

# SPONSORSHIP & ADVERTISING

USAG WIESBADEN FAMILY & MWR



2024 EDITION





Wiesbaden Kurhaus, Photo Credit: Getty Images

# GREETINGS FROM U.S. ARMY GARRISON WIESBADEN!

## OUR BRAND

United States Army Garrison (USAG) Wiesbaden Family, Morale, Welfare and Recreation (Family & MWR) plans, produces, promotes and manages world-class programs for Military Members and their Families—including a host of recreation, sports, entertainment, travel and leisure activities.

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.

When you join our program to reach out to these special target markets, you will also support outstanding programs for those defending our peace and freedom.



*Millions of Soldiers, Families, Retirees and Civilians rely on Family & MWR programs to upgrade their quality of life throughout the USA, Europe and around the world.*

**ALIGN YOUR BRAND AND  
PRODUCT WITH THE STRENGTH  
OF THE U.S. ARMY IN EUROPE**

**REACH MORE THAN 20,000  
SOLDIERS, FAMILIES,  
RETIREES AND CIVILIANS**

**SUPPORT VALUABLE  
PROGRAMS FOR THE U.S.  
ARMY IN EUROPE**

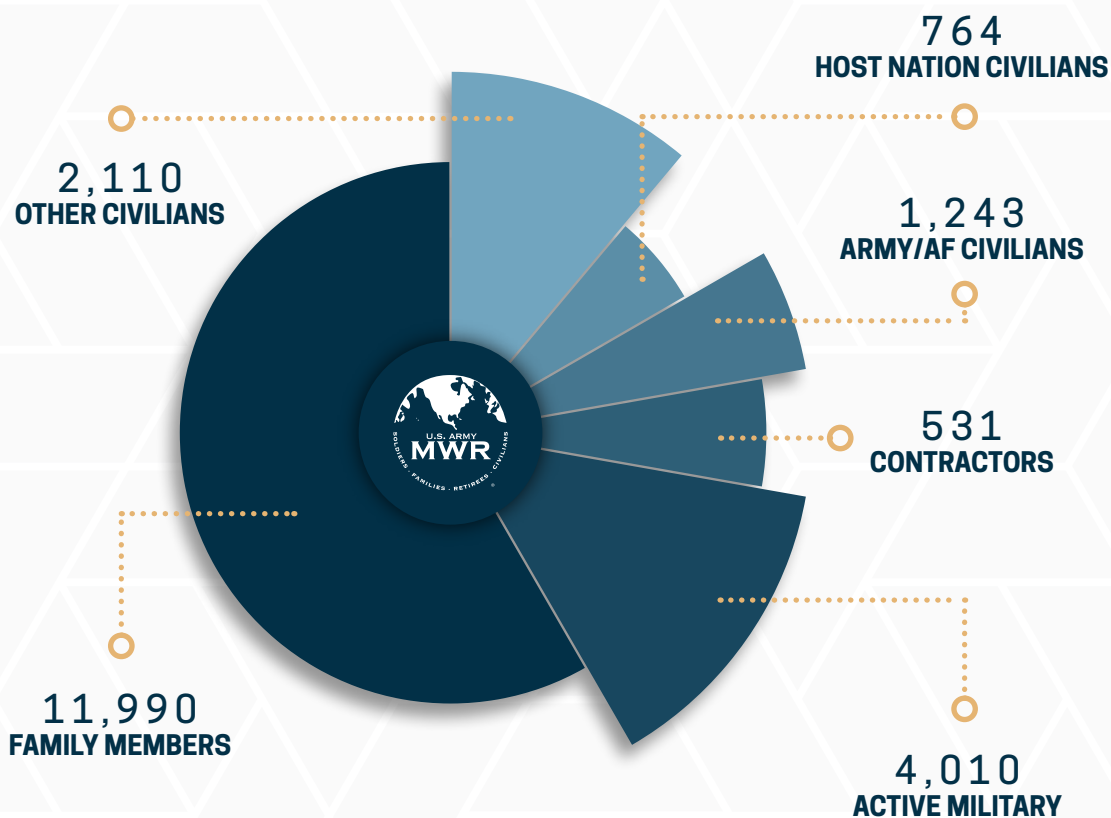


# DEMOGRAPHICS



- At least 58% of Active Duty Soldiers are younger than 30
- Army Soldiers and Families are smart shoppers with most having pursued higher education
- Army Soldiers and DoD Civilians earn at least 30 vacation days per year
- Army Soldiers and DoD Civilians are highly mobile with a permanent change-of-station (PCS) move every 2 to 3 years
- Army Soldiers and DoD Civilians have strong disposable income with generous benefits packages

## MARKET SIZE POPULATION AT USAG WIESBADEN





*“Andrews Federal team is proudly committed to sponsoring and providing support for our USAG Wiesbaden Family Morale, Welfare and Recreation (FMWR) community events.”*

**DAMITA ROBINSON, CHIEF OPERATING OFFICER  
ANDREWS FEDERAL CREDIT UNION**





# SPONSORSHIP

Companies who currently supply goods and services, as well as those who wish to expand their market to the US Army consumer, can increase their visibility, build sales and promote brand loyalty through Sponsorship of Family & MWR events.

There are many different ways that a company can sponsor or become a partner in Family & MWR events and programs. Providing a direct monetary contribution underwriting event-related costs such as entertainment, transportation, prizes and supplies is one way.

