

# MWR SIGONELLA COMMERCIAL SPONSORSHIP OPPORTUNITIES 2022

## Working with Morale, Welfare & Recreation (MWR)

Navy MWR's mission is to deliver high-quality, customer-focused programs and services that contribute to resiliency, retention, readiness, and quality of life. By partnering with MWR, your organization will have a unique opportunity to market your company, its products and services to an exclusive military population. Direct event sponsorship opportunities provide your organization with a full promotional mix to gain exclusive exposure to the military population.

## NAS Sigonella Demographics:

- Active Duty: 3,100
- Local Nationals: 900
- Civilians: 550
- Family Members: 1,950
- Total Population: 6,500

## How Does Your Sponsorship Funding Work?

- Sponsors can expect their contributions to go directly back into programming and special events to support our Sigonella community. Funding will only be used for the sponsored event to help ensure maximum exposure at that widely attended and highly publicized MWR Sigonella event.

## During any MWR Sigonella event and while on government property, sponsors must refrain from:

- Selling merchandise on-site at the event.
- Making sales appointments with patrons; however the Sponsor may provide a voluntary sign-up for patrons requesting to be contacted after the event.
- Obtaining personal contact information from event attendees without the knowledge and consent of the attendee.
- Requiring a prize or drawing item provided to patrons be contingent on a patron's purchase of goods or services.

## Contact

Jaclyn Travis | Marketing Director

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Email: [jaclyn.travis@eu.navy.mil](mailto:jaclyn.travis@eu.navy.mil)

Naval Air Station Sigonella Sicily, Italy PSC 824 BOX 19, FPO AE 09623-0001

Sponsorship and advertising opportunities are not guaranteed for the requested timing, and are based on availability. All advertising submissions must include the following disclaimer, "Navy endorsement is not implied."

DOWNLOAD YOUR COPY FROM:

[WWW.NAVYMWRSIGONELLA.COM/sponsorship-advertising](http://WWW.NAVYMWRSIGONELLA.COM/sponsorship-advertising)

# AVAILABLE COMMERCIAL SPONSORSHIP OPPORTUNITIES

## 2022

### MWR Sigonella Events: 2022 Adult Sports

#### EVENT NAME:

#### Flag Football League

DATE:

March 2022

TIME:

5:30 – 8:30 pm

LOCATION:

NAS II Turf Field

DESCRIPTION:

This two-month long football league will be open to all levels of players. There will be officials and scorekeepers to ensure fair and safe play. Trophies will be awarded to 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place teams.

TARGET AUDIENCE:

18+ Active Duty, Civilians, Dependents and NATO

ESTIMATED NO. OF ATTENDEES:

40

SPONSORSHIP TYPE AND AMOUNT REQUESTED:

Football League Title Sponsor  
€1000

#### EVENT NAME:

#### Ultimate Frisbee Tournament

DATE:

April 2022

TIME:

4:30 p.m. – 8:00 p.m.

LOCATION:

NAS II Turf Field

DESCRIPTION:

This weeklong Ultimate Frisbee Tournament will be open to all levels of players. There will be officials to ensure fair and safe play. Spectators are encouraged to come out and watch as the players complete. Award will be given to the first place team.

TARGET AUDIENCE:

18+ Active Duty, Civilians, Dependents and NATO

ESTIMATED NO. OF ATTENDEES:	30
SPONSORSHIP TYPE AND AMOUNT REQUESTED:	Ultimate Frisbee Tournament Title Sponsor €500

## EVENT NAME: **Tennis Tournament**

DATE: April 18-22, 2022

TIME: 5:00 p.m. – 8:00 p.m.

LOCATION: NAS I Tennis Court

### DESCRIPTION:

A fun and competitive tournament will take place for tennis players of all levels. Spectators are encouraged to come out and watch as the players complete. Awards will be given to the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place players.

TARGET AUDIENCE: 18+ Active Duty, Civilians, Dependents and NATO

ESTIMATED NO. OF ATTENDEES: 20-25

SPONSORSHIP TYPE AND AMOUNT REQUESTED: Ultimate Tennis Tournament Title Sponsor €500

## EVENT NAME: **Softball League**

DATE: May 10 – July 14, 2022

TIME: 5:00 p.m. – 8:30 p.m.

