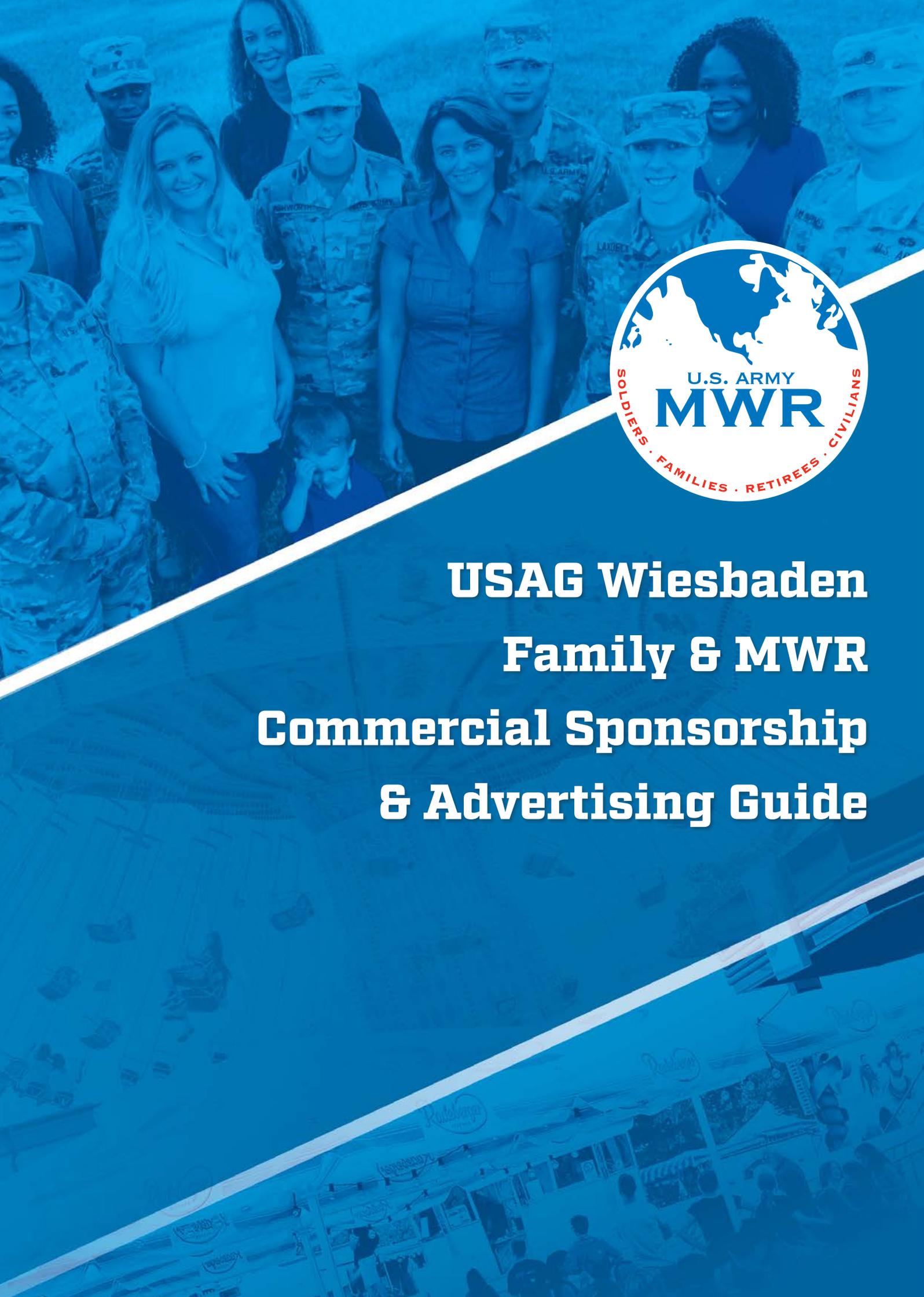




**USAG Wiesbaden
Family & MWR
Commercial Sponsorship
& Advertising Guide**







GREETINGS FROM U.S. ARMY GARRISON WIESBADEN

Thank you for your interest in connecting with the USAG Wiesbaden community in Germany through commercial sponsorship and advertising opportunities offered by the Directorate of Family and Morale, Welfare and Recreation (Family & MWR).