Companies may also directly provide products or services, such as food or beverages, travel tickets, sports supplies, prizes or other items that enhance programs and encourage event participation.

By partnering with Family & MWR, sponsors can gain access to a vast market of well-educated, financially stable consumers.



## OTHER BENEFITS INCLUDE

### BRAND RECOGNITION

Create a positive, memorable image of your product and services. Generate positive word-of-mouth advertising through public address recognition.

### HEIGHTENED VISIBILITY

Family & MWR events and venues offer a wide exposure to a broad range of consumers. This type of visibility builds the number of overall impressions by the Army audience and creates a positive public image to the Civilian Market.

### COMMUNICATING A COMMITMENT TO THE MILITARY LIFESTYLE

On-post events offer sponsors the opportunity to gain exposure in the American Military Market while physically located in Germany. Your support creates goodwill and builds brand loyalty.

### DRIVING SALES

As a sponsor, you have many opportunities to increase sales, both directly and indirectly.

### SHOWCASING PRODUCT ATTRIBUTES

At certain levels of sponsorship, companies are authorized a display space for the duration of the event, allowing companies to interact face-to-face with current and potential customers. Demonstrating your product in action or calling attention to your product is possible through couponing and sampling.

# SPONSORSHIP TIERS

TIERS	ADVERTISING LOCATIONS	SPONSOR RECOGNITION	SPONSOR TABLE AT FMWR EVENTS	SPONSORS TABLE AT MAIN EVENTS	FIREWORK SPONSOR
<b>DIAMOND PREMIER</b> \$75,000+	✓ ALL*	✓ 12 MONTHS		✓ ALL EVENTS	✓
<b>DIAMOND</b> \$50,000	✓ 2 LOC.	✓ 12 MONTHS	✓ 2 EVENTS	✓ ALL MAIN EVENTS	✓
<b>PLATINUM</b> STARTING AT \$30,000	✓ 1 LOC.	✓ 6 MONTHS	✓ 1 EVENT	✓ 4 MAIN EVENTS	
<b>GOLD</b> STARTING AT \$20,000		✓ 3 MONTHS		✓ 3 MAIN EVENTS	
<b>SILVER</b> STARTING AT \$10,000	✓ 1 LOC. FOR 6 MONTHS	OR ✓ 2 MAIN EVENTS		✓ 2 MAIN EVENTS	
<b>BRONZE</b> STARTING AT \$5,000	✓ 1 LOC. FOR 3 MONTHS	OR ✓ 1 MAIN EVENT		✓ 1 MAIN EVENT	
<b>VIP CUSTOM</b> PRICING ON REQUEST	Select number of advertising locations, number of events, table preference, length of time, etc.—and we will provide you with your own custom quote to suit your preferences and advertising needs!				

