



Newport Naval Station 2020-21 Sponsorship Opportunities

Overview

Newport Naval Station is pleased to present a unique advertising opportunity to your business or organization. We're drawing great crowds at John H. Chafee Fitness Center and we believe your business or organization can benefit greatly with a sponsorship package on our exciting **NAVSTA Newport Radio**.

Your business or organization will be able to gain valuable exposure to the estimated **30,000+** guests who will spend time at John H. Chafee Fitness Center every month-- as well as two additional locations (Officers' Club and Leisure Bay Internet Cafe.) **NAVSTA Newport Radio** is our own custom radio station – with DJ's, great music and commercials for businesses or organizations like yours.

NAVSTA Newport Radio has a great mix of upbeat, family-friendly music and can be clearly heard throughout all areas of each venue. Best of all, our guests are guaranteed to hear your commercials because they can't turn it off and they can't change the channel.

Newport Naval Station / Quarterly Ad Campaign

There are three (3) **NAVSTA Newport Radio** sponsorship options available on a minimum quarterly basis:

Level	Monthly :30 Commercials	Avg Per Day	Monthly Investment	Avg Cost Per Commercial	Quarterly Rates
1	210+	7	\$125	\$0.60	\$375*
2	300+	10	\$160	\$0.53	\$480*
3	420+	14	\$200	\$0.48	\$600*

* Due to the effects of COVID-19 we will be offering a 50% discount until further notice.

- ❖ If necessary, we'll write/produce one (1):30 radio commercial for each 3-month ad buy for your business or organization **at no charge** for use on *NAVSTA Newport Radio*– and beyond. These produced commercials belong to your business and you are free to use these complimentary commercials on other platforms. Production Value: \$150 per produced commercial.
- ❖ If you already have a :30 radio commercial, you can provide it to us in an MP3 format for use on *NAVSTA Newport Radio*. You can change the commercials you provide us as often as you desire.

Packages are limited – reserve yours today!



Newport Naval Station 2020-21 Sponsorship Opportunities

Agreement

Indicate selected level and quarter(s) and year / include total amount due.
For short-term commercials, indicate quantity desired per quarter and run dates.

Package Level	Monthly Rates	# of months (3-month minimum)	Start Date	End Date	Total Investment:
1	\$125				
2	\$160				
3	\$200				
Multi-Month Discount	<i>Deduct 10% from total if purchasing 7+ months.</i>				
Total Investment:					

Full payment due in advance according to your contract with MWR NAVSTA Newport.

Sponsor Printed Name/Signature / Date

MWR NAVSTA Newport Sponsorship Coordinator
Signature / Date

To purchase a sponsorship package on **NAVSTA Newport Radio** in the John H. Chafee Fitness Center, please contact **Liz Larcom** at **(401-841-3855)** or via email: elizabeth.larcom@navy.mil .