

SUPPORT SOLDIERS & FAMILIES THROUGH SPONSORSHIP

MWR Miami exists to enhance the quality of life, enrich living and working environments and foster a sense of community for Soldiers, Family Members, Retirees and Civilians. We invite your business to assist with one or more of the events below.

2023 EVENTS

- Outdoor Recreation Programs
- Month of Military Child
- Gold Star Events
- Military Spouse Appreciation
- Commander's Cup Golf Tournament
- Career Fair
- Army Birthday
- Community Fair
- Trunk or Treat
- Holiday Fest



Displayed below are some of the businesses we currently work with - we would like to add you to our list of sponsors.



WHY SHOULD YOUR BUSINESS BE A SPONSOR?

Commerical Sponsorship is a Department of Defense program that opens the door for civilian businesses to sponsor Family and Morale, Welfare and Recreation (MWR) programs on the installation. Sponsorship can be cash, products, or services . In return, you will be provided with logo coverage, advertising, sampling/ couponing oportunites, plus other benefits.

All revenue generated through sponsorship goes directly to MWR programs to make them successful.

Consider the impact your company can have on America's Soldiers by becoming a Corporate Sponsor.



CONTACT INFORMATION

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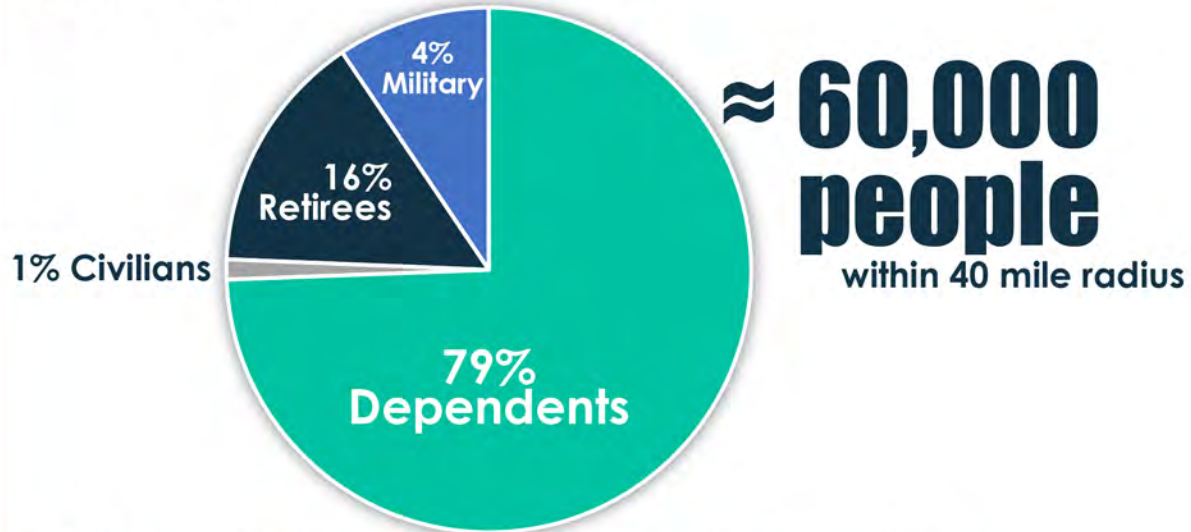
USAG - MIAMI

AT A GLANCE

Located in Doral, FL, USAG Miami is dedicated to promoting quality of life for Service Members and their Families as well as encouraging partnerships with their local community.



COMMUNITY POPULATION



- All 5 service branches stationed at USAG-Miami (Army, Navy, Air Force, Marines and Coast Guard)
- Largest population of Surviving Families of fallen Soldiers with over 1,300 throughout 9 counties in Florida
- Ongoing quality of life initiatives to include a military housing community by 2025, the expansion of AAFES and MWR program such as Leisure Travel Services



MONTH MILITARY CHILD

APRIL 1, 2023

Month of the Military Child is a month-long celebration of our Military children and the sacrifices they make serving alongside their Soldier parents. Month of the Military Child begins with a Kickoff Parade followed by facility specials, activities, 5k and activities throughout the month of April.