LOCATION: NAS II Turf Field

### DESCRIPTION:

This will be a fun but competitive Spring softball league. Officials will ensure fun, safe and fair play during this two-month long league. Spectators are encouraged to come out and watch as the players complete. Awards will be given to the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place teams.

TARGET AUDIENCE: 18+ Active Duty, Civilians, Dependents and NATO

ESTIMATED NO. OF ATTENDEES: 55

SPONSORSHIP TYPE AND AMOUNT REQUESTED: Softball League Title Sponsor €1000

**EVENT NAME:**

**Red, White and Boom Cornhole Tournament**

DATE:

July 2, 2022

TIME:

1:00 p.m. – 7:00 p.m.

LOCATION:

Marinai Housing Complex

DESCRIPTION:

This cornhole tournament will be hosted during the well attended Red, White and BOOM festival. It is a friendly and exciting 1-day tournament, in a double elimination style. Every team will have the opportunity to place twice!

TARGET AUDIENCE:

18+ Active Duty, Civilians, Dependents and NATO

ESTIMATED NO. OF ATTENDEES:

36

SPONSORSHIP TYPE AND AMOUNT REQUESTED:

Cornhole Tournament Title Sponsor €500

**EVENT NAME:**

**Soccer League**

DATE:

September 2022

TIME:

5:30 – 8:30 pm

LOCATION:

NAS II Turf Field

DESCRIPTION:

This two-month long soccer league will be open to all levels of players. Branded trophies will be awarded to 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place.

TARGET AUDIENCE:

18+ Active Duty, Civilians, Dependents and NATO

ESTIMATED NO. OF ATTENDEES:

40

SPONSORSHIP TYPE AND AMOUNT REQUESTED:

Soccer League Title Sponsor €1000

**EVENT NAME:**

**Strongman Competition**

DATE:

October 15, 2022

TIME:

10:00 a.m. – 2:00 p.m.

LOCATION:

NAS I Midtown

DESCRIPTION:

The Annual Strongman Challenge consists of 7 events. 6 events for all participants, the finale will be only for the top 2 athletes in the men's and women's division. There will be judges and spectators are encouraged to come and cheer on the competitors.

TARGET AUDIENCE:

18+ Active Duty, Civilians, Dependents and NATO

ESTIMATED NO. OF ATTENDEES:

20

SPONSORSHIP TYPE AND AMOUNT REQUESTED:

Strongman Challenge Title Sponsor €1000

**MWR Sigonella Events: 2022 Fitness Events**

**EVENT NAME:**

**Challenge Run**

DATE:

March 19, 2022

TIME:

9 a.m. – 12 p.m.

LOCATION:

NAS II Turf Field

DESCRIPTION:

7.2 Mile Course. 6 Challenge stations. Each station will have competitors to complete a short duration challenge. Examples include: Kettle bell swings, tire drags, etc.

TARGET AUDIENCE:

All ages of Active Duty, DoD civilians, dependents and NATO. All ages.

ESTIMATED NO. OF ATTENDEES:

300

SPONSORSHIP TYPE AND AMOUNT REQUESTED:

Challenge Run Title Sponsor €3000

**EVENT NAME:**

**The Fast and the Furriest**

DATE:

May 2022

TIME:

10 a.m. – 1 p.m.

LOCATION:

Marinai Housing Complex

DESCRIPTION:

Love your pooch? So do we! Bring your furry friend and run our 3k course around Marinai.

TARGET AUDIENCE:

All ages. Active Duty, DoD civilians, dependents and NATO.

ESTIMATED NO. OF ATTENDEES:

100

SPONSORSHIP TYPE AND AMOUNT REQUESTED:

Fast and Furriest Title Sponsor  
€1000

**EVENT NAME:**

**Red, White and BOOM Color Run**

DATE:

July 2, 2022

TIME:

9 a.m. – 11 a.m.

