



FY17 NAS Key West Commercial Sponsorship Opportunities

With Morale, Welfare and Recreation

Navy's MWR Division provides authorized personnel (active duty, retired military, Reservists, Department of Defense employees and family members) with a varied program of activities that contribute to their quality of life. The Department of Defense recognizes that MWR programs are vital to military mission accomplishment and have a positive impact on personnel readiness.

SPONSORSHIP / ADVERTISING

MWR can provide your organization with a unique opportunity to market your company and its product and services to an exclusive military population. Both direct advertising opportunities and event sponsorship provide your organization with a full promotional mix to gain exposure and potential market share. Commercial sponsorship and advertising is an authorized way for Navy MWR activities to offset the cost of programs and services.

Sponsorship is received in the form of in-kind services and financial support in exchange for public recognition, advertising consideration and/or product promotion at MWR events. All revenues generated through sponsorship help improve the quality of life of Sailors and family members at Naval Air Station Key West.

MWR PROGRAMS

- Auto Skills Center
 - Beach Patio Recreation Center
- Boca Chica Fitness
- Bowling Center
- Boca Chica Marina
- Child Development Center
 - Ticket Office
- Graphics Shop
- Liberty Program
- Trumbo Pool
- Navy Getaways Campground
- & Vacation Rentals
- Sigsbee Marina
 - Splash Park
- Sunset Lounge
- Trumbo Palms
- Youth Center

DEMOGRAPHICS

- NAS Key West total economic impact in the Monroe County community including goods and services is \$636 million – not including monies from retired military & retired DoD.
- 30 Tennant Commands, including Coast Guard Sector and Station Key West, Joint Inter-Agency Task Force South, NOAA and Army Special Forces Underwater Operations School.
- Active Duty 2,000
- Civilian Employees 1,300
- Contractors 400
- Total Personnel 5,500 (including dependents)

Fall Festival & Fire Safety Fair



Date: October 6, 2016, 4 – 7 p.m. at the Sigsbee Sports Field

Expected participants: 800+ authorized MWR patrons

Target Audience: Active Duty Military, DoD Civilians and their families

Description: All of the NAS Key West families come out to decorate pumpkins, get their faces painting and enjoy a “Trunk or Treat” experience on the sports fields of Sigsbee Park. The kids jump on the hay ride around the park and play on the inflatable games while the adults sit back and enjoy the big smiles on their children’s faces and get to know their neighbors.

Investment:

Associate Sponsor: \$100 – Logo Exposure

Official Sponsor: \$300 – Logo Exposure & Banner Display

Presenting Sponsor: \$500 – Logo Exposure, Banner Display & 10’x10’ Tent

Category Exclusivity: \$1,000 – the right to be the only company within your product or service category associated with the sponsored property.

Potential Benefits to Sponsor:

- Logo on all promotional marketing materials: banners, posters, flyer, etc.
- Permissions to hang banner and provide promotional materials to patrons.
- Mention as a sponsor on the MWR Facebook fan page and in the weekly publication of the MWR activities Sheet. Mention as a sponsor in the pre and post article published in the base newspaper, the Southernmost Flyer.
- Promotional booth on-site during event with sponsor recognition.
- Category Exclusivity: receive category exclusivity in addition to placing promotional booth at a preselected MWR facility 1 day prior to the event to promote product/service. Optional naming rights a specific program/activity within the event.



Zombie 5K Run/Walk



Date: October 20, 2016, 8 – 9 p.m. at the Community Center on Sigsbee Park

Expected participants: 150 authorized MWR patrons

Target Audience: Active Duty Military, DoD Civilians and their families

Description: MWR's Fitness Department hosts the annual 5K Zombie Run on NAS Key West starting at the Community Center on Sigsbee Park. The run is open to MWR authorized patrons: Active duty & their dependents, retirees & their dependents, and DoD civilian employees. Participants are encouraged to dress up and paint their faces! T-shirts and snacks are provided following the event.

Investment:

Associate Sponsor: \$100 – Logo Exposure

Official Sponsor: \$200 – Logo Exposure & Banner Display

Presenting Sponsor: \$300 – Logo Exposure, Banner Display & 10'x10' Tent

Category Exclusivity: \$500 – the right to be the only company within your product or service category associated with the sponsored property.

Potential Benefits to Sponsor:

- Logo on all promotional marketing materials: banners, posters, flyer, etc.
- Permissions to hang banner and provide promotional materials to patrons.
- Mention as a sponsor on the MWR Facebook fan page and in the weekly publication of the MWR activities Sheet. Mention as a sponsor in the pre and post article published in the base newspaper, the Southernmost Flyer.
- Promotional booth on-site during event with sponsor recognition.
- Category Exclusivity: receive category exclusivity in addition to placing promotional booth at a preselected MWR facility 1 day prior to the event to promote product/service. Optional naming rights a specific program/activity within the event.