SPONSORSHIP LEVELS	PLATINUM \$700	GOLD \$500	SILVER \$250
Company logo on event poster in childcare facilities for the entire month of April	✓	✓	✓
Ad placed on MWR Miami enterprise website with direct link to your website	✓	✓	✗
Company logo prominently displayed on event t-shirts (plus one keepsake t-shirt)	✓	✗	✗
Company name listed in MWR Minute email newsletter	✓	✓	✓
On-site booth space at MOMC Kickoff Parade - table and 2 folding chairs	✓	✓	✓

IN-KIND ITEMS NEEDED:

- Craft Activity Supplies
- Door Supplies
- Family Packages
- T-Shirts



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GOLD STAR EVENTS

APRIL 5 & MAY 25

Honor the memory of those who made the ultimate sacrifice in the service to our country by supporting Gold Star Family members at luncheons, memorial services and more.



SPONSORSHIP LEVELS	PLATINUM \$750	GOLD \$500	SILVER \$250
Company logo on promotional materials (posters/flyers)	✓	✓	✓
On-site space for sampling (call for details)	✓	✓	✓
Company name listed in MWR Minute eNewsletter (sent to entire installation)	✓	✓	✗
Sponsors thanked at event by MC	✓	✗	✗

IN-KIND ITEMS NEEDED:

- Food Catering
- Water
- Gift Certificates/ Family Packages
- Entertainment





CAREER FAIR

MAY 11, 2023

Perfect opportunity to connect with transitioning Service members, Military spouses, dependents, contractors and more. This program will transpire with a series of mini events (resume writing workshops, head shot photo session, etc) leading up to our Career Fair.



SPONSORSHIP LEVELS	PLATINUM \$750	GOLD \$500	SILVER \$200
Booth space at the fair	✓	✓	✓
Acknowledgement by event MC at fair	✓	✓	✓
Banner placement at Fitness Center for a 3 month period (banner supplied by sponsor)	✓	✗	✗
Company name listed in MWR Minute email newsletter	✓	✓	✗
Company logo on promotional materials (posters, flyers, digital signage)	✓	✓	✓

IN-KIND ITEMS NEEDED:

- Breakfast Catering
- Water/ Health Drinks
- Prize Giveaways
- Educational Resources





GOLF COMMANDER'S CUP TOURNAMENT

MAY 18, 2023

The Commander's Cup Golf Tournament will include lunch, an 18-hole tournament alongside USAG-Miami leadership including tournament prizes, sit-down dinner and awards banquet.



SPONSORSHIP LEVELS	PLATINUM \$2000	GOLD \$1000	SILVER \$750
Company logo on thank you poster at event	✓	✓	✓
Insert in goodie bag (supplied by sponsor)	✓	✓	✗
Company logo prominently displayed on event t-shirts (plus one keepsake t-shirt)	✓	✓	✓
Company name listed in MWR Minute email newsletter	✓	✓	✓
Company logo on promotional materials (posters, flyers, digital signage)	✓	✓	✓
Complimentary 4 person team (Gold receives 2 person team- does not include green fees or cart rentals)	✓	✗	✗
Special recognition at Awards Banquet	✓	✗	✗

IN-KIND ITEMS NEEDED:

- Golf Apparel
- Sleeves of Golf Balls
- Golf Bags
- Drivers
- Putters
- Other Golf Equipment/Supplies
- Hospitality Gift Cards
- Giveaway Prizes





MILITARY SPOUSE APPRECIATION

MAY 2023

Military Spouse Appreciation is a day set aside to recognize the military spouses around us and the strength and motivation they carry that impact our military communities.



SPONSORSHIP LEVELS	PLATINUM \$750	GOLD \$500	SILVER \$250
Company name listed in MWR Minute eNewsletter (sent to entire installation)	✓	✓	✓
Company logo on promotional materials (posters/flyers)	✓	✓	✓
Ad placed on MWR Miami enterprise website with direct link to your website	✓	✓	✗
On-site space to do giveaways/sampling (call for details)	✓	✗	✗

IN-KIND ITEMS NEEDED:

- Gift Cards
- T-Shirts/ Hats
- Family Packages
- Prize Support





ARMY BIRTHDAY

JUNE 9, 2023

Celebrate the Army's 248th Birthday. Celebration includes a 5K Run/Walk where the entire community can recognize the sacrifices our Soldiers make!