LOCATION:

Marinai Housing Complex

DESCRIPTION:

Kick off the Red, White and BOOM festival with a 1.5-mile paint powder color run. Experience the fun with patriotic colors and lively music! Wear all the white, so the paint colors show.

TARGET AUDIENCE:

All ages of Active Duty, DoD civilians, dependents and NATO.

ESTIMATED NO. OF ATTENDEES:

250-300

SPONSORSHIP TYPE AND AMOUNT REQUESTED:

Color Run Title Sponsor  
€1500

### EVENT NAME:

### WOD on the Water

DATE:

August 10, 2022

TIME:

11 a.m. – 1 p.m.

LOCATION:

NAS I Splashers Pool

DESCRIPTION:

Combine a swimming workout with weights to really challenge yourself. Competitors will complete a swim, run and series of lifts for fastest times.

TARGET AUDIENCE:

18+ Active Duty, DoD civilians, dependents and NATO.

ESTIMATED NO. OF ATTENDEES:

50

SPONSORSHIP TYPE AND AMOUNT REQUESTED:

WOD Title Sponsor  
€1000

### EVENT NAME:

### Zombie Run

DATE:

October 27, 2022

TIME:

5 p.m. – 7 p.m.

LOCATION:

NAS I

DESCRIPTION:

This 1.5 mile run will be set up with all things zombies! A face painter will also be onsite to help volunteers get ready to be a hidden zombie.

TARGET AUDIENCE:

All ages. Active duty, Dependents, Civilians and NATO

ESTIMATED NO. OF ATTENDEES:

100

SPONSORSHIP TYPE AND AMOUNT REQUESTED:

Zombie Run Title Sponsor €1500

### EVENT NAME:

### Jingle Bell Jog

DATE:

December 9, 2022

TIME:

4:30 p.m. – 6 p.m.

LOCATION:

Marinai Base Housing

DESCRIPTION:

Time to dust off that ugly Christmas sweater and wear it with pride during our 1.5-mile festive jog.

TARGET AUDIENCE:

All ages of Active Duty, DoD civilians, dependents and NATO.

ESTIMATED NO. OF ATTENDEES:

250

SPONSORSHIP TYPE AND AMOUNT REQUESTED:

Jingle Jog Title Sponsor  
€1000

## MWR Sigonella Events: 2022 Community Events

### EVENT NAME:

### Carnevale di Sigonella

DATE:

February 25, 2022

TIME:

6 – 10 p.m.

LOCATION:

NAS I

EVENT DESCRIPTION:

Sigonella adults (18+) will celebrate a staple Italian holiday on base, with festive lighting and colorful décor, music, costume and mask contest, a themed menu, beer and wine tents, photo booths and much more!

TARGET AUDIENCE:

18+ Active Duty, NATO, Dependents and Civilians

ESTIMATED NO. OF ATTENDEES:

200

SPONSORSHIP TYPE AND AMOUNT REQUESTED:

Carnevale di Sigonella Title Sponsor €1000

### EVENT NAME:

### Sig Shenanigans

DATE:

March 19, 2022

TIME:

10 a.m. – 4 p.m.

LOCATION:

Marinai Housing Complex

EVENT DESCRIPTION:

Sig Shenanigans will celebrate all things GREEN! This large-scale event will round out the Sigonella calendar of events with a family fun 5k, an adult-only beer run 5K, Celtic Highland games, music, beer tents, themed food and much more!

TARGET AUDIENCE:

Active Duty, Civilians, NATO, Dependents, all ages

ESTIMATED NO. OF ATTENDEES:

500

SPONSORSHIP TYPE AND AMOUNT REQUESTED:

Sig Shenanigans Title Sponsor €2000



**EVENT NAME:**

**Eggstravaganza**

**DATE:**

April 16, 2022

**TIME:**

10 a.m. – 2 p.m.

**LOCATION:**

Marinai Housing Complex

**EVENT DESCRIPTION:**

Sigonella's ever-popular annual celebration of all things spring and Easter! This year's event includes an Easter egg hunt, photos with the Easter Bunny, crafts, a petting zoo, food booths and much more!

