment Sponsor: \$2,500 (cash, exclusive)

Oktoberfest is another way to spell enjoyment. Ensure dancers and music lovers will know you supported their passion.

On-site:

- Large banner (6x3) on stage under band and logo on performer schedule boards around tent.

On-site (all):

- Public announcement recognition during all four (4) days of the event.
- Two (2) tickets for Opening Ceremony.

Online (all):

- Logo and website link on the Official Oktoberfest webpage within Belvoir.ArmyMWR.com.
- Website tile ad (rotating) on home page of Belvoir.ArmyMWR.com for one (1) month.
- Official MWR Facebook page mention as Oktoberfest sponsor on all event update posts; minimum of one (1) weekly post; post frequency increases leading up to and during event.
- Prominent logo placement on all printed and electronic materials promoting Oktoberfest.

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Advertising Level Benefit Details

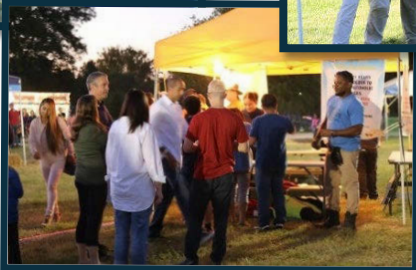


➤ Portable Toilet & Handwashing Stations: \$2,000 (cash, 3 available)

With so much to drink, expect many trips to the port-a-johns where your brand won't be missed.

On-site:

- Logo on sign inside porta-john units on door and on handwashing stations.



➤ ID Check Tent: \$1,500 (cash, exclusive)

Let attendees know you support responsible drinking at this very popular tent.

On-site:

- One (1) banner (6x3) at the ID verification tent.

Onsite (all):

- Public announcement recognition during Opening Ceremony and all four (4) days of the event.
- Two (2) tickets for Opening Ceremony.

Online (all):

- Logo and website link on the Official Oktoberfest webpage within Belvoir.ArmyMWR.com.
- Website tile ad (rotating) on home page of Belvoir.ArmyMWR.com for one (1) month.
- Official MWR Facebook page mention as Oktoberfest sponsor on all event update posts; minimum of one (1) weekly post; post frequency increases leading up to and during event.
- Prominent logo placement on all printed and electronic materials promoting Oktoberfest.

➤ Volksmarch: \$500 (cash, exclusive)

Volksmarchers flock to this official 10K/5K walk around Fort Belvoir to get credits. Show them you support this activity.

On-site:

- One (1) banner (6x3) at Volksmarch registration tent.

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Advertiser Level Benefit Details

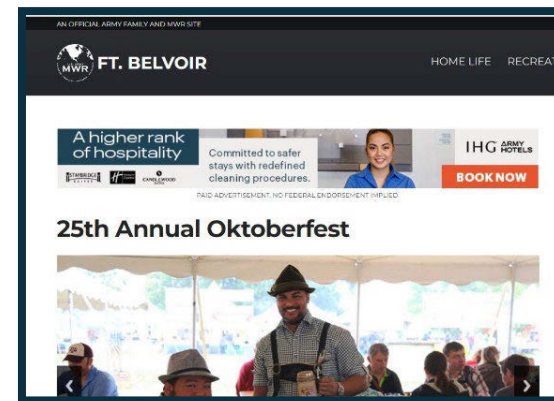


- **On-site & Digital Advertiser:** **\$1,500**
(cash, 10 available)
- **On-site Only Advertiser:** **\$1,000**
(cash, 6 available)
- **Digital Only Advertiser:** **\$1,000**
(cash, unlimited)
- **Media Advertiser:** **\$1,500**
(cash/in-kind, unlimited)
- **Partner Advertiser:** **\$500**
(cash/in-kind, unlimited)

There is no better way of making a connection and showcasing your service or product without having to be on site than with prominent, bold and continuous advertising. With an average of 25,000 attendees over 4 days during the past 5 Oktoberfests, you can expect similar exposure this year as folks look to get out and about, learn about the NoVA marketplace, and associate your brand as goodwill supporters of our Fort Belvoir military and business community.

Note: Limited 10x10 tents are available by request only. You are strongly encouraged to bring your own tent.

- **On-site:**
 - Two (2) Opening Ceremony invitations.
- **Online:**
 - Logo and website link on the Official Oktoberfest webpage within Belvoir.ArmyMWR.com.
 - Prominent logo placement on all printed and electronic materials promoting Oktoberfest.
 - One (1) digital screen static advertisement placed on all digital display screens (15+) located in MWR facilities and select high-traffic Garrison buildings for one (1) month.



