

USAG YONGSAN-CASEY  
Family and Morale, Welfare & Recreation Marketing  
Commercial Sponsorship & Advertising Program



USAG YONGSAN-CASEY FAMILY AND MWR

# COMMERCIAL SPONSORSHIP & ADVERTISING OPPORTUNITIES

Website: [casey.armymwr.com](http://casey.armymwr.com)

 YongsanCaseyFMWR

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# COMMERCIAL SPONSORSHIP OPPORTUNITIES

USAG Yongsan-Casey, Family and Morale, Welfare & Recreation presents numerous community programs and activities throughout the year that may range from large-scale special events to facility-based events and sports / fitness events open to all military members, families, DOD civilians and KN personnel.

Commercial sponsorship support is mainly focused to enhance and increase retention, and reduce overall stress and uncertainty of soldiers' lives. These events offer several commercial sponsorship opportunities that help increase visibility, enhance better quality of life of soldiers, your profile, and provide you a chance to showcase your company products and services to the community. Give us a call so we can discuss the ideal selection to meet your organization's budget and sponsorship goals.

## FMWR PROVIDES TO SPONSOR

- Name and logo on all Event printed materials (banners, posters, flyers) and digital (FMWR signage, Social Media posts) as the Event 'Presenting Sponsor'
- MC Announcement: Sponsorship presented by 'Your Company'
- Company presence at the Event to display products or services
- Provide tables, tent, chairs, and power outlet at the Event Booth
- Authorized to distribute products/service materials throughout the Event
- Sponsor CEO or representative recognized at the Event by Commanding Officer and other Army Garrison senior leadership

# 1. FMWR SPECIAL EVENTS

USAG Yongsan-Casey presents major community events that attract 2,000 – 3,000 members of the community featuring live stage entertainment, unit contests, carnival games and rides, prize giveaways, BOSS activities, field games, fireworks show, food/beverages, and more.

## Super Bowl Party (February)

This event celebrates the biggest and the most watched football match of the year. Free breakfast, door prizes, halftime quiz show, and more thanks to the support of our generous sponsors.



## Independence Day Celebration (July)

The biggest national holiday celebration of the year. This event includes variety of live music, performance, activities with prize giveaways, and end the event with a 10 to 15 minutes of grand fireworks show.



## Super Fall Fest (September)

The Super Fall Fest at Casey, held annually in September, is a lively celebration of the fall season. Attendees can enjoy thrilling rides, indulge in delicious culinary delights, and groove to live K-POP performances. But the real excitement peaks with the thrilling prize draw. Adding an extra layer of anticipation, the event features a captivating firework display those lights up the night sky, creating an enchanting backdrop for families to come together, revel in the seasonal festivities, and create cherished memories.



## Holiday Tree-Lighting Ceremony (December)

The Annual Holiday Tree Lighting Ceremony at Camp Casey brings warmth to the community. This event includes live holiday music, refreshments, official lighting of the holiday tree on base and the arrival of Santa Claus. Children and families can have their pictures taken with Santa.

## BOSS New Year's Eve Party (December)

This event is for the Soldiers and families to get together and celebrate new year filled with food, door prizes, dancing and laughter.



## 2. FACILITY-BASED EVENTS

USAG Yongsan-Casey offers and collaborates with various members of the community to present programs, planned and executed by FMWR such as Golf Tournament, Hiking Challenge, Summer Pool Party, Hovey Block Party, Halloween Trunk or Treat, and many more.

- **Volunteer of the Year Recognition Ceremony (April)**
- **Soldier's Memorial Day Golf Tournament (May)**
- **BOSS Summer Pool Party (June)**
- **Camp Hovey Block Party (August)**
- **Talent Show (September)**
- **Halloween Trunk or Treat (October)**
- **BOSS Haunted Halloween Party (October)**



### 3. SPORTS / FITNESS EVENTS

Our commercial sponsorship program provides you the opportunity to take part in numerous sports-based, community recreation, Better Opportunities for Single Soldiers(BOSS) programs throughout the year. These events tend to attract anywhere from 100-300 participants per event. Your organization has the potential to capture 2,000 or more community members spread out in several events throughout the year.