**TARGET AUDIENCE:**

Active Duty, Civilians, NATO, Dependents, all ages

**ESTIMATED NO. OF ATTENDEES:**

600

**SPONSORSHIP TYPE AND AMOUNT REQUESTED:**

Eggstravaganza Title Sponsor  
€1500

**EVENT NAME:**

**Theater, Jazz and Wine in the Park**

**DATE:**

Spring (TBD)

**TIME:**

TBD

**LOCATION:**

Marinai Housing Complex

**EVENT DESCRIPTION:**

This event would be a community-wide event that would bring out the jazz and wine lovers of Sigonella. We would also have a jazz band competition with prizes for the 3 top 3 bands as well as prizes for the top 3 theater performers. Food and wine tasting booths would be abundant to make this event a total success!

**TARGET AUDIENCE:**

All ages of Active Duty, DoD civilians, dependents and NATO.

**ESTIMATED NO. OF ATTENDEES:**

500-700

**SPONSORSHIP TYPE AND AMOUNT REQUESTED:**

Theater, Jazz and Wine in the Park  
Title Sponsor  
€3000

**EVENT NAME:**

**2<sup>nd</sup> Annual Swing  
for the Summit Golf  
Tournament**

DATE:

April 29, 2022

TIME:

8:30 a.m. – 1 p.m.

LOCATION:

Il Picciolo Golf Club

EVENT DESCRIPTION:

A Golf Tournament in Castiglione di Sicilia at the base of Mt. Etna. A Command competition that promotes camaraderie. With a friendly 4-person scramble format, we include breakfast, lunch, prizes and the option for transportation.

TARGET AUDIENCE:

Active Duty, Civilians, NATO,  
Dependents, Ages 18+

ESTIMATED NO. OF ATTENDEES:

48

SPONSORSHIP TYPE AND AMOUNT  
REQUESTED:

Golf Tournament Title Sponsor  
€1500

**EVENT NAME:**

**Movies With Etna**

DATE:

May - August, 2022

TIME:

7:30 – 9:30 p.m.

LOCATION:

Marinai Housing Complex

EVENT DESCRIPTION:

This four-part, free outdoor movie series in Marinai Base Housing will allow the entire Sigonella community the opportunity to pull up a lawn chair or blanket and catch a flick (and possibly some popcorn), all with beautiful Mt. Etna in the background!

TARGET AUDIENCE:

All Ages, Active Duty, Civilians,  
NATO, Dependents

ESTIMATED NO. OF ATTENDEES:

200/event

SPONSORSHIP TYPE AND AMOUNT  
REQUESTED:

Movies with Etna Title Sponsor  
€1000

**EVENT NAME:**

**Red, White and BOOM**

**DATE:**

July 2, 2022

**TIME:**

5 - 10 p.m.

**LOCATION:**

NAS I

**EVENT DESCRIPTION:**

The Sigonella community's largest and most anticipated event of the year! Featuring a full day of games and patriotic celebrations, this is a can't miss event which culminates in an impressive fireworks display that lights up the night!

**TARGET AUDIENCE:**

All Ages. Active Duty, Civilians, NATO, Dependents, all ages

**ESTIMATED NO. OF ATTENDEES:**

1,800

**SPONSORSHIP TYPE AND AMOUNT REQUESTED:**

Red, White and BOOM Title Sponsor €3000

**EVENT NAME:**

**End of Summer Concert Series**

**DATE:**

Fridays in September, 2022

**TIME:**

7 - 9 p.m.

**LOCATION:**

NAS II or Marinai

**EVENT DESCRIPTION:**

Sigonella will welcome the arrival of summer with a Friday evening concert series throughout the month of June. We hope to feature an array of music genres to provide something for everyone.

**TARGET AUDIENCE:**

All Ages. Active Duty, Dependents, NATO and Civilians

**ESTIMATED NO. OF ATTENDEES:**

150 / session

**SPONSORSHIP TYPE AND AMOUNT REQUESTED:**

End of Summer Concert Series Title Sponsor €1500

**EVENT NAME:**

**Oktoberfest**

**DATE:**

**October 1, 2022**

**TIME:**

**5 – 10 p.m.**

**LOCATION:**

**NAS I, Midtown**

**EVENT DESCRIPTION:**

Join the Sigonella community in celebrating all things Oktoberfest! With German food, beer and festive attire, what better way to kick off the fall? We'll have games, music, contests and so much more! Prost!