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Requirements

On-site Access and Displays



- **Installation access** – All attendees will be vetted at entrance gates. Please ensure your personnel or any staff, crew, employees or other associates of your organization meet the minimum criteria to enter the installation. Also verify vehicle registration and inspection sticker expiration dates. For specific access details, visit home.army.mil/belvoir and click on **Installation access/gates**.
- **Tables and display areas** – **The sponsor area is NOT TENTED. Limited 10x10 tents are available by request only. You are strongly encouraged to bring your own tent.** Tables DO NOT include tablecloths; please bring your own. Table area and display space is limited to 10 x 10. Please do not encroach on other sponsor's space. Set-up must be completed 45 minutes before Oktoberfest opening hours. Displays can be left overnight, but must be properly covered, concealed, tethered and/or stored. MWR will not be held liable for missing or damaged property left on site. Wind and rain regularly impact the event; please plan accordingly.
- **Vehicle displays** – Please let event organizers know when your vehicle will be arriving so that staff can direct you to the appropriate location. Once positioned, vehicle cannot move or exit for the duration of the event. Vehicle must be properly positioned 45 minutes before Oktoberfest opening hours. Tent space adjacent to vehicle can be accommodated by request. Vehicle must be properly covered, concealed, tethered and/or stored overnight. MWR will not be held liable for missing or damaged property left on site. Wind and rain regularly affect the event; please plan accordingly.

Creative Specifications

**All printed materials must include this disclaimer:
“Sponsorship does not imply endorsement
by the Department of Defense (DoD),
the US Army or Fort Belvoir.”**



- **Logos: DUE SEPTEMBER 15 for Oktoberfest**
 - Print: Sponsors must provide logo as vector file (.eps); files in .png, .pdf or .jpeg format will be accepted at a minimum 300 dpi resolution in CMYK format. Maximum file size 5MB.
 - Online: Sponsors must provide logo as vector file (.eps); files in .png, .pdf or .jpeg format will be accepted at a 72-96 dpi resolution in RGB format. Maximum file size 2MB.
- **Banners: DUE SEPTEMBER 15 for Oktoberfest**

Largest banner size accepted will be 6’W x 3’H. Smallest is 3’W x 2’H. Must include disclaimer. Banners must have grommets or means to affix ties or hanging cords/devices. Banners will be discarded if not retrieved one (1) week after event.
- **Digital display ads: DUE SEPTEMBER 15 for Oktoberfest**

Static ad without audio at 1500x844 pixels, 72 to 96 dpi, .jpg file format in RGB color; will be visible for 15 seconds per rotation.
- **Web ads: DUE SEPTEMBER 15 for Oktoberfest**
 - Leaderboard: 728 x 90 pixels, 72 to 96 dpi, .jpg file format in RGB color, max size 80KB; specify web page (URL) to which ad must link.
 - Tile: 300 x 250 pixels, 72 to 96 dpi, .jpg file format in RGB color, max size 80KB; specify web page (URL) to which ad must link.
- **Facebook mentions:**

Business name will be mentioned in body text of recurring Facebook posts promoting the event. Name will not be linked.

Legal and Administrative Information



The US Army has defined specific guidelines regarding the selection of sponsors and the responsibilities of both the installation and the sponsors:

- This program authorizes the underwriting of Family and MWR events via cash, goods or services, or a combination off all three in exchange for stipulated marketing, promotional and merchandising activities.
- All sponsors and/or co-sponsors will be competitively solicited and selected; individual agreements will be negotiated with each sponsor.
- Disclaimers must be announced and/or posted on all printed materials stating “Sponsorship does not imply endorsement by the Department of Defense (DoD), the US Army or Fort Belvoir.”
- Solicitation of alcohol or tobacco companies is not authorized. However, they may be sponsors based on unsolicited offers.
- An event sponsorship with Fort Belvoir is not a promise to award future business, an official endorsement of a product or service, or the suppression of existing policies regarding the unsolicited.
- For more information, please contact:

**FORT BELVOIR FAMILY AND MWR MARKETING
Commercial Sponsorship & Advertising (CS&A)**

Mobile: (571) 414-1862

Mailing address: 5820 21st Street, Building 210, Fort Belvoir, VA 22060

Past Sponsors

Family and MWR sincerely thanks recent sponsors and advertisers for their ongoing support of this event. Your partnership with MWR truly enables us to fulfill our goal of providing services, programs and events that are as outstanding as the people we serve. We could not do it without you!



Sponsorship does not imply endorsement by the Department of Defense (DoD), the US Army or Fort Belvoir.

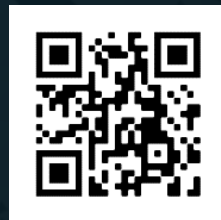
Commercial Sponsorship & Advertising Opportunities



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USAG Fort Belvoir, Virginia