



2020 MORALE, WELFARE & RECREATION Commercial Sponsorship & Advertising Opportunities



www.navywmrnewport.com/sponsorship



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INTRODUCTION

NAVAL STATION NEWPORT -- NEWPORT, RI

The 2,573 active-duty students and 3,776 civilians that make up commands such as the Naval War College; Surface Warfare Officers School Command; Naval Undersea Warfare Center; Naval Justice School; Naval Academy Preparatory School; Officer Training Command Newport; and the Senior Enlisted Academy.

Base population: 7,881 average day; approximately 16,000 students per year; staff of 637 Officers/895 Enlisted (1,532 active duty-assigned to NAVSTA); 1,485 reservists; 3,776 civilians.

MORALE, WELFARE & RECREATION (MWR)

Morale, Welfare and Recreation (MWR) covers a wide scope of support and leisure services worldwide providing active duty military, retirees, reservists, and their families, along with eligible veterans (caregivers), and Dod civilians with the finest facilities, programs and activities to meet their recreational and social needs.

The Naval Station Newport MWR provides Single Service Member Program, special events, concerts, state of the art fitness facility, tickets and travel, child development center, bowling center, recreation center, restaurants, and youth programs, to name a few.

Our program encourages positive individual values, aids in recruitment and retention, and provides for the physical, cultural and social needs of a mobile Navy.



WHY MWR?



100% of the money raised in the Naval Station Newport Morale, Welfare and Recreation (MWR) Sponsorship Department goes into special event delivery in support of those individuals and families that give so much defending our freedom.

Through your sponsorship of our events, you GIVE our military a fun memory of a great event they attended with friends or family that they can take with them the next time they leave for a long deployment away from home.



Your sponsorship dollars are making it possible for the MWR Department to offer a wider variety of services to the population we serve. Sponsorship dollars make it possible for us to continue to offer a variety of programming even in these times of military budget cuts.



Your sponsorship dollars support the active duty service members and families throughout the year. While seasonal big special events are great, your partnerships can be working for your companies all year. Many of our corporate partners have used the MWR Department as a giant platform to showcase their goods and services throughout the year. Unlike a onetime festival sponsor, our partners are with us year round visible in facilities and publications.



The military population are some of the most loyal consumers in the world. They appreciate all that is done to support them on and off the bases where they live, work, and train. Most important to our corporate partners would be the military's steadfast desire to give back their support to those who support them.



2020 MORALE, WELFARE & RECREATION Commercial Sponsorship & Advertising Opportunities

DATE	EVENT	TIME	FACILITY/ LOCATION	EXPECTED ATTENDANCE	COST
Jan. 26 - Dec. 13 (monthly)	Family Bowl	Noon to 2 p.m.	Recreation Center	100+	\$75 Monthly
February 18-20	Winter Vacation feat. Animal Palooza	11 a.m. to 4 p.m.	Recreation Center	300+	\$250
Saturday, February 22	Teddy Bear Breakfast	10 a.m. to Noon	Recreation Center	100+	\$250 Daily
Friday, March 13	St. Patrick's Day Indoor Triathlon	Varies	Fitness Center	100+	\$250
Friday, April 10	Underwater Egg Hunt	1:30 to 5:30 p.m.	Fitness Center	300	\$400
Saturday, April 4	Photos with the Easter Bunny	11 a.m. to 1 p.m.	Recreation Center	275+	\$300
April 14-16	Spring Vacation feat. Touch-a-Truck	11:30 a.m. to 2:30 p.m.	Recreation Center	300+	\$250 Daily
Saturday, May 9	Color Burst Community Event	9 a.m.	Fitness Center	300+	\$300
Friday, May 15	Armed Forces Kids Pentathlon	3 to 6 p.m.	Fitness Center	200+	\$300
Saturday, May 30	Bike Rodeo	11 a.m. to 1 p.m.	Recreation Center	100	\$250
Friday, June 12	Flag Day Fun Run	6 a.m.	Fitness Center	150+	\$250
June 13-14	The Great Navy Campout	2 p.m. to 10 a.m.	Recreation Area	125	\$250
Saturday, June 27	Inflatable Fun Fest	11 a.m. to 2 p.m.	Fitness Center	300+	\$400
July 11 - Oct. 3 (monthly)	Movie on the Deck	7:30 p.m.	Recreation Center	100+	\$75 Monthly
Friday, July 24	Paddlefest	Noon to 4 p.m.	Marina	150+	\$300
Saturday, July 25	Slide into Summer	11 a.m. to 2 p.m.	Marina Field	500+	\$400
Saturday, August 29	Salute to Summer Concert & Fireworks	2 to 10 p.m.	Dewey Field	10,000+	\$1,000
Friday, September 11	A Race to Remember	6 a.m.	Fitness Center	1,500	\$400
Tuesday, September 22	MWR Health & Wellness Fair	10:30 a.m. to 1:30 p.m.	Fitness Center	300+	\$400
Saturday, October 17	Escape the Haunted Warehouse	2 to 6 p.m.	MWR Warehouse	450+	\$300
Saturday, October 31	Trunk or Treat	3 to 5:30 p.m.	Recreation Center	450+	\$300
Friday, December 4	Jingle Bell Jog	Noon	Fitness Center	150+	\$250
Saturday, December 12	Pictures with Santa	11 a.m. to 1 p.m.	Recreation Center	300+	\$300
Jan. 8, Feb. 5, March 25, April 8, May 20, June 3, July 8, Aug. 6, Sept. 9, Oct. 28, Nov. 27, Dec. 2	MWR Monthly Trainer Challenges	Varies	Fitness Center	Varies	\$250 Monthly