**TARGET AUDIENCE:**

**Ages 18+. Active Duty, Dependents, NATO and Civilians**

**ESTIMATED NO. OF ATTENDEES:**

**400**

**SPONSORSHIP TYPE AND AMOUNT REQUESTED:**

**Oktoberfest Title Sponsor €2000**

**EVENT NAME:**

**Sig's the Season**

**DATE:**

**December 2-3, 2022**

**TIME:**

**Multiple Days**

**LOCATION:**

**Midtown, NAS I**

**EVENT DESCRIPTION:**

This two-part holiday celebration is a Sigonella community favorite. On the evening of Dec. 2, we will kickoff with a festive tree lighting ceremony. The next morning, Dec. 3, will feature a children's Breakfast with Santa. We're making spirits bright!

**TARGET AUDIENCE:**

**All ages of Active Duty, DoD civilians, dependents and NATO.**

**ESTIMATED NO. OF ATTENDEES:**

**1,200**

**SPONSORSHIP TYPE AND AMOUNT REQUESTED:**

**Sig's the Season Title Sponsor €2000**

## MWR Sigonella Events: 2022 Liberty Events

<b>EVENT NAME:</b>	<b>12 Days of Christmas</b>
DATE:	December 10-22, 2022
TIME:	Daily
LOCATION:	NAS I & NAS II
EVENT DESCRIPTION:	Join Liberty in the biggest scavenger hunt of the year! For 12 days leading up to Christmas, service members can join the challenge and race to be the first to find the hidden clues around base.
TARGET AUDIENCE:	Active Duty Ages 18-26; E1-E6 or Unaccompanied.
ESTIMATED NO. OF ATTENDEES:	50
SPONSORSHIP TYPE AND AMOUNT REQUESTED:	12 Days of Christmas Title Sponsor €750
<b>EVENT NAME:</b>	<b>Army vs. Navy</b>
DATE:	December 10, 2022
TIME:	8 p.m. – 1:30 a.m.
LOCATION:	Liberty Center, NAS II
EVENT DESCRIPTION:	Live at Liberty! We are hosting the 2022 Army vs. Navy game! Tailgating begins at 8 p.m., followed by kickoff at 9 p.m.
TARGET AUDIENCE:	Active Duty Ages 18-26; E1-E6 or Unaccompanied.
ESTIMATED NO. OF ATTENDEES:	50
SPONSORSHIP TYPE AND AMOUNT REQUESTED:	Army vs. Navy Title Sponsor €500

# MWR Sigonella Sponsorship and Advertising Invoice Payment Information and Options:

## To Pay by Credit Card:

- ▶ For credit card payment, please call our MWR Sigonella Administrative Assistant, Ida Barrone at:
  - Direct Line: +39 095-563968

## To Pay by EFT/Direct Transfer:

- ▶ *To transfer Euro, please utilize the below accounting information:*
  - N-9 NAF REGIONAL BUSINESS OFFICE co CODE 1120  
ACCT # 0016000447  
ROUTING# 501 10900  
IBAN: DE27 5011 0900 0016 0004 47  
BIC: MNBIDEF1  
BANK ADDRESS IN GERMANY  
Bank of America, NA. Military Bank  
65208 Wiesbaden, Germany
- ▶ *To transfer American Dollars, please utilize the below accounting information:*
  - BANK NAME: COMMUNITY BANK, OVERSEAS DIVISION  
ABA/ROUTING# 051005504 (ACH payment (next day funds).  
SWIFT: MNBIDE5M  
ACCT # 3683999182  
ACCT NAME: DEPT OF NAVY  
CNI COMMAND, FUND 10120  
ADDRESS: 300 CONVENT STREET  
SAN ANTONIO, TX 78205-3701  
\*\*\*PREFERABLE ACH PAYMENT (NOT WIRE TRANSFER) SINCE NO BANK FEE SHOULD BE APPLIED BY COMMUNITY BANK OR SPECIFY THAT BANK FEE IS SHOULD BE APPLIED TO PAYER NOT PAYEE/RECEIVER OF FUNDS

## To pay by Business Check:

- Please make business check payable to: MWR Fund and return to MWR Sigonella Commercial Sponsorship Liaison, Jaclyn Travis, at NAS Sigonella Sicily, Italy PSC 824 Box 19, FPO, AE 09623.