SPONSORSHIP LEVELS	PLATINUM \$750	GOLD \$500	SILVER \$250
Company logo on promotional materials (posters, flyers, digital signage)	✓	✓	✓
Booth space at event for giveaways/sampling	✓	✓	✗
Company logo prominently displayed on event t-shirts (plus one keepsake t-shirt)	✓	✓	✓
Verbal recognition by event MC	✓	✗	✗

IN-KIND ITEMS NEEDED:

- Doughnuts
- Food
- Coffee
- Fruit
- Water
- Army Yellow & Black Decorations
- T-Shirts
- Giveaway Prizes





COMMUNITY FAIR

AUG 8, 2023

A forum for USAG-Miami and other agencies to provide information on programs and service available to our local military community. Schools supplies are donated kids in our military community prior to the start of the school year.



SPONSORSHIP LEVELS	PLATINUM \$1000	GOLD \$750	SILVER \$500
Both space at the fair	✓	✓	✓
Acknowledgement by event MC at fair	✓	✓	✓
Insert in goodie bag (supplied by sponsor)	✓	✓	✗
Company logo prominently displayed on event t-shirts (plus one keepsake t-shirt)	✓	✗	✗
Company name listed in MWR Minute email newsletter	✓	✓	✗
Company logo on promotional materials (posters, flyers, digital signage)	✓	✓	✓
Banner placement at Fitness Center for a 3 month period (banner supplied by sponsor)	✓	✗	✗

IN-KIND ITEMS NEEDED:

- Door Prizes
- Gift Cards
- Prize Giveaways
- Water/ Health Drinks
- Goodie Bag Items





BETTER TOGETHER

SEPTEMBER

Training for Single Soldiers, couples, Families with children facing deployment. Retreat groups participate in activities that reveal common bonds and nurture friendships. This program increased awareness of community resources that can assist with concerns about health and wellness.

SPONSORSHIP LEVELS	PLATINUM \$1000	GOLD \$750	SILVER \$500
Company logo on promotional materials (posters/flyers)	✓	✓	✓
Ad placed on MWR Miami enterprise website with direct link to your website	✓	✓	✗
Company name listed in MWR Minute eNewsletter (sent to entire installation)	✓	✓	✓
Acknowledgement by event MC	✓	✗	✗
Insert into gift bag (supplied by sponsor)	✓	✓	✓

IN-KIND ITEMS NEEDED:

- Catering
- Hotel Stays
- Giveaway/ Getaway Prizes
- Conference Rooms
- Hosting Venues





TRUNK OR TREAT

OCTOBER

A forum for USAG-Miami and other agencies to provide information on programs and service available to our local military community while handing out candy and celebrating Halloween on the installation.

HOW CAN YOU GET INVOLVED?

We invite you to decorate your vehicle, dress up and provide candy to our USAG-Miami children all while promoting your business. Attendance for this event is around 600 people. For your support we will include your company logo on promotional materials (posters, flyers, digital signage, website) and promotional material listed in MWR Minute (email newsletter). For specific details, please call.

IN-KIND ITEMS NEEDED:

- Candy
- Halloween Decorations
- Prize Giveaways
- Water



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HOLIDAY FEST

DEC 7-9, 2023

This three day event includes a holiday bazaar with local vendors, ice skating rink, outdoor movie, photos with Santa and much more! Interact with our local community with provided set-up space and distribute giveaways.



HOW CAN YOU GET INVOLVED?

We invite you to host a booth with a craft or activity for the kids to participate in. Some ideas include: jingle bell necklaces, magnets or ornaments, personalized photo frames, holiday door hangers, etc. Attendance averages between 500 - 600 people.

For your support we will include your company logo on all advertising associated with the event (for specific details, please call).

IN-KIND ITEMS NEEDED:

- Ice Skating Rink
- Photo Booth
- Prize Giveaways
- Water
- Food/Snacks



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FITNESS CENTER

USAG-Miami Fitness Center hosts a variety of events throughout the year including 5K races, leagues and tournaments alongside the city of Doral. One-on-one personal training and activities are also offered to promote a healthy lifestyle.