#### Unit Level Sports Programs

- Volleyball (March)
- Softball (April)
- Basketball (June)
- Soccer (August)
- Flag Football (August)
- Basketball (November)

#### Individual Sports/Fitness Programs

- Bataan Death March Memorial (March)
- Sexual Assault Awareness & Prevention 5K Run (April)
- Army Birthday 5K Run (June)
- Suicide Awareness & Prevention 5K Run (September)
- 9/11 Remembrance Climb (September)
- Columbus Day 5K Run (October)
- Thanksgiving Turkey Trot 5K Run (November)

#### Unit Level Holiday Invitational Tournaments

- Martin L. King Jr. Birthday Basketball Tournament (January)
- Memorial Day Softball Tournament (May)
- Independence Day Softball Tournament (July)
- Labor Day Flag Football Tournament (August)
- Columbus Day Soccer 5 on 5 Tournament (September)
- Thanksgiving Day Basketball Tournament (November)
- Christmas Basketball Tournament (December)
- Christmas Volleyball Tournament (December)

# COMMERCIAL ADVERTISING OPPORTUNITIES

We have multiple advertising venues for you to choose from and some of these venues include the In the Zone (Monthly Magazine), Warrior's Compass (Bi-Weekly Online Newsletter), Yongsan & Casey Website, DID Sign Board (Digital Sign), Banner Pole, Roll Up Banner Stand, Community Map, Zodiac Calendar and much more!

## IN THE ZONE

The USAG Yongsan-Casey, Family and MWR *In The Zone* monthly magazine is published in hard copy and distributed throughout USAG Yongsan, Camp Casey, and Camp Hovey. The *In The Zone* magazine digital files are posted on Yongsan and Camp Casey Website and Facebook. This is a great opportunity for your business to advertise in a widely read forum exclusive to the U.S. Army community.



- **Monthly Magazine**
- **Advertising Rates**
  - Full page (18 x 25 cm): \$4,500/year, \$2,700/6 months, \$500/month
  - Half page (18 x 12 cm): \$2,700/year, \$1,620/6 months, \$300/month
  - Specified page: Additional 15% charge to the pre-discounted amount.
  - \* Discounts available for long-term contracts:
    - a) 25% discount for 1 year contracts.
    - b) 10% discount for 6-month contracts.
- **Distribution:** USAG Yongsan / Camp Casey / Camp Hovey
- **Posted on Website and Facebook**

## COMMUNITY MAP

- 51 X 36 cm Camp Casey & Hovey Map
- **Advertising Size:** 13 x 18 cm, 1/8 Size of the Entire Back Page
- **Advertising Rates**
  - \$3,000/year
- **Distribution:** 3,000 Copies



## BANNER POLE DISPLAY

- **Advertising Size**
  - Camp Casey & Hovey: 5.5 x 0.9 m
- **Advertising Rates Per Location (Excludes Banner Design/Print Cost)**
  - 1 Banner: \$2,040/year, \$1,080/6 months, \$570/3 months, \$200/month
  - \* Discounts available for long-term contracts:
    - a) 15% discount for 1 year contracts.
    - b) 10% discount for 6-month contracts.
    - c) 5% discount for 3-month contracts.
  - \* Additional 5% discount for three or more Banner Pole Display contracts.
- **Distribution**
  - Camp Casey & Hovey:
    - 7 Locations in Casey
    - 2 Locations in Hovey



