

COMMERCIAL SPONSORSHIP OPPORTUNITIES

2021

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 advertising and 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 Advertising Funding Work 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.

DOWNLOAD YOUR COPY FROM:

WWW.NAVYMWRSIGONELLA.COM/sponsorship-advertising



MWR Sigonella Commercial Sponsorship Benefits Include:

- ▶ Sponsor logo in all print and electronic media advertisements, including recognition on:
 - ▶ Printed posters and flyers throughout MWR facilities
 - ▶ Digital TV displays throughout MWR facilities
 - ▶ MWR social media channels, including Facebook and Instagram
 - ▶ Branded event swag (if applicable)
- ▶ Verbal recognition of the Sponsor on-site at the sponsored event
- ▶ Base access
- ▶ Premium booth placement at the event, with the opportunity to distribute promotional materials and set up product displays.

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

Office: + 39 095 56 0511

Email: 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."

AVAILABLE COMMERCIAL SPONSORSHIP OPPORTUNITIES

2021

MWR Sigonella Events: July 2021:

EVENT NAME: **Red, White & Boom**

DATE: July 2, 2021

TIME: 3 – 10 p.m.

LOCATION: **Marinai Housing Complex**

DESCRIPTION:

This Independence Day festival is full of red, white and blue celebrations, including live music, carnival games, a cornhole tournament and a bike parade! At the conclusion of this event, the night sky will light up with a dazzling firework display that is sure to impress!

TARGET AUDIENCE:

All ages of active duty, DoD civilians, dependents and NATO.

ESTIMATED NO. OF ATTENDEES:

300

SPONSORSHIP TYPE AND AMOUNT REQUESTED:

Red, White & Boom Title Sponsor
€2500

EVENT NAME:

Red, White & Boom Color Run

DATE: July 2, 2021

TIME: 9 - 11 a.m.

LOCATION: **Marinai Housing Complex**

DESCRIPTION:

This color run kicks off the Red, White & Boom Festival with a 1.5 mile paint powder color run around Marinai.

TARGET AUDIENCE:

All ages of active duty, DoD civilians, dependents and NATO.

ESTIMATED NO. OF ATTENDEES:

300

SPONSORSHIP TYPE AND AMOUNT REQUESTED:

Red, White & Boom Color Run T-Shirt Sponsor
€2000

MWR Sigonella Events: September 2021:

EVENT NAME:	Amateur Body Physique Competition
DATE:	September 2021
TIME:	1 – 5 p.m.
LOCATION:	NAS I Fitness Center
DESCRIPTION:	Want to see what your body is capable of and show off your hard work? Train for and display your physique at our amateur body physique competition. Participants will have access to a professional posing instructor and judge.
TARGET AUDIENCE:	All ages of active duty, DoD civilians, dependents and NATO.
ESTIMATED NO. OF ATTENDEES:	100 (20 – 30 competitors)
SPONSORSHIP TYPE AND AMOUNT REQUESTED:	Amateur Body Physique Competition Title Sponsor €3000 (For T-shirts, make up and spray, cash prizes)

EVENT NAME:	Sprint Triathlon
DATE:	September 18, 2021
TIME:	9 a.m. – 3 p.m.
LOCATION:	NAS II Fitness Center
DESCRIPTION:	This will be a customized sprint triathlon based on our facilities capability. We will include the run, swim and bike of the standard event.
TARGET AUDIENCE:	All ages of active duty, DoD civilians, dependents and NATO.
ESTIMATED NO. OF ATTENDEES:	25
SPONSORSHIP TYPE AND AMOUNT REQUESTED:	Sprint Triathlon Title Sponsor €600 (For T-shirts and swim caps)

MWR Sigonella Events: October 2021:

EVENT NAME:	Obstacle Challenge Run
DATE:	October 16, 2021
TIME:	8 a.m. - 4 p.m.
LOCATION:	NAS II Fitness Center
EVENT DESCRIPTION:	Earned, not given. Challenge yourself during this 7-mile course full of obstacles. Expect to be tired, wet and dirty – and accomplished! Children ages 4-13 will be able to experience a ½ mile Obstacle Run.
TARGET AUDIENCE:	All ages of active duty, DoD civilians, dependents and NATO.
ESTIMATED NO. OF ATTENDEES:	400
SPONSORSHIP TYPE AND AMOUNT REQUESTED:	Obstacle Challenge Run Title Sponsor €1500 (For T-shirts and Medals)

MWR Sigonella Events: December 2021:

EVENT NAME:	Ugly Sweater Run
DATE:	December 11, 2021
TIME:	9 a.m. - 11 a.m.
LOCATION:	Marinai Housing Complex
EVENT DESCRIPTION:	Time to dust off that hideous sweater and wear it for 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:	Ugly Sweater Run Title Sponsor €1500 (For Santa Hats and/or T-shirts)

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

2021

PREFERRED MONTHLY SPONSORSHIP OPPORTUNITY:

	EVENT NAME	EVENT DATE	SPONSORSHIP AMOUNT	REQUESTING ON-SITE BOOTH?
<input type="checkbox"/>	Red, White and Boom	July 2, 2021	€2500	Yes / No
<input type="checkbox"/>	Red, White and Boom Color Run	July 2, 2021	€2000	Yes / No
<input type="checkbox"/>	Amateur Body Physique Competition	August 12, 2021	€3000	Yes / No
<input type="checkbox"/>	Sprint Triathlon	September 18, 2021	€600	Yes / No
<input type="checkbox"/>	Obstacle Challenge	October 16, 2021	€1500	Yes / No
<input type="checkbox"/>	Ugly Sweater Run	Fitness Center, NAS II	€1500	Yes / No

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