SPONSORSHIP LEVELS	GOLD \$500	SILVER \$250
Company logo on promotional materials (posters, flyers, digital signage)	✓	✓
Year-round banner placement at basketball courts	✓	✗
Company logo prominently displayed on event t-shirts (plus one keepsake t-shirt)	✓ 2 events	✓ 1 event

EVENTS/ PROGRAMS:

- Basketball Season
- Indoor Soccer
- Army Birthday 5K
- Fitness Classes
- Bazaars

IN-KIND ITEMS NEEDED:

- Gift Cards
- Prize Support
- Healthy Snacks
- Sports Equipment
- Sporting Event Tickets
- Water/ Sport Drinks
- Sports Apparel





OUTDOOR RECREATION

YEAR ROUND EVENTS

Soldiers, Families and guests can enjoy the great outdoors with MWR Miami. Our rental center, leisure travel office and events keeps weekends fun and active.



SPONSORSHIP LEVELS	GOLD \$500	SILVER \$250
Company logo on promotional materials (posters, flyers, digital signage)	✓	✓
Company logo on in MWR Minute eNewsletter (sent to entire installation)	✓	✗
Company logo prominently displayed on event t-shirts (plus one keepsake t-shirt)	✓	✓

IN-KIND ITEMS NEEDED:

- Gift Cards
- Prize Support
- Sports & Camping Equipment
- Family Packages
- Water/ Sport Drinks
- Sports Apparel
- Excursions



SPONSORSHIP PACKAGES (FY 23-24)

Please review and select the level of support that is most appealing to you. If you have any questions, contact me at (305)-437-1421 or stephanie.borrero.naf@mail.mil.

TITLE



Our most exclusive package

Limited to a select one company per category

Includes all events & programs PLUS

*Leader board ad (linked to website)
on miami.armymwr.com (728 x 90 p)*

*All MWR Golf Tournaments
Logo on 2 golf course tee markers*

*Top tier logo placement on all MWR
produced media*

*One (1) exclusive event with no other
sponsors*

*MWR 12 Days of Christmas
1 additional banners at authorized
MWR Facilities
LCD Digital Ad (12 months, 7 sec.
static spot)*

\$25,000

PRESENTING



Month of the Military Child

Golf Tournament

Army Birthday

Military Spouse Appreciation Day

Community Fair

Trunk or Treat

Holiday Fest

Bazaars

*1 MWR Miami Website
advertisement (direct link to website)*

*2 banners (3'H x 5'W) at
authorized MWR Facilities*

\$12,000

SUPPORTING



Month of the Military Child

Army Birthday

Military Spouse Appreciation Day

Community Fair

Trunk or Treat

Holiday Fest

*1 MWR Miami Website
advertisement (direct link to website)*

*1 banner (3'H x 5'W) at
authorized MWR Facility*

\$7,000

ADVERTISING

Advertise your business and show your support at the same time.



WEBSITE ADVERTISEMENTS

www.miami.armymwr.com

SIDEBAR ADS: Appears on the right side of the screen.

LEADERBOARD ADS: Appears at the top of the page above all content



DIMENSIONS: Sidebar: 300W x 250H pixels
Leaderboard: 728W x 90H pixels

1 Month	3 Months	6 Months	12 Months
NA/ \$100	NA/ \$275	\$250/ \$500	\$400/ \$850

FACEBOOK ADVERTISEMENT

www.facebook.com/USAGMiamiFamilyandMWR

Your ad will have high visibility using this social media platform.



DIMENSIONS: 1080W x 1080H pixels

Per Post	6 Posts	12 Posts
\$75	\$350	\$525

MWR MINUTE NEWSLETTER

Weekly newsletter sent out to entire installation (including outside U.S.) to approximately 8,000 accounts



Advertisement will be spread out over specific timeline

Per Edition	6 Editions	12 Editions
\$75	\$350	\$800

BANNER PLACEMENT

Place your company banner at MWR Facilities
Banners must be 3'H x 5'W weather resistant vinyl reinforced with grommets.
Banners are supplied by sponsor.



6 Months	12 Months
\$500	\$900

ON-SITE BOOTH DISPLAY

Set up your display in one of our facilities on a non-event day and talk directly to USAG-Miami.



1 Day	2 Days
\$200	\$350

**Rates effective through Dec 31, 2022.
We reserve the right to limit placement in facilities with competing services.
For an additional \$50, we will design your ad (static ads only).*

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