# COMMERCIAL SPONSORSHIP REQUEST FORM

## 2022

### PREFERRED EVENT SPONSORSHIP OPPORTUNITY:

	EVENT NAME	EVENT DATE	SPONSORSHIP AMOUNT	REQUESTING ON-SITE BOOTH?
<input type="checkbox"/>	Carnevale di Sigonella	February 25, 2022	€ 1000	Yes / No
<input type="checkbox"/>	Challenge Run / Sigonella Shenanigans	March 19, 2022	€ 3000	Yes / No
<input type="checkbox"/>	Flag Football League	March 2022	€ 1000	Yes / No
<input type="checkbox"/>	Ultimate Frisbee Tournament	April 2022	€ 500	N/A*
<input type="checkbox"/>	Eggstravaganza	April 16, 2022	€ 1500	Yes / No
<input type="checkbox"/>	Tennis Tournament	April 18 – 22, 2022	€ 500	N/A
<input type="checkbox"/>	Golf Tournament	April 29, 2022	€ 1500	Yes / No
<input type="checkbox"/>	Softball League	May 10 – July 14, 2022	€ 1000	N/A*
<input type="checkbox"/>	Movies with Etna	May – August, 2022	€ 1500	N/A*
<input type="checkbox"/>	The Fast and the Furriest	May 2022	€ 1000	Yes / No
<input type="checkbox"/>	End of Summer Concerts	Fridays in September	€ 1500	N/A*
<input type="checkbox"/>	Red, White and BOOM	July 2, 2022	€ 3000	Yes / No
<input type="checkbox"/>	Color Run	July 2, 2022	€ 1500	Yes / No
<input type="checkbox"/>	Cornhole Tournament	July 2, 2022	€ 500	Yes / No
<input type="checkbox"/>	WOD on the Water	August 10, 2022	€ 1000	Yes / No
<input type="checkbox"/>	Soccer League	September 2022	€ 1000	N/A*
<input type="checkbox"/>	Oktoberfest	October 1, 2022	€ 2000	Yes / No
<input type="checkbox"/>	Strongman	October 15, 2022	€ 1000	Yes / No
<input type="checkbox"/>	Zombie Run	October 27, 2022	€ 1500	Yes / No
<input type="checkbox"/>	Sig's the Season	December 2-3, 2022	€ 2000	Yes / No
<input type="checkbox"/>	Jingle Bell Jog	December 9, 2022	€ 1000	Yes / No
<input type="checkbox"/>	Army vs. Navy Game	December 10, 2022	€ 500	Yes / No
<input type="checkbox"/>	12 Days of Christmas	December 10 – 22, 2022	€ 750	N/A*

\*Multi-day/month long tournaments are not eligible for on-base sponsorship. In lieu of an on-site booth presence, the tournament t-shirts and/or trophies will be branded with company sponsor logo / name.

## GRAND TOTAL SPONSORSHIP AMOUNT:

PREFERRED METHOD OF PAYMENT:

☐ EFT WIRE TRANSFER   ☐ BUSINESS CHECK   ☐ CREDIT CARD (CHECK ONE)

TOTAL: (Dollars/Euro):

**Please Note:**

*Desired sponsorship requests will be reviewed and honored, if available. A minimum spend of \$250 / €210 is required to enter into a sponsorship agreement with MWR Sigonella. Sponsorship availability may vary and is subject to change based on existing sponsorship commitments.*

Please Provide Company Name and Contact Information:

Company Name

Point of Contact

Email

Phone Number

Address

Signature