



USAG WIESBADEN FAMILY & MWR

Commercial Sponsorship & Advertising Guide





Greetings from U.S. Army Garrison Wiesbaden!

WE'RE HERE TO HELP YOU.

EN

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 USAREUR headquarters, we serve a notable and vibrant community 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 and retention.

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

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

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



ny

DE

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

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 USAG Wiesbaden

- 1 WEBSITE ADS
- 2 INSIDE MWR MAGAZINE







Coverage for your uniforms, gear and more.¹ Starting at \$12 a month.²

Get a USAA Personal Property Insurance quote.



 **00-800-531-80800**

No official U.S. Army endorsement is implied. Sponsorship does not imply endorsement by the Department of Defense. USAA means United Services Automobile Association and its affiliates. For loss due to a covered peril of military uniforms or equipment owned by you and when the loss occurs while you are on active or reserve duty, no deductible will be applied. ¹Countrywide average price for policyholders who have \$2,500 personal property coverage, \$100,000 liability coverage and \$5,000 medical payments coverage as of May 2015. Rates vary by location and risk. Rates are subject to change. Membership eligibility and product restrictions apply and are subject to change. Renters Insurance provided by United Services Automobile Association, USAA Casualty Insurance Company, USAA General Indemnity Company, Garrison Property and Casualty Insurance Company, and USAA, Ltd. (Europe), San Antonio, TX, and is available only to persons eligible for P&C group membership. Each company has sole financial responsibility for its own products. © 2016 USAA. 231931-0616-A

SONY

- 3 MWR DIGITAL SLIDES
- 4 STATIC FACILITY DISPLAYS
- 5 COMMERCIAL SPONSORSHIP



COMMERCIAL SPONSORSHIP

Wiesbaden Family & MWR offers businesses the opportunity to participate in community life and thus build relationships with this discerning audience. 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/Couponing/Prize Giveaway opportunities
- Company name & logo on promotional materials
- New/additional database/CRM development (restrictions apply)



AFE Phillip Phillips Concert

ARMED FORCES ENTERTAINMENT (AFE) SHOWS

Throughout the Year

Every year, AFE brings a wide range of performances to USAG Wiesbaden. Recent headliners include Sick Puppies, Bryan Cranston, The Magic of Rob Lake, NFL Cheerleaders, Phillip Phillips, P.O.D. and Alien Ant Farm.

SPRING BAZAAR

Spring

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 3000+

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+



2019 Back to School Expo

Major Events

KINDERFEST

Spring

The high point of the Month of the Military Child is this family festival. The Kinderfest at the Wiesbaden Entertainment Center is filled with games, music, face painting, crafts and an “eggstra-ordinary” egg hunt! Estimated attendance: 1500+

VOLUNTEER RECOGNITION CEREMONY

April

The contributions of volunteers are celebrated with a special reception at the Community Activity Center. Garrison leadership is present to announce the “Volunteer of the Year” award winner. Estimated attendance: 200+

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+

TOPPERS GALA

April

This IMCOM Europe awards show draws leadership and community members from across Europe to celebrate U.S. Army Entertainment programs. The event is a unique opportunity for sponsors to achieve regional recognition as the competition encompasses garrisons in Germany, Belgium, Italy and the UK. Sponsors also have the opportunity to present an award on stage, host a display booth and receive VIP tickets to the event. Estimated attendance: 600+

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: 2500+

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 showcase of European goods is the ideal place to complete holiday shopping. Estimated attendance: 3000+

HOLIDAY TREE LIGHTING

November/December

The garrison Holiday Tree Lighting Ceremony is followed by a celebration including pictures with Santa, food, crafts & prizes. Estimated attendance: 800+

**New and special events are continually added. Events & dates are subject to change.*

Get your product or service in front of thousands of people.

Promotion Through Fitness

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.

ANNUAL 5K COLOR RUN

June

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

NEW DOG & JOG 5K

September

Pet owners will enjoy exercising with furry friends and getting some great information on pet care.

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

Delicious 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.



ness Events





USAG Wiesbaden MWR Facilities

HIGH TRAFFIC. HIGH VISIBILITY.

THE VAULT CLUB & CASINO

The former bank building transformed into the Vault Club & Casino in 2018. Today it is a lively venue for comedy shows, salsa nights and other musical entertainment.

OUTDOOR RECREATION

2020 marks the opening of a new facility on Clay North. The new Outdoor Recreation Center will be a one-stop shop for tours & trips, classes, equipment rentals, paintball and a retail shop.

AMELIA EARHART PLAYHOUSE

Each year, the Amelia Earhart Playhouse (AEP) produces several live theatrical productions ranging from comedies, dramas and musicals, to one-act plays and children's theater. Patron sponsors benefit from association with a high-profile community touchstone. They also receive ad space in playbills and a limited number of courtesy tickets to the shows.

WIESBADEN LIBRARY

The Wiesbaden Library is the number one library in circulation among all U.S. Army Europe installations. This community hub is renowned for its extensive offerings from books to media to social events such as Harry Potter, Back to Hogwarts, the American Girl Doll Social, Spanish Language Storytime, the Summer Reading Program and more.