## ADVERTISING LOCATIONS

Outdoor Rec. Center, Warrior Zone, Sports & Fitness Center, Wiesbaden Entertainment Center Bowling Lanes, Rheinblick Golf Course, etc.

\*Does not include Bowling Lanes at WEC

## SPONSORSHIP RECOGNITION

Includes MWR website, social media, digital flyers, LED displays and posters for selected events.

## MAIN EVENTS

Annual Holiday Tree Lighting, 5K Fun Runs and 10K Runs, Oktoberfest, July 4th Festival and more! For 2024, the 75th Anniversary of the Berlin Airlift will be a 3-day event in June.



*“Andrews Federal Credit Union recognizes the importance of fostering a strong community and enhancing the wellbeing of military and civilian personnel, and their families stationed at USAG Wiesbaden.”*

**JAMES NIBA, BRANCH MANAGER, ANDREWS  
FEDERAL CREDIT UNION**





# PRINT & DIGITAL ADVERTISING

Commercial Advertising offers the opportunity to display your company's message in a variety of ways throughout USAG Wiesbaden. Family & MWR operates a website, print and digital advertising, and a number of facilities on post—including lodging, sports fields, golf

course, bowling lanes, recreation center, restaurants, community centers and more! Advertising with Family & MWR is a powerful tool for your business to grow within the American Military presence here in Germany. When the American Military Community

at USAG Wiesbaden becomes well-aware of your products and services through effective advertising with Family & MWR, they will bring that experience to other areas of the world.

*With us, your message is heard loud and clear.*

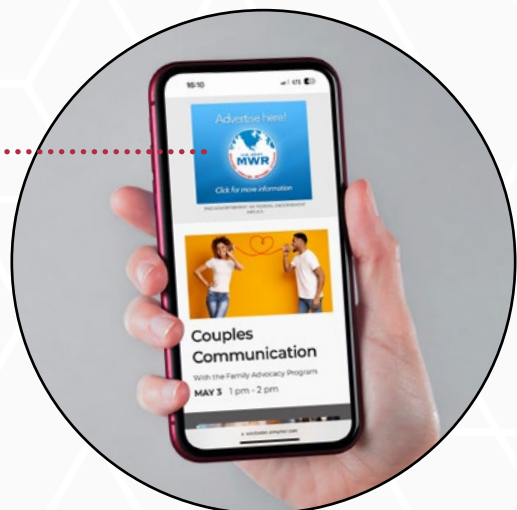
**15+  
MONITORS IN FACILITIES  
ACROSS THE INSTALLATION**

*Approximately 10 plays per hour*



## MWR WEBSITE ADS

*Leader Boards and Content  
Integrated, optimized for mobile*







# RHEINBLICK GOLF COURSE

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.

*“Autohaus Haese is a veteran-owned company that proudly supports our Soldiers and Families as a Sponsor and Advertiser in the USAG Wiesbaden community.”*

**SYLVESTER HALL, STATION MANAGER VOLVO AUTOHAUS HAESE**



# ADVERTISING RATES

OUTDOOR	PRINT ADVERTISING	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
	HAINERBERG PREMIUM	\$660	\$1,880	\$3,560	\$6,730
	OUTDOOR BANNER PER LOCATION	\$605	\$1,724	\$3,260	\$6,170
INDOOR	ATHLETIC BALL FIELD SIGNS	N/A		\$5,082	\$9,680
	HANGING BANNER GYM	N/A	\$2,055	\$3,905	\$7,430
	POSTERS	\$242	\$690	\$1,375	\$2,750
	FLYERS	\$182	\$512	\$1,010	\$2,000

VAT	PRINT ADVERTISING	1/4 PAGE	1/2 PAGE	1/4 FRONT COVER	ENTIRE BACK COVER
	VALUE ADDED TAX (VAT) GUIDE AD <i>*all prices are for 12 months</i>	\$1,000	\$2,000	\$3,500	\$5,000

