

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



## USAG YONGSAN-CASEY, FAMILY AND MWR **COMMERCIAL SPONSORSHIP & ADVERTISING OPPORTUNITIES**

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 [instagram.com/caseymwr](https://instagram.com/caseymwr)  
[casey.armymwr.com](https://casey.armymwr.com)  
[yongsan.armymwr.com](https://yongsan.armymwr.com)

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



# FMWR PROVIDES TO SPONSOR

- Name and logo on all Event printed materials (banners, posters, flyers) and digital (FMWR signage, Warrior's Compass) as the Event 'Presenting Sponsor'
- Emcee Announcement: Sponsorship presented by 'Your Company'
- Company presence at the Event to display products or services
- Provide tables, tent, chairs, 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, car shows, carnival games, carnival rides, air bouncy house, BOSS activities, field games, fireworks show, and carnival food/beverages.

### 4th of July, Independence Day Celebration (July)

The purpose of the event is to provide our USAG Yongsan-Casey Soldiers, civilians, family members and local National employees a safe and exciting Independence Day holiday celebration experience. This event will include live entertainment, a DJ with music and food eating contest throughout the evening. At the end of event we will include a 10 to 15 minute fireworks display to end the evening.

### K-16 Fall Music Festival (October)

The purpose of the event is to provide our K-16 Soldiers, civilians, family members and Local national employees to have fun and feel the autumn season with music and various events. Fall Music Festival includes Children events, Karaoke contest, Limbo, Pull Up Bar competition, Frozen Socks wearing contest, Inflatable games, Bean Back game, Special Award Recognition and Live Band Performance.

### Super Bowl Party (February)

Annual Super Bowl event. Join the USAG Yongsan-Casey, community as we cheer for our favorite team in the largest, most watched, sporting event of the year. We will provide a FREE Breakfast starting at 0700 and until gone. We will give out great door prizes throughout the game and at halftime, compliments of our many generous sponsors and Family and MWR.



### **Holiday Tree-Lighting Ceremony (December)**

Annual Holiday Tree Lighting Ceremony in Camp Casey! Enjoy live Christmas music, refreshments, lights and the arrival Of Santa Claus. Children can have their pictures taken with Santa at this free event, parents don't forget to bring camera or cell phone to capture the moment!

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

Annual New Year's Eve Party. Dress to impress, walk the red carpet and experience the excitement of the Paparazzi, who will be there to cover this exciting event. The evening festivities will feature an enchanted night of food, fun and dancing. To include a dance off contest, door prizes every hour and delicious breakfast buffet served at midnight.



## **2. FACILITY-BASED EVENTS**

USAG Yongsan-Casey offer and collaborate with various members of the community to present programs planned and executed by FMWR and Better Opportunities for Single Soldiers entities such as Super bowl party, Golf tournament, Pool party, Hovey block party, Halloween Party, Holiday tree lighting ceremony, New year's eve party and much more and more.

### **Volunteer of the Year Recognition Ceremony (April)**

Annual Volunteer of the Year Recognition Ceremony. To thanking volunteers and volunteer leaders in a way that acknowledges their contributions. "Volunteers are the Heart of the Army Community"





### **Soldier's Memorial Day Golf Tournament (May)**

To celebrate Memorial Day, Casey Indianhead Golf Course presents Annual Soldier's Memorial Day Golf Tournament. Soldiers, DoD civilians, retirees and local national employees gathered at the Camp Casey Indianhead Golf Course and compete their golf skills and 1st, 2nd and 3rd place trophy awarded.

### **BOSS Summer Begins Pool Party (June)**

Annual BOSS Summer Begins Pool Party. Better Opportunity for Single Soldiers presents fun and exciting summer pool party at Hanson Outdoor Pool. To include a karaoke, corn hole, food eating contest, dunk tank and dance contest and much more.

### **Camp Hovey Block Party (August)**

Annual Camp Hovey Block Party. One full day of fun and excitement beginning with BBQ Cook-out, games, music and much more! Open to all USAG Yongsan-Casey Community, including KATUSAs.

### **Talent Show (September)**

This is an event that Soldiers, DoD Civilians and KATUSA participants show off their talent such as comedy, sing-a-song and dancing.

### **Gridiron Challenge (September - February)**

The "Gridiron Challenge" Program at the Gateway Club, Warrior's Club and Iron Triangle Club on Camp Casey and Hovey is geared towards football fans that love a great challenge. This program provides fans the opportunity to show their knowledge of the game, by picking the most winners weekly.

### **Trunk or Treat (October)**

The Camp Casey Community is invited to decorate their vehicles with a Halloween theme and compete for 1st, 2nd and 3rd place trophy winners.