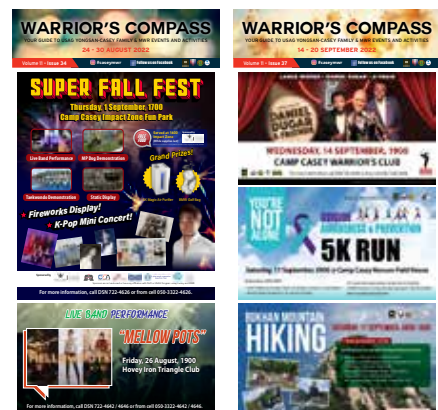
## ROLL UP BANNER STAND

- **Advertising Size**
  - 85 x 215 cm
- **Advertising Rates (Excludes Banner Design/Print Cost)**
  - 1 Banner: \$2,040/year, \$1,080/6 months, \$570/3 months, \$200/month
  - \* Discounts available for long-term contracts:
    - a) 15% discount for 1 year contracts.
    - b) 10% discount for 6-month contracts.
    - c) 5% discount for 3-month contracts.
  - \* Additional 5% discount for three or more Roll Up Banner Stand contracts.
- **Distribution**
  - Camp Casey & Hovey:
    - Any Family & MWR facility



## WARRIOR'S COMPASS

- **Weekly Online Newsletter**
- **Size: 8.5 x 13 inch**
- **Advertising Rates**
  - Advertising Size: 8.5 x 4 inch (1/3 Page)
  - \$2,040/year, \$1,080/6 months, \$570/3 months, \$200/month
  - \* Discounts available for long-term contracts:
    - a) 15% discount for 1 year contracts.
    - b) 10% discount for 6-month contracts.
    - c) 5% discount for 3-month contracts.
- **Email Distribution: Over 600 Subscribers**
- **Posted on Social Media and MWR Website**



# ZODIAC CALENDAR

- 50 x 69 cm Poster Type Calendar
- Advertising Size: 46 x 6 cm
- Advertising Rates
  - \$3,000/year
- Distribution: 3,000 Copies



# LCD DIGITAL SIGNAGE

- Advertising Size
  - 36 x 20 inch on 47" Screen
- Advertising Rates
  - \$4,080/year, \$2,160/6 months, \$400/month
  - \* Discounts available for long-term contracts:
    - a) 15% discount for 1 year contracts.
    - b) 10% discount for 6-month contracts.
- Distribution: 10 Locations
  - Marketing Bldg.
  - Casey Lodge
  - Maude Hall
  - Indianhead Golf Course
  - PX
  - Casey Community Activity Center
  - Carey Fitness Center
  - Warrior's Club
  - Iron Triangle Club
  - Casey Bowling Center



Locations and availability are subject to change.

# DID DIGITAL SIGNAGE

- Advertising Size
  - 20 x 36 inch on 47" Screen
- Advertising Rates
  - \$4,080/year, \$2,160/6 months, \$400/month
  - \* Discounts available for long-term contracts:
    - a) 15% discount for 1 year contracts.
    - b) 10% discount for 6-month contracts.
- Distribution: 10 Locations
  - Casey Exchange Food Court
  - Casey Commissary
  - Impact Zone
  - Marketing Office
  - Casey USO (TBD)
  - Hanson Field House
  - Warrior's Club
  - Hovey Fitness Center



Locations and availability are subject to change.



# WEBSITE:

## [casey.armymwr.com](http://casey.armymwr.com)

The Family & MWR website is a one stop shop for all information regarding USAG Yongsan-Casey, Family and MWR programs, activities, events, facilities, FAQs, contact information, and much more.

- **Leaderboard/Right Sidebars**

- Ads appear on every page
- Ad rotation based on page refresh and page navigation
- Advertising Size: **728 x 90 pixels** / **300 x 250 pixels**

- **Advertising Rates**

- \$1,600/year, \$1,200/9 months, \$800/6 months, \$500/3 months, \$200/month
- Bottom Ads (180 x 150 pixels): \$100/month

\* One year advertisement contract will include one month of complimentary advertising on the bottom space.





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