RHEINBLICK GC	PRINT ADVERTISING	6 MONTHS	12 MONTHS
	GOLF CART ADS	\$2,500	\$5,000
	SCORECARD ADS 105x148 mm (A6)	N/A	\$3,500 PER BATCH
	TEE BOX ADS	\$600 PER HOLE	\$1,200 PER HOLE
	GOLF BENCH ADS	\$500 PER BENCH	\$1,000 PER BENCH



# ADVERTISING RATES

## WEBSITE

## MONITORS

DIGITAL ADVERTISING	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
<b>BIG BOARD</b> 300x250 pixels	\$300	\$855	\$1,620	\$3,060
<b>LEADER BOARD</b> 728x90 pixels	\$350	\$1,000	\$1,890	\$3,570
<b>TOP LEADER BOARD</b> 728x90 pixels	\$500	\$1,425	\$2,700	\$5,100
<b>FMWR LED DIGITAL KIOSK</b> Per Location	\$400	\$1,200	\$2,400	\$4,800
<b>WEC BOWLING LANES MONITORS</b>	\$1,500	\$3,500	\$6,500	\$12,500
<b>SOCIAL MEDIA POSTS</b>	Exclusively for Family & MWR Commercial Sponsors			

## BANNERS

- Includes printing and hanging from advertiser-provided, camera-ready artwork / Marketing will print the first banner
- Camera-ready artwork must be provided to Family & MWR Marketing three weeks prior to banner display
- Banner size is 178x100 cm / Safe zone is 166x88 cm
- \$50 banner reprinting cost will be charged if banner is destroyed by wind, rain or other weather elements or damaged or defaced in any way

## FACILITY ADVERTISEMENTS

- Printed window clings and posters must be provided by the advertiser

## ATHLETIC FIELD ADVERTISEMENTS

- Includes sign printing and hanging from advertiser-provided, camera-ready artwork

## WIESBADEN FAMILY & MWR SOCIAL MEDIA ADVERTISEMENTS

- Advertiser must provide full text/captions and high-quality .jpg file in sRGB format to Marketing at least seven days prior to post
- Post sharing is limited to once per week

## IMPORTANT NOTES

- All advertisements must include required legible verbiage "Paid advertising. No Federal Endorsement Implied."
- If submitted design does not meet requirements, corrections will be made at \$50/hr rate (minimum of 1 hour will be charged)



*“Patriot Military Automobiles  
is a proud supporter of  
USAG Wiesbaden Family  
and MWR, proudly serving  
those that serve!”*

**THOMAS PISTULKA, CLIENT RETENTION AND MARKETING  
SPECIALIST, PATRIOT MILITARY AUTOMOBILES**



# SPECIAL EVENTS

Family & MWR gives Soldiers, Families, Retirees and Civilians a variety of entertainment options to participate throughout the year. From small to large scale events, they are designed to improve the overall quality of life for the U.S. Military community here. Sponsoring our events will give you an opportunity to be at the event and interact with our Military community directly.

Your sponsorship will enhance the diversity of our events and help Family & MWR present special events more successfully. Past examples of Special Events include:

## **SPRING AND FALL BAZAAR**

## **GERMAN-AMERICAN FESTIVAL**

## **ARMED FORCES ENTERTAINMENT (AFE) EVENTS**

## **HOLIDAY TREE LIGHTING**



# SPORTS & FITNESS



*Family & MWR helps our Soldiers, Families, Retirees and Civilians stay fit while they are deployed and stationed at USAG Wiesbaden. From competitive events to recreational fun, we offer something for everyone.*

**5K AND 10K RUNS**

**INTRAMURAL LEAGUES**

**SPORTS TOURNAMENTS**

**FITNESS COMPETITIONS**

**GOLF CLINICS**

**BOWLING LEAGUES**



*Family & MWR Sponsorship & Advertising*

*#WunderschönWiesbaden*

*holly.e.strout.naf@army.mil*

*0611.143.548.9022*

*wiesbaden.armymwr.com/advertise*

*15*



*“Nothing offers an opportunity to bond and give thanks quite like breaking bread together. We’re showing gratitude to our defenders by serving them hearty, classic American meals nationwide and at military outposts in Germany and Korea.”*