BOSS PROGRAM

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

WIESBADEN ENTERTAINMENT CENTER

The Wiesbaden Entertainment Center, affectionately called the WEC, offers food service, bowling, conference rooms and more. The WEC hosts regular community events such as Trivia Nights, Thirsty Thursday Karaoke, Penny-A-Pin bowling etc.

The spectacular Rheinblick Golf Course is the setting for over 25,000 rounds of golf per year.

Nestled in the Frauenstein forest, Rheinblick offers a pro shop, lessons, a restaurant, a conference venue and numerous golf events.

THE TOP 3 ANNUAL TOURNAMENTS

RHEINBLICK OPEN

July

Annual event includes putting contest, live music, steak dinner, door prizes and fireworks! The format is 54-hole stroke play with the highest handicap flight playing 54-hole Stableford. Estimated tournament participants: 60 – 150

RHEINBLICK CLUB CHAMPIONSHIP

August

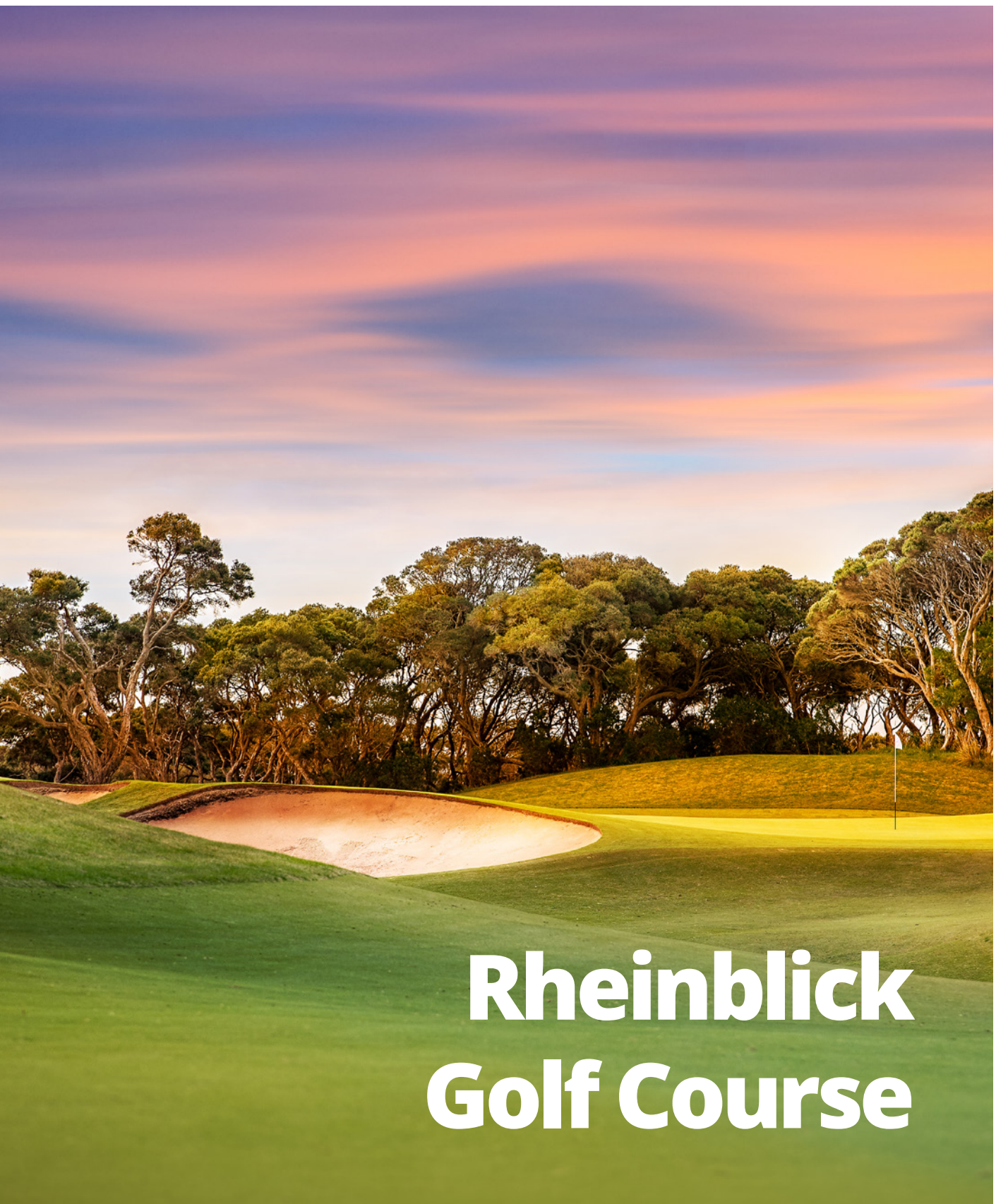
36-hole stroke play. Highest flight will play 36-hole gross Stableford for prizes. Estimated tournament participants: 60 – 150

NEW EUROPEAN FORCES TEAM CHAMPIONSHIPS

September

USAG Wiesbaden community golfers get a chance to represent their garrison in a showdown with other European installations! Estimated tournament participants: 60 – 150





Rheinblick Golf Course

Advertising Rates

MWR DIGITAL SLIDES

30+ monitors located in high-traffic areas throughout USAG Wiesbaden.

