

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
yongsan.armymwr.com

 facebook.com/fmwryongsan

 facebook.com/caseyfmwr

 instagram.com/caseymwr

Point of Contact:

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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.

K-16 Fall Music Festival (October)

Fall Festival for K-16 Soldiers, civilians, family members and local national employees to have fun and feel the autumn season with music and various events. This event includes Children's activities such as inflatable games, Karaoke contest, Special Award Recognition and Live Band Performance.



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)
- K-16 Ten Miler 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 News Letter), Yongsan & Casey Website, DID Sign Board (Digital Sign), Banner Pole, Ball Field Banner Sign, Map & Guide Book, Zodiac Calendar, Planner and much more!

IN THE ZONE

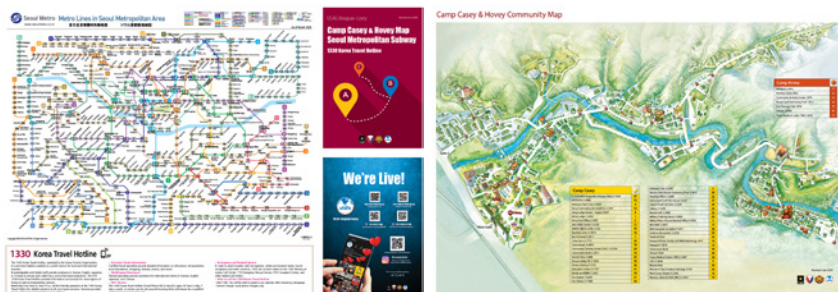
The USAG Yongsan-Casey, Family and MWR In The Zone monthly magazine is published in hard-copy with 2,000 copies being distributed throughout USAG Yongsan, K-16 Air Base, Camp Casey and Camp Hovey. The In The Zone magazine digital files are posted on Yongsan and Camp Casey Website and Facebook. This is 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 (180x250 mm): \$4,500/year
 - Half page (180x125 mm): \$2,500/year
 - Specified Page: Add 15%
- **Distribution:** 2,500 Copies (68 Pages) USAG Yongsan / K-16 Air Base / Camp Casey / Camp Hovey
- **Posted on Website and Facebook**

USAG Yongsan-Casey Map & Guide

- **9.75x3.75 inch 8 sides Folded Brochure**
- **Advertising Size: 9.75x3.75 inch, Back Page**
- **Advertising Rates**
 - \$2,000/year
- **Distribution: 5,000 Copies**



Banner Pole Display

- **Advertising Size**
 - Yongsan & K-16: 4x1.25 m
 - Camp Casey & Hovey: 5x0.9m
- **Advertising Rates (Excludes Banner Design/Print Cost)**
 - Yongsan, K-16, Camp Casey & Hovey: \$2,000/year, \$200/month
- **Distribution**

Yongsan:

 - Front of Ball Field, South Post
 - Front of Commissary Entrance, South Post

K-16 Air Base:

 - Front of Community Activities Center
 - Front of K-16 Gym

Camp Casey & Hovey:

 - 9 Locations



Warrior's Compass

- **Weekly Online Newsletter**
- **Size: 8.5x13 inch**
- **Advertising Rates**
 - Advertising Size: 8.5x4 inch (1/3 Page)
 - \$2,000/year, \$1,200/6 months
- **Email Distribution: Over 400 Subscribers**
- **Posted on Social Networking Service & Website**



DID Digital Signage

- **Advertising Size**
 - 25x10 inch on 47" Screen
- **Advertising Rates**
 - \$4,000/year, \$2,000/6 months, \$400/month
- **Distribution: 10 Locations**
 - Casey Bowling Center
 - Casey Commissary
 - Impact Zone
 - Marketing Office
 - Casey USO
 - Hanson Field House
 - Warrior's Club
 - Hovey Fitness Center
 - K-16 Community Activities Center (2)



LCD Digital Signage

- **Advertising Size**
 - 25x10 inch on 47" Screen
- **Advertising Rates**
 - Advertising Rates: -\$2,000/year, \$1,000/6 months, \$200/month
- **Distribution: 8 Locations**
 - Marketing Bldg.
 - Casey Lodge
 - Maude Hall
 - Indeanhead Golf Course
 - PX Food Court
 - PX
 - Casey Community Activity Center
 - Carey Fitness Center
 - Warrior's Club
 - Iron Triangle Club



Zodiac Calendar

- **22x28 inch Poster Type Calendar**
- **Advertising Size: 12x1.5 inch**
- **Advertising Rates**
 - \$3,000/year
- **Distribution: 3,000 Copies**



Casey Taxi Stand

- **Advertising Size**
 - 1.4~1.6X1.2m
- **Advertising Rates**
 - \$2,000/year, \$1,000/6 months
- **Distribution: 8 Locations**
 - Casey PX & Food Court Parking Lot



Website

casey.armymwr.com

yongsan.armymwr.com

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

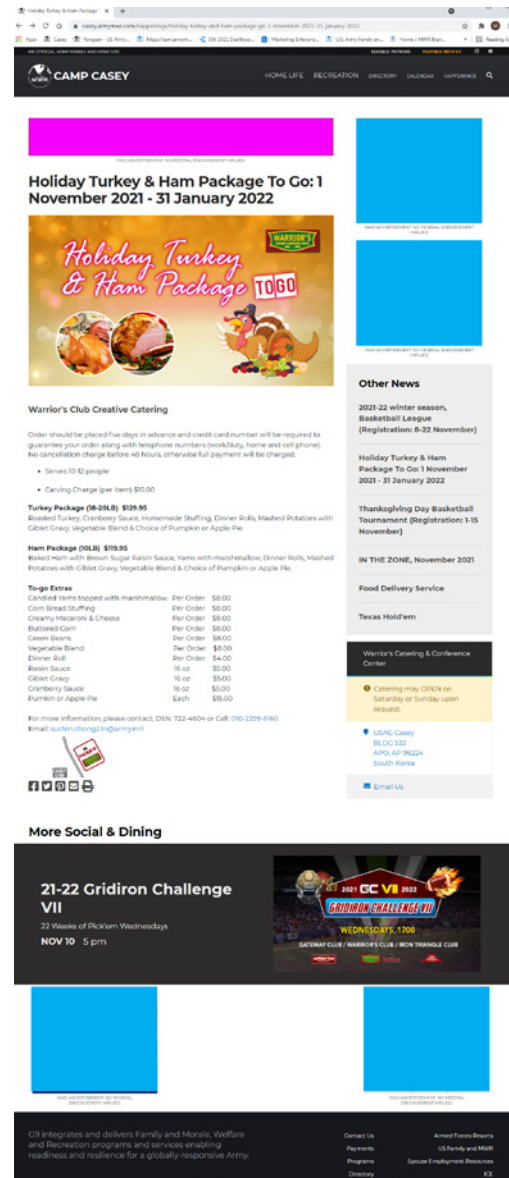
• Leader Board/Right Sidebars

- Ads appear on every page
- Ad rotation based on page refresh and page navigation Advertising Size: **728X90** / **300x250**

• Advertising Rates

- \$1,600/year, \$1,200/9 months, \$800/6 months, \$500/3 months, \$200/month
- Bottom Ads (180X150): \$100/month

- * One year advertisement contract will include one month of complementary advertisement on the bottom space.



Family and MWR Planner

- 11x8.5 inch Notebook Type Planner (40 pages)
- Advertising Size: 8.5x11 inch, Back Page
- Advertising Rates
 - \$2,000/year
- Distribution: 500 Copies



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