As the home of U.S. Army Europe (USAREUR) headquarters, we serve a notable and vibrant community of approximately 15,000. The population is comprised of active duty U.S. military, DoD civilians, local national employees, Family members, reservists and retirees. Family & MWR contributes to the Army's strength and readiness by providing first-rate support and services that improve morale, productivity, resiliency and retention.

We proudly offer numerous exciting programs and events via these Family & MWR community facilities.

Amelia Earhart Playhouse	Wiesbaden Fitness Center
Arts & Crafts Center	Wiesbaden Library
Auto Skills Center	Wiesbaden Lodge
Little Italy Restaurant & Catering	Rheinblick Golf Course
Wiesbaden Entertainment Center	Outdoor Recreation
	Warrior Zone
	And more!

This publication provides information on the myriad of event sponsorship and on-post advertising opportunities available to help you reach this exceptional market. We look forward to working with you!

DER U.S. MILITAR STANDORT WIESBADEN MOCHTE SIE WILLKOMMEN HEISSEN

Zunächst möchte ich mich für Ihr Interesse an einer Zusammenarbeit mit der USAG Wiesbaden Community in Deutschland bedanken, welche kommerzielle Sponsorenangebote und verschiedene Arten der Werbung durch das Direktorium des 'Family and Morale, Welfare and Recreation (Family & MWR)' anbietet.

Als Sitz des USAREUR Hauptquartier bieten wir unsere Dienste einer 15.000 beachtlich starken, lebhaften und pulsierenden Gemeinde an. Die Population setzt sich aus den verschiedensten Gruppen zusammen: aktive Mitglieder des U.S. Militär und deren Familien, Zivilisten des Verteidigungsministeriums, lokale nationale Angestellte, Reservisten und Ruheständler.

Family & MWR trägt zur Stärke und Bereitschaft der Army durch ausgezeichnete Unterstützung und erstklassige Dienstleistungen bei, welche die Moral, Produktivität und Beständigkeit nicht nur aufrecht erhalten, sondern auch gleichzeitig fördern.

Wir freuen uns Ihnen verschiedene Programme und Events der Family & MWR-Einrichtungen vorstellen zu können:

Amelia Eahart Playhouse	Wiesbaden Fitness Center
Arts & Crafts Center	Wiesbaden Library
Auto Skills Center	Wiesbaden Lodge
Little Italy Restaurant & Catering	Rheinblick Golf Course
Wiesbaden Entertainment Center	Outdoor Recreation
	Warrior Zone

In der folgenden Publikation können Sie sich über eine Vielzahl von Möglichkeiten bzgl. Sponsorenaktivitäten und Werbeauftritten informieren, welche Ihnen helfen werden, diese außergewöhnliche und besondere Gemeinde zu erreichen.

Ich wünsche Ihnen einen schönen Tag und freue mich bereits jetzt sehr bald von Ihnen zu hören.

Mit freundlichen Grüßen

TOP 5 WAYS TO ENGAGE U.S.A.G. WIESBADEN

- + SPONSORSHIP
- + MWR DIGITAL SLIDES
- + WEBSITE ADS
- + *InsideMWR* MAGAZINE
- + DIRECT-TARGETED ADS

COMMERCIAL SPONSORSHIP

Wiesbaden Family & MWR offers businesses an amazing opportunity to tap into the invaluable U.S. Military Market in Europe. Partnering with Family and MWR as a Commercial Sponsor gives you incredible access and exposure. Commercial Sponsorship is a monetary and/or in-kind fee paid to participate in an event.

Benefits of being a sponsor may include:

- + Heightened brand visibility
- + Direct access to the coveted military community
- + Event exhibit space
- + Demo/Sampling/Coupons/Prize Giveaway opportunities
- + Company name & logo on promotional materials
- + New/additional database/CRM development (restrictions apply)



MAJOR EVENTS

Armed Forces Entertainment Shows

Every year, AFE brings a wide range of performances to USAG Wiesbaden. Recent headliners have included: Bryan Cranston, the Magic of Rob Lake, the Harlem Globetrotters, the Washington Redskins Cheerleaders, the Blues Brothers, B.O.B, Hunter Hayes, Disney's Imagination Movers and more!

ANNUAL MAJOR EVENTS

THE MAGIC OF ROB LAKE



Spring Bazaar – March

Vendors from across Europe bring their exceptional wares directly to USAG Wiesbaden consumers. Thousands flock to the Fitness Center for this three-day shopping extravaganza!