AD SPECS	MONTHLY	3 MONTHS	6 MONTHS	1 YEAR
1920x1080p	\$150	\$383	\$675	\$1170

INSIDE MWR

Inside MWR (our organizational magazine) is distributed throughout all high-traffic locations across USAG Wiesbaden and is ideal for wide visibility.

4 issues per year/ 3000 prints per issue

AD TYPE	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES
Inside Cover / Back Cover	\$1900	\$3230	\$4275	\$4940
Full Page	\$1500	\$2550	\$3375	\$3900

OUTDOOR DISPLAYS

Locations and sizes vary. Please consult with Sponsorship and Advertising Manager for inventory availability.

Minimum of 3 months.

SIZE	3 MONTHS	6 MONTHS	1 YEAR
Dependent upon type & location (max 150x240cm)	\$1125	\$1688	\$2925

FACILITY BANNERS

Indoor locations and sizes vary. Please consult with Sponsorship and Advertising Manager for inventory availability.

Minimum of 3 months.

SIZE	3 MONTHS	6 MONTHS	1 YEAR
Dependent upon type & location	\$900	\$1350	\$2340

WEBSITE ADS

Advertise on facility pages at wiesbaden.armymwr.com.

AD TYPE	MONTHLY	3 MONTHS	6 MONTHS	1 YEAR
Leaderboard <i>728x90p</i>	\$350	\$893	\$1575	\$2940
Sidebar <i>300x250p</i>	\$225	\$574	\$1013	\$1890
Bottom Square <i>180x150p</i>	\$175	\$446	\$788	\$1470

WIESBADEN ENTERTAINMENT CENTER (WEC) MARQUEE

The marquee is a large, two-sided and highly-visible display in front of the WEC. Size is approximately 2x1,5m.

File sizes are 1920x1080p and at least 72ppi.

SIZE	3 MONTHS	6 MONTHS	1 YEAR
2x1,5m	\$1200	\$1800	\$3120

MWR HOLIDAY CALENDAR (NEW!)

2020 marks the debut of an official MWR Calendar. Advertisers can purchase space to accompany a specific month. Advertiser contact information will be included in a directory inside the front cover. Rate is \$350.

SIZE	1 YEAR
120x25mm	\$350

HOST NATION ORIENTATION

This class is held every Tuesday year-round with only a two-week break during the holidays. This is a unique way to reach a large swath of newcomers in the aggregate and no staffing is required! Advertisers simply provide materials for an information table that MWR staff sets up for each class.

AD TYPE	1 YEAR
Handouts	\$1500

RHEINBLICK GOLF COURSE ADVERTISING

RHEINBLICK GOLF GUIDE

Annual print of 5000

SIZE	FEE
Inside Cover (front or back) or Back Cover	\$1500
Full Page	\$1200
Half Page	\$600

RHEINBLICK GOLF MOBILE APP

Each set is an opportunity to include custom promotional birdie sinkers at the associated holes. The add-ons, available on a limited basis, include push notifications and loyalty programs. More details can be provided upon request.

COURSE SECTION	3 MONTH	6 MONTHS	1 YEAR
Front 9 (2 pop-ups)	\$300	\$450	\$780
Back 9 (2 pop-ups)	\$300	\$450	\$780







**There are
many other
opportunities
for customized
advertising
available on a
limited basis.**

EXAMPLES INCLUDE:

- Facility Literature Displays
- Social Media Posts (Facebook, Instagram & Twitter)
- Golf Pro Shop Signage
- Golf Tee Signs
- Golf Driving Range Banners and More!



Combination Packages

A combination Advertising & Sponsorship package is an ideal way to maximize marketing dollars.

ADVANTAGES INCLUDE:

- Tailored, focused market approach
- Multiple community touch points
 - High frequency and reach
- Added value discounts and more!

Referral Bonus

Commercial Sponsors/Advertisers with a current agreement in effect can save up to \$500 on their annual renewal by referring a new sponsor/advertiser who signs an agreement of equal or greater value. Certain restrictions apply. Inquire for details.



***NEW AND SPECIAL EVENTS ARE CONTINUALLY ADDED. EVENTS & DATES ARE SUBJECT TO CHANGE.**

The best way to break through the clutter and deliver targeted messaging to this peerless market is through a combination advertising & sponsorship approach.

Our Advertising & Sponsorship Manager can work with you to create a customized package tailored to your needs. Call today!

TRAVIS THURSTON

Senior Designer/Marketing Specialist

0611-143-548-9125

usarmy.wiesbaden.id-europe.list.mwr-marketing@mail.mil





wiesbaden.armymwr.com
@wiesbadenarmymwr