

# COMMERCIAL SPONSORSHIP ANNUAL SIGNATURE EVENTS

2020/2021

## ➤ **Autumn Fest – Title Sponsor: € 2,500**

- October 24, 2020 | NAS I
- Estimated attendance: 750-2000

Join Sigonella as we kick off the holiday season with a festival full of fall-themed events and activities. This event includes arts and crafts vendors, a kid-friendly area with plenty of games, trick-or-treating, a costume run around the base, and plenty of live music to entertain guests throughout the day.

## ➤ **Sig's the Season Tree Lighting & Winter Wonderland – Title Sponsor: € 1,500**

- December 2020 | NAS I
- Estimated attendance: 750

This holiday season begins with our annual Tree Lighting ceremony. Our tree has over 8,000 lights that are sure to dazzle and light up the night! After the ceremony, guests can enjoy hot cocoa, cookies and holiday music. For our Winter Wonderland event, Sigonella members will enjoy breakfast and pictures with Santa. There will be craft vendors and special holiday activities for the kids, along with plenty of holiday music played throughout the event.

## ➤ **Eggstravaganza – Title Sponsor: € 1,500**

- April 2021 | Marinai Housing Complex
- Estimated attendance: 750

Join us for our community-wide egg hunt and spring celebration! This event is dedicated for children ages 12 and under. Families can enjoy the many crafts, food booths, and the petting zoo featured at the event. The Easter Bunny will also make a special appearance with a professional photographer, ready to capture all the Easter memories. This event is conveniently located in our family housing complex.

## ➤ **Red, White & BOOM – Title Sponsor: € 2,500**

- July 2021 | NAS I
- Estimated attendance: 1000 - 2000

This Independence Day festival is full of red, white, and blue celebrations including live music, carnival games, a color run and plenty of All-American food. Of course, no 4th of July celebration is complete without fireworks! At the conclusion of this event, the night sky will light up with a dazzling firework display that is sure to impress!

**Only one (1) Title Sponsorship is available per annual event  
to help maximize your brand exposure**

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## Title Sponsorship benefits include:

- Sponsor logo in all print and electronic media advertisements, including recognition on:
  - o Printed posters and flyers throughout MWR facilities
  - o Digital TV displays throughout MWR facilities
  - o MWR social media channels (Facebook and Instagram)
- Verbal recognition of the Title Sponsor at our annual event.
- Premium booth placement at the event, with the opportunity to distribute promotional materials and set up product displays.

## During any Signature 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 services.

## Point of Contact

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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."