Estimated attendance 2,500 – 3,500

Andrews Federal Credit Union Freedom Run – April

This mega event has grown into the community's premier run of the year. It includes a 10-mile run, a 5k run/walk and a ½ mile kid's run. The event is capped off with free food, entertainment and awards!

Estimated attendance: 500+

Kinderfest – April

The high point of the Month of the Military Child is this family festival. The Kinderfest is filled with games, music, face painting, crafts and an "eggstra-ordinary" egg hunt!

Estimated attendance: 1,500+

Volunteer Recognition Ceremony – April

The contributions of volunteers are celebrated with a special reception at the Community Activities Center. Garrison leadership is present to announce the "Volunteer of the Year" award winner.

Estimated attendance: 150+

REDSKIN CHEERLEADERS



TOPPERS GALA

TOPPERS Gala - April

This IMCOM awards show is a culmination of a 6-week judging period of U.S Army Entertainment programs in Europe. Sponsor logos included in all publicity materials and recognized in announcements at each of the competing garrisons in Germany, Belgium, Italy and the UK. Sponsors also have the opportunity to present an award at the TOPPERS gala, host a display booth and receive VIP tickets to the event.

Estimated attendance: 500

Military Spouse Appreciation Day - May

Military spouses are the quiet heroes who support our troops during mission, deployment and reintegration. On this day we show appreciation of their service with a day of free food, classes, massages and giveaways!

Estimated attendance: 300+

Back to School Expo - August

MWR partners with the Exchange to celebrate the start of a new school year. The event includes rides, activities, community information booths and giveaways.

Estimated attendance: 6,000



AFAP Conference - October

The Army Family Action Plan Conference is a vehicle for members of the military community to provide input to Army leadership. This is a high-profile two-day event.

Estimated attendance: 250+

Fall Bazaar - October

This three-day shopper's paradise is one of the most anticipated base events of the year! The Fitness Center host this year's showcase of European products. The ideal place to take care of all your holiday shopping.

Estimated attendance: 2,500 - 3,500

Holiday Tree Lighting - November

The garrison Holiday Tree Lighting ceremony is followed by a celebration including pictures with Santa, food, crafts & prizes! Sponsor logos are also featured on the official MWR Holiday Greeting Card.

Estimated attendance: 800+





**FIT
FOR
FUN!**



Fitness Resolution Days – January & September

Timely fitness booster events that include free exercise classes, massages and prize drawings.

Armed Forces Day Run – May

The USAG Wiesbaden community celebrates America's military by participating in a 5k or 10k run.

5k Color Run – June

The chance to be doused in a dazzling array of colors brings hundreds of participants to this fun run.

10 Mile Race – August

A new event perfect for runners looking to challenge themselves.

The Dirty 30 Duathlon – September

A popular introduction to the multisport movement is the duathlon. The USAG Wiesbaden version includes a 20-mile bike ride and a 10-mile run.

Zombie Run – October

Zombies and ghouls of all kinds take over Clay Kaserne for this 5k fun run.

Turkey Trot – November

Thanksgiving-associated prizes draw gobblers of all ages to this holiday fun run.

Jingle Bell Jog – December

Runners in holiday attire get “jingly” with it at this annual 5k fun run around the airfield.



WIESBADEN ENTERTAINMENT CENTER CELEBRATIONS

The Wiesbaden Entertainment Center, affectionately called the WEC, offers food service, bowling, conference rooms and more. This community hub hosts events nearly every weekend. Popular events include:

- + Super Bowl Party
- + Celebrity Meet and Greets
- + Two-Step Tuesdays
- + Thirsty Thursday Karaoke
- + Mother's Day Bowling
- + Father's Day Bowling
- + New Year's Eve Party



THE VAULT CLUB AND CASINO

The Vault Club and Casino held its grand opening in 2018. The former bank building has been transformed into a hot spot for lively entertainment such as:

- + Salsa Night
- + Open Mic Night
- + St. Patrick's Day Karaoke
- + Summer Block Parties
- + Pool & Dart Tournaments
- + New Year's Eve Party



BOSS PROGRAM

The Better Opportunities for Single Servicemembers (BOSS) program is based out of the Warrior Zone. Every week, troops gather to relax, socialize and sign up for trips and activities. Patron sponsors are integrated into monthly BOSS events.