



## ANNUAL SPONSORSHIP

Companies may choose to become "Annual Sponsors" and receive prominent recognition for Family and MWR events and programs for a full year. The events described in this brochure are the major events, however events may vary from year to year. Please contact us for further information on commercial sponsorship.

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# Commercial Sponsorship Opportunities for United States Southern Command with United States Army Garrison-Miami Family and Morale, Welfare and Recreation



## Family and Morale, Welfare and Recreation (Family & MWR)

Family & MWR started on the battlefields of World War I, where behind the lines, Salvation Army sisters and Red Cross volunteers ministered to the needs of soldiers.

Family & MWR holds community-building activities, events and celebrations that bring people together; provides programs for personal growth, self-enrichment, learning and discovery; and from financial counseling, to preparedness for deployment, reunion or transition to civilian life, FMWR gives servicemembers and their Families the tools and life skills to be self-reliant.

## Why Commercial Sponsorship?

Commercial sponsorship is an essential part of Family & MWR at U.S. Southern Command. U.S. Army Garrison-Miami, which provides morale, welfare and recreation for the U.S. Southern Command, partners with the civilian community to meet corporate needs and our program needs. By sponsoring our events, companies can showcase products and services to a potential market of more than 4000 military, civilian and family members.

## Sponsor Benefits

- Recognition in garrison promotional material
- Public address recognition
- Display of products, banners, posters or table tents
- Product sample giveaways
- introduction of new products
- Reinforcement of brand recognition and loyalty
- Opportunities for co-branding



## Family and MWR Benefits

- Defrays cost of events for military and family members;
- Enhances interest in events;
- Promotes military and services image;
- Increases participation and promotes feelings of community;
- Provides opportunity to host events that might otherwise be cost-prohibitive.

## Family & MWR Sponsorship Opportunities

**Spouse Symposium** September. Attendance: 200. This annual event acquaints new spouses with the community. Information is disseminated on neighborhoods, housing, schools, parks, attractions, libraries, transportation. \$2500 and 25 door prizes: hotel stays, facials, pedicures, massages.

**Military Spouse Appreciation Luncheon** May. Attendance: 150. Annual appreciation luncheon for military spouses. \$2500 and 25 door prizes, as for the Spouse Symposium.

**Tribute to the Military 5K** March. Attendance: 500. \$2000 for registration and team uniforms.

**Wounded Warrior Softball Tournament** December. Attendance: 500. \$1300 for registration and team uniforms.

**City of Doral 5K** April. Attendance: 700. \$2000 for registration for 20 US Southern Command runners.

**Army Birthday 5K Run/Walk** June. Attendance: 250. \$2000 for t-shirts, water, fruit and medals.

**Army Ten-Miler.** June. \$10,000 for registration, uniforms and travel expenses to Washington, D.C.

**Bodybuilding Competition** August. Attendance: 150. \$6000 for stage rental, t-shirts and trophies.

**March Madness Basketball Tournament** March. Attendance: 300. \$7000 for shirts, trophies, officials, scorekeepers, beverages.

**Summer Slam Basketball Tournament** August. Attendance: 300. \$7000 for shirts, trophies, officials, scorekeepers, beverages.

**Golf Tournament** October. Attendance: 120. \$2500 for door prizes and giveaways, on course beverages and snacks.

**MWR Customer Appreciation** Semi-annual special event. Attendance: 1000. \$11000 each for door prizes and giveaways, beverages, snacks, rental of tables, chairs, tents and food, entertainment. (Military Appreciation Month - May, Military Family Appreciation - November.)

**Family Program** tba. Attendance: 200-750. \$8000 for venue rental, tents, tables, chairs, food and beverages, entertainment.

**Holiday Event** December. Attendance: 600-1000. \$2500 for door prizes and giveaways, beverages and snacks.

Alcohol and tobacco companies may not be solicited for sponsorship, however, unsolicited offers from alcohol and tobacco companies may be accepted. Such companies must also sponsor similar events in the civilian community.