### **BOSS Haunted Halloween Party (October)**

Compete in our costume contest! Categories include scariest, most creative and best all-around costume. Don't miss out on the hottest Halloween Party in Korea.

### 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 programs throughout the year. These events tend to attract anywhere from 100-300 participants per event. Your company 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 (Summer) (June)
- Soccer (August)
- Flag Football (August)
- Basketball (Winter) (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 included the In the Zone (Monthly Magazine), Warrior's Compass (Bi-Weekly 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 2,500 copies being distributed throughout USAG Yongsan, K-16 Air Base, Camp Casey and Camp Hovey. In The Zone magazine digital file is posted on Yongsan and Camp Casey Website and Facebook.

This is a great opportunity for your businesses 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 (80 Pages) USAG Yongsan / K-16 Air Base / Camp Casey / Camp Hovey
- **Posted on Website and Facebook**

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## USAG Yongsan-Casey Map & Guide/Warrior's 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**





## Yongsan, K-16 Air Base, Camp Casey & Hovey Banner Pole Display

- **Advertising Size**
  - Yongsan & K-16: 4x1.25 m
  - Camp Casey & Hovey: 5x0.9m
- **Advertising Rates (Excludes Banner Cost)**
  - Yongsan & K-16: \$3,000/year, \$300/month
  - 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



## Weekly Newsletter Warrior's Compass

- **Weekly Newsletter**
- **Size: 8.5x11 inch**
- **Advertising Rates**
  - Advertising Size: 8.5x13 inch
  - \$2,000/year, \$1,200/6 months
- **Email Distribution: Over 400**



## DID Digital Signage

- **Advertising Size**
  - 25x10 inch on 47" Screen
- **Advertising Rates (Excludes Banner Cost)**
  - \$4,000/year, \$2,000/6 months, \$400/1 month
- **Distribution: 8 Locations**
  - Collier Community Fitness Center
  - Yongsan Soldiers Recreation Center
  - Commissary
  - Dragon Hill Lodge
  - K-16 Community Activities Center
  - Marketing Office
  - Gateway Club
  - Warrior's Club



## LCD Digital Signage

- **Advertising Size**
  - 25x10 inch on 47" Screen
- **Advertising Rates (Excludes Banner Cost)**
  - Advertising Rates: -\$2,000/year, \$1,000/6 months, \$200/1 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 (Excludes Banner Cost)**
  - \$2,000/year, \$1,000/6 months
- **Distribution: 8 Locations**
  - Casey PX & Food Court Parking Lot





## Website

[Casey.armymwr.com](http://Casey.armymwr.com)

[Yongsan.armymwr.com](http://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, closures and delays and much more.

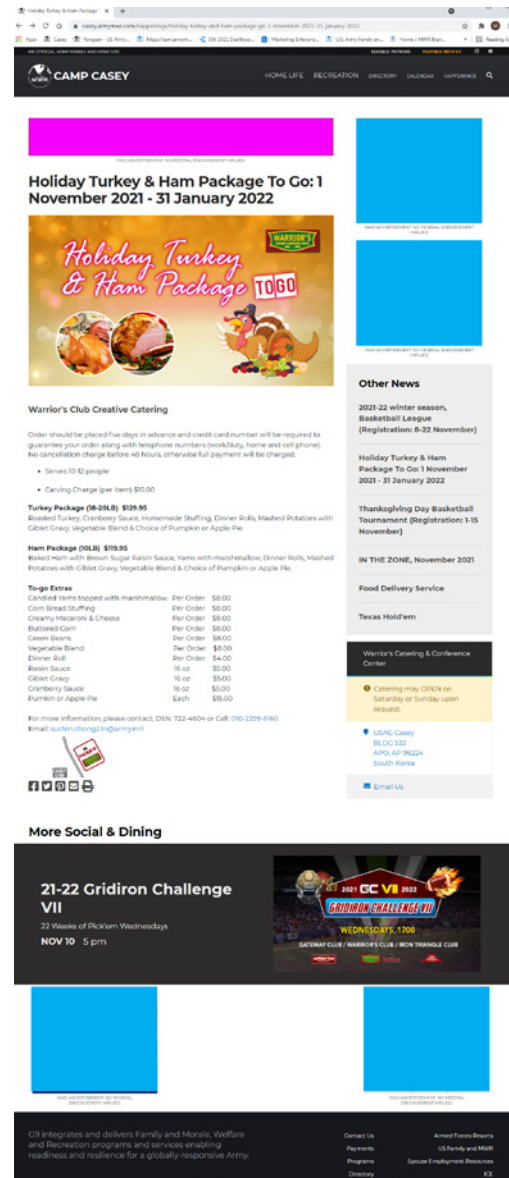
### • Leader Board/Right Sidebars

- 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, \$200/1 month
- Bottom Ads (180X150): \$100 per 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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