

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.



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