Event dates & times subject to change.



FACILITY ADVERTISING RATES

Naval Station Newport, located on 1,399 acres along the western shore of Rhode Island's Aquidneck Island, is home to the Naval War College and the Naval Justice School. Approximately 10,000 employees work at the 50 Navy, Marine Corps, Army Reserve and Coast Guard commands onboard.



FACILITY	MONTHLY PATRONAGE	MEDIA	MONTHLY COST
John H. Chafee Fitness Center	30,000	Banner	\$400
		Poster (22x28)	\$200
		Poster (24x43)	\$300
		Floor Clings	\$700
		Counter Wrap	\$700+
		Wallscape	\$1,200
		Window Cling	\$700+
		Stairs	\$700+
		Digital Monitor	\$150
Recreation Center, Enlisted Club, CPO Club, Seaview Lanes Bowling Center	3,000	Banner	\$200
		Floor Clings	\$450
		Poster	\$150
		Counter Wrap	\$450+
		Table Tents	\$100+
		Road Line Deck Banner	\$250
Seaview Lanes Bowling Center	3,000	Laminated Table Sign (12)	\$150
		Digital Monitors (12)	\$150
Officers' Club	Varies	Table Tents	\$150
		Event Banner	\$150+

FACILITY	MONTHLY PATRONAGE	MEDIA	MONTHLY COST
Liberty Center	3,000	Window Clings	\$450+
Carr Point Recreation Area	Varies	Banner	\$200
CDC / School Age Care	6,000	Counterwrap	\$450+
Leisure Bay Internet Cafe	9,800	Window Clings	\$500
Ney Hall Galley	Varies	Digital Monitor	\$200
Multiple Facilities	50,000+	Brochure Holder	\$300/year 3 for \$250
Multiple Facilities	Varies	Mouse Pads	\$15 each
Leisure Times Newsletter	5,000	Eighth-Page Ad	\$150
		Quarter-Page Ad	\$300
		Half-Page Ad	\$550
		Full-Page Ad	\$900
Leisure Times Newsletter Online	Link to Online Leisure Times reaches 25,000+	Trivia Half Page	\$350
		Trivia Full Page	\$500
		Quarter-Page Ad	\$175
		Half-Page Ad	\$300
		Full-Page Ad	\$475
Digital Monitor Package		14 Monitors	\$450*

* Contact sponsorship for annual rates. All banners 6 ft. x 3 ft. unless otherwise noted.

MWR SPECIAL EVENTS RATES

EVENT	ATTENDANCE	LEVELS	COST
SALUTE TO SUMMER CONCERT & FIREWORKS	10,000+	PRESENTING	\$10,000
		ASSOCIATE	\$5,000
		BENEFACTOR	\$1,500
		PROMOTIONAL SPACE	\$1,000
		DOOR PRIZE/ MONETARY	VARIES
RACE TO REMEMBER	1,500	PRESENTING	\$500
		SUPPORTING	\$450
		PROMOTIONAL SPACE	\$400
		DOOR PRIZE/ MONETARY	VARIES
MWR HEALTH & WELLNESS FAIR	300+	PRESENTING	\$500
		SUPPORTING	\$450
		PROMOTIONAL SPACE	\$400
		DOOR PRIZE/ MONETARY	VARIES

Engage with patrons at various MWR events throughout the year.

*Contact Sponsorship at
401-841-3855*

Banners and posters displayed at high-visibility locations on NAVSTA Newport.



SPONSORSHIP OPPORTUNITIES

Mix & match to create your perfect sponsorship!

We can customize your sponsorship proposal to meet your specific objectives.

