

SPONSORSHIP & ADVERTISING

USAG WIESBADEN FAMILY & MWR





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**

Family & MWR Sponsorship & Advertising

#WunderschönWiesbaden

wiesbaden.armymwr.com/advertise

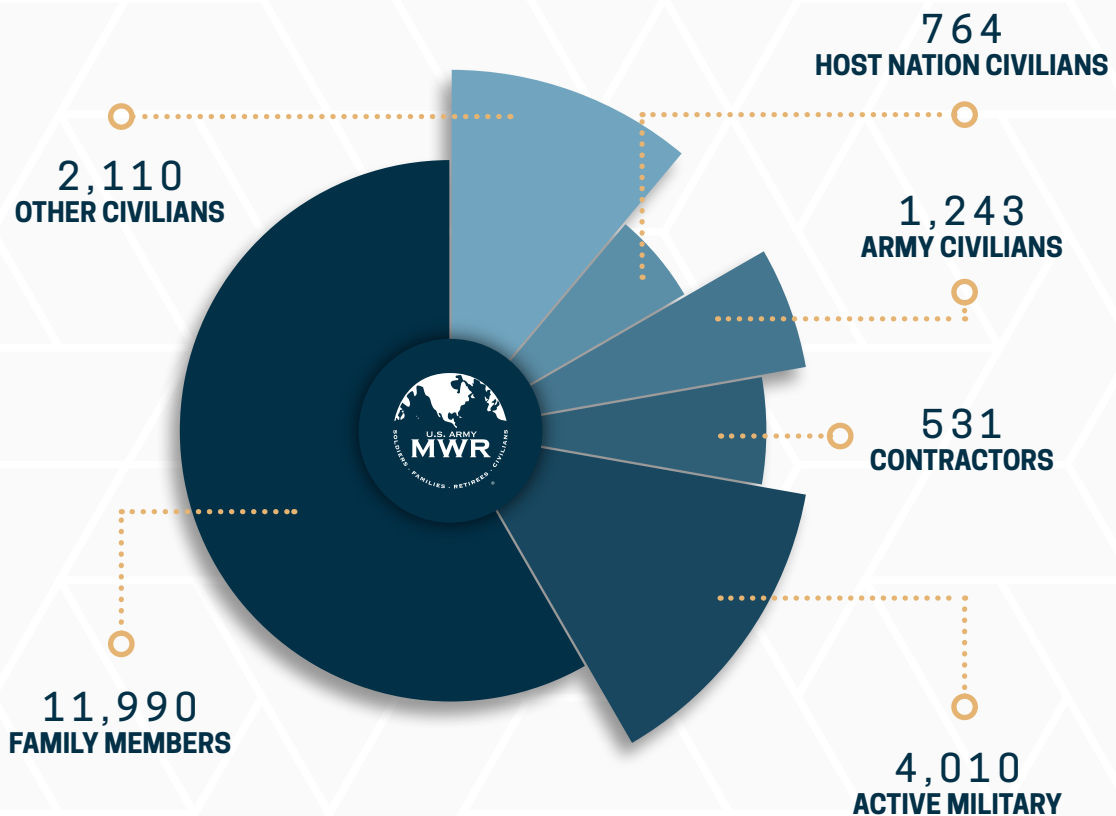
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DEMOGRAPHICS



- 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 have strong disposable income with generous benefits packages
- Army Soldiers and DoD Civilians are highly mobile with a permanent change-of-station (PCS) move every 2 to 3 years

MARKET SIZE POPULATION AT USAG WIESBADEN



Family & MWR Sponsorship & Advertising



“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**



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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. One way is to provide a direct monetary contribution underwriting event-related costs such as entertainment, transportation, prizes and supplies.