Winter Fest & Tree Lighting Ceremony



Date: December 8, 2016, 5:30 – 7:30 p.m. at the Youth Center on Sigsbee Park

Expected participants: 700+ authorized MWR patrons

Target Audience: Active Duty Military, DoD Civilians and their families

Description: An evening of fun for youngsters and their parents as all wait for the arrival of Santa at NAS Key West, and the official Tree Lighting Ceremony. More than 500 children and their parents attend the festival, which is highlighted by a personal visit from Santa and a gift for each child. Door prizes for the parents put them in the holiday spirit as well.

Investment:

Associate Sponsor: \$100 – Logo Exposure

Official Sponsor: \$300 – Logo Exposure & Banner Display

Presenting Sponsor: \$500 – Logo Exposure, Banner Display & 10'x10' Tent

Category Exclusivity: \$1,000 – the right to be the only company within your product or service category associated with the sponsored property.

Potential Benefits to Sponsor:

- Logo on all promotional marketing materials: banners, posters, flyer, etc.
- Permissions to hang banner and provide promotional materials to patrons.
- Mention as a sponsor on the MWR Facebook fan page and in the weekly publication of the MWR activities Sheet. Mention as a sponsor in the pre and post article published in the base newspaper, the Southernmost Flyer.
- Promotional booth on-site during event with sponsor recognition.
- Category Exclusivity: receive category exclusivity in addition to placing promotional booth at a preselected MWR facility 1 day prior to the event to promote product/service. Optional naming rights a specific program/activity within the event.



Kid's Fun Day



Date: February 18, 2017, 2 – 5 p.m. at the Sigsbee Sports Field

Expected participants: 800+ authorized MWR patrons

Target Audience: Active Duty Military, DoD Civilians and their families

Description: The children and families of NAS Key West come together for a full day of FUN at Sigsbee Park. The families participate in a number of carnival rides brought in from out of town as well as carnival games and food. There will be face painting and other activities for children of all ages to participate.

Investment:

Associate Sponsor: \$100 – Logo Exposure

Official Sponsor: \$300 – Logo Exposure & Banner Display

Presenting Sponsor: \$500 – Logo Exposure, Banner Display & 10'x10' Tent

Category Exclusivity: \$1,000 – the right to be the only company within your product or service category associated with the sponsored property.

Potential Benefits to Sponsor:

- Logo on all promotional marketing materials: banners, posters, flyer, etc.
- Permissions to hang banner and provide promotional materials to patrons.
- Mention as a sponsor on the MWR Facebook fan page and in the weekly publication of the MWR activities Sheet. Mention as a sponsor in the pre and post article published in the base newspaper, the Southernmost Flyer.
- Promotional booth on-site during event with sponsor recognition.
- Category Exclusivity: receive category exclusivity in addition to placing promotional booth at a preselected MWR facility 1 day prior to the event to promote product/service. Optional naming rights a specific program/activity within the event.



Youth Fest – Spring Fling



Date: April 8, 2017, noon – 3 p.m. Sigsbee Sports Field

Expected participants: 700+ authorized MWR patrons

Target Audience: Active Duty Military, DoD civilians and their families

Description: During the Month of the Military Child, MWR celebrates a day just for the kids. Youth Fest provides a carnival event with a number of carnival games, inflatable challenges, music and entertainment. Affiliated commands and organizations work the booths and provide carnival fun for all. This year, Youth Fest will be merged with the annual Easter Egg Hunt. The event is open to all MWR authorized patrons.

Investment:

Associate Sponsor: \$100 – Logo Exposure

Official Sponsor: \$300 – Logo Exposure & Banner Display

Presenting Sponsor: \$500 – Logo Exposure, Banner Display & 10'x10' Tent

Category Exclusivity: \$1,000 – the right to be the only company within your product or service category associated with the sponsored property.

Potential Benefits to Sponsor:

- Logo on all promotional marketing materials: banners, posters, flyer, etc.
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- Promotional booth on-site during event with sponsor recognition.
- Category Exclusivity: receive category exclusivity in addition to placing promotional booth at a preselected MWR facility 1 day prior to the event to promote product/service. Optional naming rights a specific program/activity within the event.



Spouse Appreciation Brunch & Bingo



Date: May 6, 2017, from 10:30 a.m. – 2 p.m., Sigsbee Community Center

Expected participants: 100 authorized MWR patrons

Target Audience: Active Duty Military Spouses

Description: MWR celebrates the spouses of NAS Key West by hosting the annual Spouses Brunch and Bingo at the Community Center on Sigsbee Park. The event is catered and fun activities and games are held throughout the afternoon that provides the families to get to know each other.