Sponsorship opportunities may include but are not limited to:

- Payment of direct cost
- In-kind services
- Contribution of goods or services
- A combination of all three

Sponsorship benefits with us can include:

- Presenting sponsor for an event
- Promotional space on site at the event
- Company name/logo included on event flyers, posters, etc.
- Recognition from stage as event sponsor
- Banner placement on event site or facilities
- Company name/logo included in advertisements and promotional products*
- Company name included in radio commercials*
- Company name/logo included on televisions in bowling center
- Advertisement in Leisure Times newsletter (5,000 monthly distribution), online newsletter ad or trivia contest
- Email blasts, posting on Facebook, Twitter and event posting on Official MWR website

* *Only for applicable events.*



SPONSORSHIP ADVERTISING RATE SHEET

BUILD YOUR BUSINESS WITH THE MILITARY MARKET BY CHOOSING ONE OUR ADVERTISING PACKAGES!

LEISURE TIMES NEWSLETTER

5,000 color copies are printed monthly. Copy is due on the 12th of each month prior to printing. File must be .eps, .pdf, .jpg, or .png format.

Eighth Page	4.863" W X 2.5" T	\$150.00 per month
Quarter Page	4.863" W X 5" T	\$300.00 per month
Half Page.....	9.75" W X 5" T.....	\$550.00 per month
Full Page	9.75" W X 10" T.....	\$900.00 per month

LEISURE TIMES NEWSLETTER ONLINE

Online the Leisure Times Newsletter reaches ~30,000 readers. Trivia contest, you provide the Q & A about your business, and a prize worth \$50 or more: we place the contest into the online newsletter with your ad and direct readers to your website for answers.

TRIVIA CONTEST

Half Page.....	9.75" W X 5" T.....	\$350.00 per month
Full Page	9.75" W X 10" T.....	\$500.00 per month

AD ONLY

Quarter Page	4.863" W X 5" T	\$175.00 per month
Half Page.....	9.75" W X 5" T.....	\$300.00 per month
Full Page	9.75" W X 10" T.....	\$475.00 per month

BANNERS

Banners are provided by the sponsor and must be 6 feet wide x 3 feet tall.

John H. Chafee Fitness Center has approximately 1,200 patrons a day.

- Monthly: \$400.00 per banner
- Three Months: \$1,100.00 per banner
- Six Months: \$2,000.00 per banner
- Twelve Months: \$3,600.00 per banner

Recreation Center Liberty Center and Seaview Lanes has approximately 100 patrons a day.

- Monthly: \$200.00 per banner
- Three Months: \$550.00 per banner
- Six Months: \$1000.00 per banner
- Twelve Months: \$1800.00 per banner

Carr Point Recreation Area (May-September) has approximately 200 intramural games played onsite, events and activities.

- Monthly: \$200.00 per banner
- Three Months: \$550.00 per banner
- Six Months: \$1000.00 per banner
- Twelve Months: \$1800.00 per banner

ACRYLIC BROCHURE/PAMPHLET HOLDERS

These are provided by sponsor and must be no larger than 8.5" x 11" to be placed in MWR Facilities.

1 holder per year.....	\$300.00
3 or more holders per year	\$250.00 each

POSTERS

22" x 28" Posters:	Community Recreation Center	John H. Chafee Fitness Center
1 poster per month.....	\$150.00	\$200.00
1 poster for three months.....	\$400.00	\$500.00

TABLE TENTS

Table tents provide information on what's going on at MWR.

- Recreation Center (Liberty Center, Enlisted Club & Seaview Lanes) 35 table tents per month \$100.00 per month
- Officers' Club 63 (winter) & 90 (summer) table tents per month \$150.00 per month

TV ADVERTISEMENTS

At Seaview Lanes our bowling center includes the Qubica AMF system that allows us to add in advertisements from the time we open until we close late evening; ad shows at least two times per five minutes.

- Slides (490 x 300 pixels .bmp or .jpg format) \$150.00 per month
- Scrolling Marquee \$100.00 per month

At the John H. Chafee Fitness Center our 50-inch television located at the front desk entrance is on from early morning to late evening; ad shows at least two times per five minutes.

- Ad is half of the TV (8.5" x 11".jpg) \$150.00 per month

At Ney Hall Galley our 50-inch television located at entrance is on 24/7 (galley closed from 7 p.m.-4 a.m.); ad shows at least two times per 5 minutes.

- File must be 8" x 4".eps, .pdf, or .jpg format \$200.00 per month

ENHANCE YOUR SPONSORSHIP

- 8 1/2 x 11 laminated (12) table signs for Seaview Lanes \$150.00 per month
- Moving billboards (company logo on golf carts at the golf tournament) \$500.00
- Sponsor a hole at golf tournament (18-holes) \$250.00
- Sponsor children's area \$1,000.00
- Presenting Sponsor for all runs \$1,500.00
- Promotional space at sponsored events - Price based on event including tents, tables, chairs (as applicable) to promote product/service to attendees.
- Door Prize (varies)
- Counter Wrap \$2,000.00 and up
- Window/Floor Cling \$1,000.00 and up
- Mouse Pads \$300.00 a year





CONTACT INFORMATION



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Corporate Partnerships Help Make Navy Life Better Everyday!