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

*LOC. = LOCATION

TIERS	ADVERTISING LOCATIONS	SPONSOR RECOGNITION	SPONSOR TABLE AT FMWR EVENTS	SPONSORS TABLE AT MAIN EVENTS	FIREWORK SPONSOR
DIAMOND PREMIER ELITE \$100,000+	✓ ALL DIGITAL & 2 OTHER ADVERTISING OPTIONS	✓ 12 MONTHS	✓	✓	✓
DIAMOND PREMIER \$75,000+	✓ 3 LOC.	✓ 12 MONTHS	✓ ALL EVENTS	✓ ALL EVENTS	
DIAMOND \$50,000	✓ 2 LOC.	✓ 12 MONTHS	✓ 2 EVENTS	✓ ALL MAIN EVENTS	✓
PLATINUM STARTING AT \$30,000	✓ 1 LOC.	✓ 6 MONTHS	✓ 1 EVENT	✓ 4 MAIN EVENTS	
GOLD STARTING AT \$20,000		✓ 3 MONTHS		✓ 3 MAIN EVENTS	
SILVER STARTING AT \$10,000	✓ 1 LOC. FOR 6 MONTHS	OR ✓ 2 MAIN EVENTS		✓ 2 MAIN EVENTS	
BRONZE STARTING AT \$5,000	✓ 1 LOC. FOR 3 MONTHS	OR ✓ 1 MAIN EVENT		✓ 1 MAIN EVENT	
VIP CUSTOM 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 (19)

Outdoor Rec. Center, Warrior Zone, Sports & Fitness Center, Wiesbaden Entertainment Center Bowling Lanes, Rheinblick Golf Course, etc. *Does not include Bowling Lanes at WEC

MAIN EVENTS

Annual Holiday Tree Lighting, 5K Fun Runs, 10K Runs, Spring & Fall Bazaar, Oktoberfest, July 4th Festival and more! *All Family & MWR Events does not include regional or open-post events.

SPONSORSHIP RECOGNITION

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

Sponsorship packages are quoted at monetary value. Any added SWAG or in-kind sponsorship does not go toward the monetary sponsor levels. All SWAG and in-kind must be noted in agreement as an additional supplement.

Our advertising digital ads are per location, which is priced at \$400 per location per month. The total cost of advertising with a digital ad at all 19 locations is \$91,200 annually. This is included in the *Diamond Premier Elite* sponsor level.



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

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.

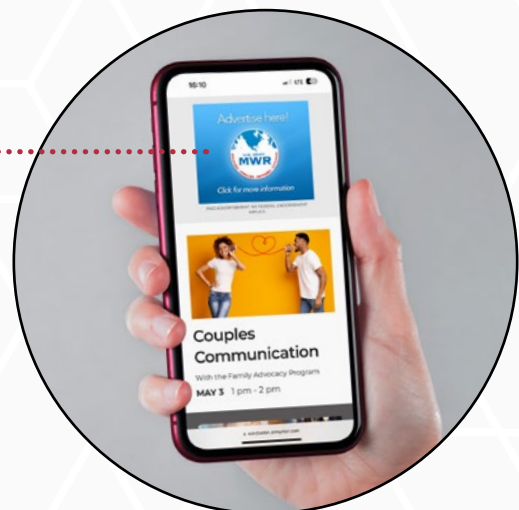
15+
MONITORS IN FACILITIES
ACROSS THE INSTALLATION

Approximately 10 plays per hour



MWR WEBSITE ADS

*Leader Boards and Content
Integrated, optimized for mobile*



“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



ADVERTISING RATES

PRINT ADVERTISING		1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
OUTDOOR	HAINERBERG PREMIUM	\$660	\$1,880	\$3,560	\$6,730
	OUTDOOR BANNER PER LOCATION	\$605	\$1,724	\$3,260	\$6,170
	ATHLETIC BALL FIELD SIGNS	N/A		\$5,082	\$9,680
INDOOR	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

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

PRINT ADVERTISING	6 MONTHS	12 MONTHS
GOLF CART ADS	\$2,500	\$5,000
SCORECARD ADS <i>105x148 mm (A6)</i>	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

	DIGITAL ADVERTISING	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
WEBSITE	BIG BOARD 300x250 pixels	\$300	\$855	\$1,620	\$3,060
	LEADER BOARD 728x90 pixels	\$350	\$1,000	\$1,890	\$3,570
	TOP LEADER BOARD 728x90 pixels	\$500	\$1,425	\$2,700	\$5,100
MONITORS	FMWR LED DIGITAL KIOSK Per Location	\$400	\$1,200	\$2,400	\$4,800
	WEC BOWLING LANES MONITORS	\$1,500	\$3,500	\$6,500	\$12,500
	SOCIAL MEDIA POSTS	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.