Investment:

Associate Sponsor: \$100 – Logo Exposure

Official Sponsor: \$300 – Logo Exposure & Banner Display

Presenting Sponsor: \$500 – Logo Exposure, Banner Display & 10'x10' Tent

Category Exclusivity: \$1,000 – the right to be the only company within your product or service category associated with the sponsored property.

Potential Benefits to Sponsor:

- Logo on all promotional marketing materials: banners, posters, flyer, etc.
- Permissions to hang banner and provide promotional materials to patrons.
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- Promotional booth on-site during event with sponsor recognition.
- Category Exclusivity: receive category exclusivity in addition to placing promotional booth at a preselected MWR facility 1 day prior to the event to promote product/service. Optional naming rights a specific program/activity within the event.



Armed Forces Day Command Challenge

Date: May 19, 2017, 7 a.m. – 2 p.m., Sigsbee Sports Field

Expected participants: 500+ authorized MWR patrons

Target Audience: Active Duty Military



Description: All commands/tenant commands of NAS Key West come together to compete against each other for the Command Challenge title. Teams participate in a number of sporting events: 5K race, flag football, basketball, horse shoes, kickball, tug-a-war, obstacle course and many other great challenges. An awards ceremony follows the event, crowning the champion trophy and bragging rights for the year. Family and friends are invited out to watch the activities and enjoy lunch provided by a number of local Food Trucks.

Investment:

Associate Sponsor: \$100 – Logo Exposure

Official Sponsor: \$300 – Logo Exposure & Banner Display

Presenting Sponsor: \$500 – Logo Exposure, Banner Display & 10'x10' Tent

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Dolphin Derby



Date: May 27, 2017, Sigsbee Marina

Expected participants: 300+ authorized MWR patrons

Target Audience: Active Duty Military, retirees, dependents & DoD civilians

Description: The highly anticipated annual Dolphin Derby is held at the Sigsbee Marina on Sigsbee Park. Anglers of all ages come out to compete and catch the biggest fish of the day. Prizes & awards go out to the biggest fish all around, for the women and for the children. A captain's party is held to provide information and the angler's bags as well as an opportunity to win some great prizes. The anglers return to the weigh station as well as a great BBQ dinner to finish off the day.

Investment:

Associate Sponsor: \$100 – Logo Exposure

Official Sponsor: \$300 – Logo Exposure & Banner Display

Presenting Sponsor: \$500 – Logo Exposure, Banner Display & 10'x10' Tent

Category Exclusivity: \$1,000 – the right to be the only company within your product or service category associated with the sponsored property.

Potential Benefits to Sponsor:

- Logo on all promotional marketing materials: banners, posters, flyer, etc.
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4th of July Celebration at the Beach



Event Date: July 4, 2017 at 5:30 p.m. to fireworks Beach Patio, Truman Annex

Expected participants: 700+ authorized MWR patrons

Target Audience: Active Duty Military, Retirees, DoD Civilians & their families

Description: The Beach Patio Recreation Center has the best view of the White Street fireworks from their beach. The families of NAS Key West gather for an afternoon for fun, food and activities that lead up to the amazing fireworks on the beach. Glow sticks and pop-ice are handed out just as it gets dark in anticipation of the show.

Investment:

Associate Sponsor: \$100 – Logo Exposure

Official Sponsor: \$300 – Logo Exposure & Banner Display

Presenting Sponsor: \$500 – Logo Exposure, Banner Display & 10'x10' Tent

Category Exclusivity: \$1,000 – the right to be the only company within your product or service category associated with the sponsored property.

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Character Meet & Greet



Event Date: September 29, 2017, noon – 2 p.m., Trumbo Palms

Expected participants: 200+ authorized MWR patrons

Target Audience: Active Duty Military, DoD Civilians and their families

Description: Be Our Guest, Be Our Guest! The annual Character Meet & Greet allows the children of NAS Key West to meet their favorite princesses and super heroes and enjoy a brunch with them. Games, activities, face painting, cookies, photo opportunities and more. This is truly a magical event for all the children.

Investment:

Associate Sponsor: \$100 – Logo Exposure

Official Sponsor: \$300 – Logo Exposure & Banner Display

Presenting Sponsor: \$500 – Logo Exposure, Banner Display & 10'x10' Tent

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Luau in Paradise



Event Date: September 8, 2017, 6 – 9 p.m. on Sigsbee Park in the Campground

Expected participants: 500+ authorized MWR patrons

Target Audience: Active Duty Military, DoD Civilians and their families

Description: The families of NAS Key West are invited to dinner and a show on Sigsbee Park, just steps from the water. Patrons are greeted with a leis at 6 p.m. There will be a hula hoop competition, limbo challenge and a pig roast. The live performance by Aloha Productions begins at 8 p.m. with Polynesian Dancers, fire & knife dancers and great music. At the end of the evening a couple of guests are invited on stage to dance.

Investment:

Associate Sponsor: \$100 – Logo Exposure

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