

# 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, recreational activities, and cause marketing. 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 9,000 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**

### Festivals

- Employee Appreciation Day Picnic
- Holiday Fair/Bazaar

### Special Events

- Christmas Tree Lighting Ceremony
- Health Fair
- Super Bowl Party
- Family Halloween Night
- All-Army Soldier Show
- Holiday Ball
- Bunco Nights
- Trivia Nights
- Texas Hold 'Em Tournaments

### Sporting Events

- Golf Tournaments (3/year)
- 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

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## GOLF COURSE ADVERTISING OPPORTUNITIES

Reach thousands of potential customers while supporting those who serve our country. Every dollar spent advertising at the Quad Cities' most historic golf course goes directly back into quality of life programs that support Soldiers and their Families.



### Tee Sign Sponsorships

A beautifully designed and crafted tee sign with your messaging will showcase your business to thousands of consumers with disposable income every golf season.

Single sided tee sign: \$750/year  
Double sided tee sign: \$1,000/year

### Golf Cart Visor Sponsorships

With over 75% of our 17,000 average yearly customers riding in carts, placing your messaging in front of their face for their entire round of golf (3-4 hours avg.) can be an effective way to advertise to a specific target market.



Season long cart visor sponsorship: \$500/year

### Flowerbed Sponsorships

Our flowerbed sponsorships provide thousands of impressions throughout the season as well as a relaxing, team building experience for your staff and the best part, there's no cash fee to advertise, you simply "adopt" one of the various flowerbeds for the duration of the golf season in exchange for sign(s) in the bed advertising your business.



**2016 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
MWR Superbowl Party	Jan/Feb	100	Widescreen TV; Party at the bar to watch the superbowl; proceeds go to fund MWR programs that aid Soldiers and Civilians
Sports & Fitness Health Fair	Feb	1300	Health Fair - over 60 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	750	Installation/community-wide event, fun for the whole family. Free pictures with the Easter Bunny, egg hunts, crafts, games, activities, etc.
Texas Hold'em Tournament	Apr	100	Part of the Army wide tournament to crown the Army Texas Hold'em Champion; proceeds go to fund MWR programs that aid Soldiers and Civilians
US Army Soldier Show	May	2500	Professional group of Soldiers travel the world. Free show, open to the public.
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.
America's Kids Run	May	200	Fun run for children held at Military bases worldwide on Armed Forces Day
Armed Forces Day Event	May	200	Appreciation Event for Military Families
Army Birthday Celebration	Jun	Varies	Mandatory annual celebration of Army Birthday to include activities for children and families; 5k run/walk, book reading, chalk drawings, parades, fun fairs, etc
Rock the Island Car Show	Jun/Jul	500+	All day event featuring dozens of rare and collectible vehicles.
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
Texas Hold'em Tournament	Nov	100	Arsenal tournament get ready for the Army Wide Tournament proceeds go to fund MWR programs that aid Soldiers and Civilians
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	
MWR Spring Golf Outing	May	144	3 Annual events. Open to the General Public. Held at Arsenal Island Golf Course
MWR Summer Golf Outing	Jul	144	
MWR Fall Golf Outing	Sep	144	
Newcomers Orientation and Tour	Monthly	50-100	Monthly briefings and bus tour to welcome/acclimate new Soldiers, families, and civilian employees to RIA.