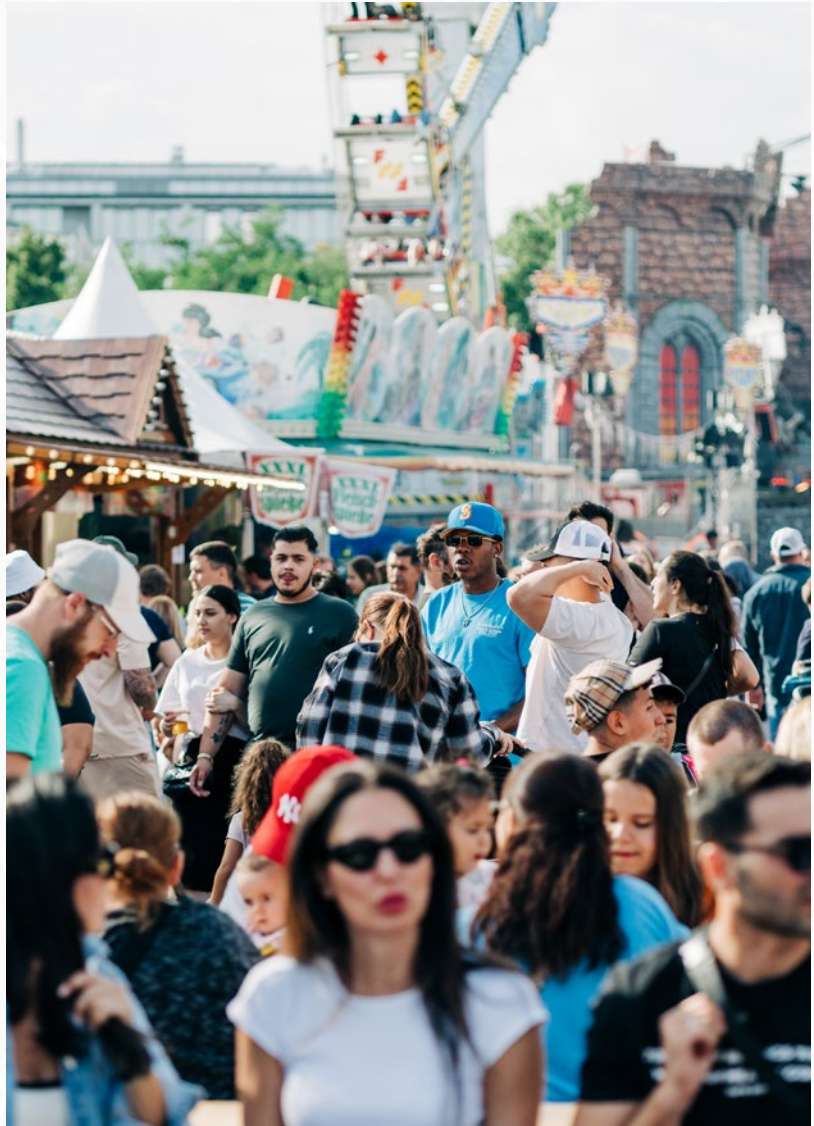
Your sponsorship will enhance the diversity of our events and help Family & MWR present special events more successfully. Past examples of Special Events include:

SPRING AND FALL BAZAAR

GERMAN-AMERICAN FESTIVAL

ARMED FORCES ENTERTAINMENT (AFE) EVENTS

HOLIDAY TREE LIGHTING



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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



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“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



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.



Family & MWR Sponsorship & Advertising

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



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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 EVENTS 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.*



