

WHY WE NEED **YOU** AS OUR SPONSOR

- Oktoberfest is the largest event organized by the
 Directorate of Family and Morale, Welfare and Recreation
 (MWR) at Fort Belvoir. Family and MWR exists because the
 U.S. Army is committed to the well-being of the community
 of people who serve and defend our nation. The mission of
 Family and MWR is to deliver quality programs that
 enhance the readiness and resiliency of the entire military
 community.
- MWR programs and events strive to provide Soldiers and their Families with "the same quality of life afforded to the society they protect." Events such as this would not be possible without the generous support of our Sponsors.



PERKS OF 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"



	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
	PA recognition daily from Festival tent MC	Υ	Υ	Υ	Υ
	Fest tent banner(s)	2	1	1	-
	Opening ceremony: Invitations	15	10	7	5
	Opening ceremony: Reserved table	2	-	-	-
	Opening ceremony: Photo w/CMD group	Υ	-	-	-
	Logo on print & digital materials	Υ	Υ	Υ	Υ
	Logo, link & verbiage on Oktoberfest web page	Υ	Υ	Υ	Υ
i	MWR website homepage leaderboard ad	6 months	3 months	2 months	1 month
	Facebook post mentions	Υ	Υ	Υ	Υ
	Digital display ad	6 months	3 months	2 months	1 month

	Benefits	Opening Ceremony Host	ATM Provider	Table (4 days)	Table (Military Appreciation Sunday)	Table (Friday OR Saturday)
	Investment amount	\$4000	\$4000/2 ATMs	\$3000	\$1500	\$1000
7	Availability	1	2	12	4	4
	Table with bench	1	1	1	1	1
	PA recognition daily from Festival tent MC	Υ	Υ	Υ	Υ	Υ
	Opening Ceremony: Invitations	6	4	4	2	2
	Logo on printed & digital materials	Υ	Υ	Υ	Υ	Υ
	Logo & link on Oktoberfest web page	Υ	Υ	Υ	Υ	Υ
7	MWR website homepage tile ad	1 month	-	1 month	-	-
	Facebook post mentions	Υ	Υ	Υ	-	-
	Digital display ad	1 month	1 month	-	-	-
4	Opening Ceremony: Option to hand out branded company swag at check-in area	Υ	-	-	-	-
	Opening Ceremony: Reserved table	1	-	-	<u>-</u>	_
	Opening Ceremony: Photo w/CMD group	Υ		-	-	

	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	Υ	Υ	Υ	Υ	Υ
	Logo & link on web	Υ	Υ	Υ	Υ	Υ
	Logo on all printed & digital materials	Υ	Υ	Y	Y	Υ
	Opening Ceremony: Invitations	2	2	2	2	2
	MWR website homepage tile ad	1 month	1 month	1 month	1 month	-
L	Facebook post mentions	Υ	Y	Υ	Y	

	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	Υ	Υ	Υ	Υ	Υ
2	Logo on all printed & digital materials	Υ	Υ	Υ	Υ	Υ
	Opening Ceremony: Invitations	2	2	2	-	-
>	Digital screen advertisement	1 month	-	-	-	-
	Table with bench	-	-	-	-	-

TO PARTICIPATE WITH FULL BENEFITS AND RECEIVE THE GREATEST EXPOSURE, AGREEMENT MUST BE SIGNED NO LATER THAN SEPTEMBER 20, 2023.

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



For the maximum level of exposure, look no further than our toptier 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.

Sponsorship Level perks:

• 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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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.

- Sponsorship Level perks:
- 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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Supporting Sponsor: \$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.

➤ Sponsorship Level perks:

- 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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Entrance Sponsor: \$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.

➤ Sponsorship Level perks:

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 two (2) months.
- 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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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!

Sponsorship Level perks:

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



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 new NoVA marketplace, and engage you in your own space.

- Sponsorship Level perks:
- 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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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.

- Sponsorship Level perks:
- 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) months.
- 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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Display Vehicle Sponsor: \$2,500 (cash, 3 available)



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

Display Vehicle Sponsorship Level perks:

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.

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. Army MWR. 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.

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

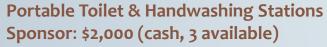


Oktoberfest is another way to spell enjoyment. Ensure dancers and music lovers will know you supported their passion.

Entertainment Sponsorship Level perks: *On-site:*

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

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

Sponsorship Level perks: On-site:

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

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



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

Sponsorship Level perks: *On-site*:

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

Volksmarch Sponsor: \$500 (cash, exclusive)



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

Sponsorship Level perks: On-site:

• One (1) banner (6x3) at Volksmarch registration 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. Army MWR. 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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- 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: \$1500 (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 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 marketplace, 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.

- > Advertiser Level perks:
- 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.



ON-SITE DISPLAYS REQUIREMENTS

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. Setup 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
 - 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

 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
 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
 - 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.

FAMILY AND MWR
COMMERCIAL
SPONSORSHIP &
ADVERTISING

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.

NEED MORE INFO? HAVE QUESTIONS?

FORT BELVOIR FAMILY AND MWR MARKETING Commercial Sponsorship & Advertising (CS&A) (571) 414-1862 | Yibeli.Galindo-Baird.naf@army.mil Mailing address: 5820 21st Street, Building 210, Fort Belvoir, VA 22060

PAST PARTNERS

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!





COLDWELL BANKER REALTY

















Sprint











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READY TO SHOW YOUR SUPPORT? TIME IS RUNNING OUT. CONTACT US TODAY!















As a guest or a sponsor, we hope you will join us again from September 28 to October 1!