**LINDA LOWRY, GARY SINISE FOUNDATION, MILITARY LIAISON, SPECIAL PROJECTS**



*“Nothing offers an opportunity to bond and give thanks quite like breaking bread together. We’re showing gratitude to our defenders by serving them hearty, classic American meals nationwide and at military outposts in Germany and Korea.”*

**LINDA LOWRY, GARY SINISE FOUNDATION, MILITARY LIAISON, SPECIAL PROJECTS**

A group of nine people are posed for a photo. In the front row, three individuals are kneeling: a man on the left in a U.S. Army uniform holding a large silver trophy, a man in the center in a U.S. Army uniform holding a large silver plaque, and a woman on the right in a black t-shirt with 'IMCOM' and 'WOLFPACK' logos, also holding a silver plaque. Behind them stand five men, four in U.S. Army uniforms and one in a black t-shirt with 'FREEDOM' and 'COM' logos. All individuals are wearing medals around their necks. The background is a plain, light-colored wall.



# B.O.S.S. PROGRAM



*Life Skills Classes*  
*Single Soldier Day*  
*Installation Meetings*  
*High Adventure Trips*  
*Volunteer Opportunities*

Family & MWR's Better Opportunities for Single Soldiers (B.O.S.S.) Program supports the overall quality of life for single or unaccompanied Soldiers deployed or stationed at USAG Wiesbaden.

The B.O.S.S. Program provides an opportunity for Single Soldiers to participate with their community and gives the individual a sense of responsibility and involvement.





# OUTDOOR RECREATION



QUARTERLY SHOOTING COMPETITIONS  
BI-ANNUAL GERMAN HUNTING COURSES  
BI-ANNUAL SPORT SHOOTING COURSE  
THREE GERMAN FISHING COURSES  
BI-ANNUAL SCHÜTZENMEISTER COURSES  
IMCOM-E BIKING CHALLENGE



*Family & MWR Sponsorship & Advertising*

*#WunderschönWiesbaden*

*holly.e.strout.naf@army.mil*

*0611.143.548.9022*

*wiesbaden.armymwr.com/advertise*

*18*







# CHILDREN & FAMILY

*Having fun things to do with the kids is always important to parents. Family & MWR helps keep kids active throughout the year with fun programs and events for all ages.*

## PAST EVENT INCLUDE

**MONTH OF THE MILITARY CHILD**

**KINDERFEST**

**TRUNK OR TREAT**

**YOUTH SPORTS**

**JOB FAIRS**

**VOLUNTEER RECOGNITION**

**SUMMER & WINTER READING PROGRAMS**

# ARE YOU READY TO WORK TOGETHER WITH FAMILY & MWR?

**FAMILY & MWR CAN HELP YOU DELIVER YOUR MESSAGE TO THE U.S.  
ARMY EUROPE MARKET IN THE MOST EFFECTIVE WAY.**

**FAMILY & MWR CAN HELP YOU BOOST THE SALES OF YOUR PRODUCTS AND SERVICES  
TO AMERICAN CONSUMERS WORKING AND LIVING IN GERMANY AND THEY WILL  
TAKE THAT IMPRESSION BACK TO THE USA AND OTHER LOCATIONS.**

**FAMILY & MWR IS DEDICATED TO SERVING OUR CUSTOMERS—  
SOLDIERS, FAMILIES, RETIREES AND CIVILIANS.**

**FAMILY & MWR PROMOTES GERMAN ATTRACTIONS AND CULTURES  
TO SOLDIERS, FAMILIES, RETIREES AND CIVILIANS.**

**FAMILY & MWR MEANS SUPPORT FOR THE U.S. MILITARY.**

*We can connect you with a  
diverse military market.*







