

U.S. ARMY FAMILY AND MWR ROCK ISLAND ARSENAL



FAMILY AND MORALE, WELFARE AND RECREATION

WHAT IS FAMILY AND MWR?

Family and Morale, Welfare and Recreation (Family and MWR) exists because the U.S. Army is committed to the well-being of the community of people who serve and stand ready to defend the nation.

Family and MWR is a comprehensive network of support and leisure services designed to enhance the lives of Soldiers (Active, Reserve, and Guard), their Families, Civilian employees, military retirees and other eligible participants.

Family and MWR contributes to the Army's strength and readiness by offering services that reduce stress, build skills and self-confidence and foster strong esprit de corps. Family and MWR services also help the Army attract and retain talented people. Family and MWR is proof of the Army's commitment to caring for the people who serve and stand ready to defend the nation.



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WHAT IS FAMILY AND MWR COMMERCIAL SPONSORSHIP?



U.S. Army Family and MWR Commercial Sponsorship is an exchange of values. Corporations, associations, or individuals may provide assistance, funding, goods, equipment (including fixed assets), or services to Family and MWR programs and events in exchange for advertising and promotional opportunities with the Army community. Sponsorships are not gifts or donations. U.S. Army Family and MWR Commercial Sponsorship is tax deductible.

Army Commercial Sponsorship is a cash and/or in-kind fee paid to Family and MWR in return for access to the Rock Island Arsenal military market through various sponsorship opportunities such as: special events, sports and recreational activities. Sponsorship gives you the opportunity to gain competitive advantage through personal interaction with Rock Island Arsenal military consumers.

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POSSIBLE SPONSOR BENEFITS

INCLUDE:

On-Site Business Related Benefits

- Complimentary Tickets/Admissions
- Opportunity for Employee Participation
 - On-Site Sampling/Coupons
 - On-Site Promotions
- Opportunity for Data Collection

On-Site Brand Related Benefits

- Category Exclusivity
- ID in all On-Site Collateral Material
- Ad Space in Event Program/Catalogue
 - On-Site Display Rights
 - On-Site Booth or Kiosk
- On-Site Giveaways that Include Sponsor Logo
 - On-Site Signage
- On-Site Mentions (PA Announcements)

Off-Site Business Related Benefits

- Internet Promotions

Off-Site Brand Related Benefits

- Internet Coverage
- Inclusion in Event Promotional Pieces
- Inclusion in All Pre-Event Collateral Material
- Provision of Content for Sponsor Internet Site

...or any number of other places that helps you achieve your advertising goals!!

Your logo could be here...



...or here...



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SPONSORSHIP OPPORTUNITIES

As one of the largest employers in the Quad Cities (nearly 7,000 employees, and a total supported population of almost 62,000), Rock Island Arsenal presents a unique opportunity to sponsors to reach a large and very diverse market .



Holiday Bazaar



Soldier Show



Texas Hold 'Em Tournaments

Special Events

- Christmas Tree Lighting Ceremony
- Holiday Fair
- Health Fair
- Easter Egg Hunt
- Trunk or Treat
- Bunco Nights
- Trivia Nights
- Texas Hold 'Em Tournaments

Sporting Events

- Golf Tournaments
- Sports Leagues

Special Programs

- Army Family Action Plan (AFAP)
- Army Family Team Building (AFTB)
- Volunteer Recognition Ceremony

Other Programs

- Month of the Military Child
- Army Birthday Celebration

2020 Installation Events

Installation: Rock Island Arsenal

Family and Morale, Welfare and Recreation

POC: Chris Chambers 309-782-4420

Event	Month	Estimated Number of Participants	Description of Event
Monthly First Thursday Socials	monthly	150	Monthly social open to the public with karaoke/live music, drink specials etc.
Sports & Fitness Health Fair	Feb	1300	Health Fair - over 70 vendors - all day event
Installation Volunteer Recognition	Apr	150	Annual event recognition 100-200 installation volunteers (lunch & cake) (Command attendance)
Month of the Military Child	Apr	Open to CYSS Patrons	Appreciation and awareness of Army families through activities for children and families
Youth Summertime Activities Expo	Apr	500+	Expo showcasing local businesses, organizations etc. who offer summertime youth activities.
Easter Egg Hunt	Mar/Apr	500	Installation/community-wide event, fun for the whole family. Free pictures with the Easter Bunny, egg hunts, crafts, games, activities, etc.
CYSS Summer Day Camp (SDC) T-Shirt Sponsorship	May	varies	Sponsor helps pay for t-shirts that SDC participants wear for all field trips in exchange for logo placement on the shirts.
Run the Rock & America's Kids Run	May	1200	Open to the community, 5k/10k races plus various distance runs for kids.
Armed Forces Day Event	May	200	Appreciation Event for Military Families
Army Birthday Celebration	Jun	Varies	Annual celebration of Army Birthday to include activities for children and families; 5k run/walk, book reading, chalk drawings, parades, fun fairs, etc
Rocktoberfest	Sept/Oct	500	Annual Bavarian style fall celebration with activities for the whole family
Trunk or Treat	Oct	500	Fun & Safe Trick or Treating Event
Army Ten-Miler	Oct		Send 8 local Soldiers to represent RIA at the Army Ten-Miler competition in Washington D.C.
Teen Fall Bash	Oct	100	Fun annual event for youth enrolled in the teen program. Pizza, games, activities, prizes, etc.
Holiday Fair/Bazaar (2 consecutive days)	Nov	1000	2 day event - up to 60 vendors sell many items in Heritage hall. All day events
Army Family Action Plan Conference	Dec	50	Annual installation workshop 1 1/2 days discussing quality of life issues for resolution. (Command attendance)
Christmas Tree Lighting Ceremony	Dec	250	Annual event for employees and family members. Choir, Santa, singing, giveaways and treats.

Bunco	Apr	75	Fun evening get together. Door Prizes, snacks.
Bunco	May	75	
Bunco	Jun	75	
Bunco	Aug	75	
Bunco	Sep	75	
Bunco	Oct	75	
Bunco	Dec	125	
Newcomers Orientation and Tour	Monthly	50-100	Monthly briefings and bus tour to welcome/acclimate new Soldiers, families, and civilian employees to RIA.