

SPONSORSHIP OPPORTUNITIES

Thank you for your interest in the Navy's Commercial Sponsorship Program at NAS Patuxent River. Your investment can be a vital part of the future of Morale, Welfare and Recreation (MWR) Department programs.

Commercial Sponsorship is the act of providing assistance, whether it be funding (monies) or in-kind (goods, equipment or services) or a combination of cash, goods and services to an MWR program or an MWR-hosted event or activity by an individual, agency, association, non-profit company or corporation, or other entity (sponsor) for a specific (limited) period of time in return for public recognition and/or promotional consideration.

WHAT ARE MWR PROGRAMS?

MWR at NAS Patuxent River seeks to promote positive, healthy and active recreational and leisure events and programs for service members, retired military, active reservists, Department of Defense civilian employees and all family members as well as federal contractors working on-board the complex.

READY TO STAND OUT?

Looking to increase your visibility and gain access to the military and civilian employees and their family members at NAS Patuxent River? If your goal is to increase brand recognition, support the members and families of hard working military and DoD Civilians, or to drive traffic to your company, you will find what you need through the sponsorship programs at NAS Patuxent River. Sponsorship will brand your company as one of the leaders in the community and is an ideal marketing opportunity to create networking opportunities that will last.

MWR PAX RIVER DEMOGRAPHICS

There are more than 3500 active duty, 22,000 civilian employees and almost 25,000 family members who are eligible to use MWR programs at NAS Patuxent River. Add to this a military retiree population of almost 20,000 within a 20-mile radius of Pax River and the potential for exposure is tremendous.

WHY SHOULD YOU BE A SPONSOR?

Specifically you will be able to:

- Showcase your company in front of the community of military and DoD Civilians and their family member at NAS Patuxent River
- Demonstrate your commitment to the local community and military in the area
- Obtain exposure for your business
- Drive business to your company

BOOST YOUR VISIBILITY

Sponsors can be recognized in the following ways:

- Sponsor name / logo on promotional giveaways, publicity
- Signage displayed at the events
- Verbal recognition at the events
- Event title recognition
- Promotional sampling opportunities
- On-site product displays and promotions
- Sponsor logo on posters, banners, etc
- Base and local community press releases
- Recognition on MWR websites
- Press releases distributed to military and trade publications

HOW TO SPONSOR

Commercial sponsorship can be established through solicited or unsolicited procedures. In both cases a sponsorship agreement, outlining sponsor and MWR Pax River responsibilities, must be completed and signed to be in effect.

Under the solicited program NAS Patuxent River will announce upcoming events in an effort to seek sponsorship by various commercial companies (except alcohol and tobacco).

Unsolicited commercial sponsorship proposals can be submitted by interested sponsors at any time by contacting:

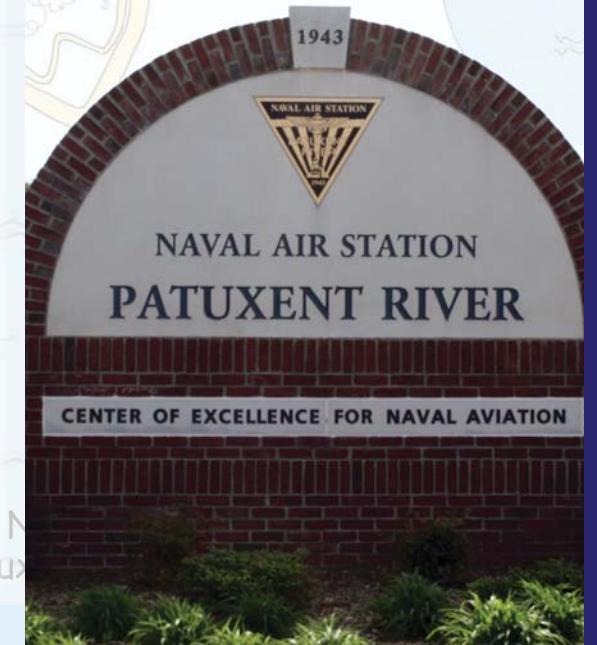
Fleet and Family Readiness Marketing
Attn: Valerie Doster
47402 Buse Rd
Bldg 467, Suite A
Patuxent River, MD 20670

301-342-3214/ FAX 301-342-3637
Valerie.doster@navy.mil



A Guide to...

MWR Commercial Sponsorship



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EVENTS AVAILABLE TO SPONSOR

Bi-Annual Air Expo

Every other year NAS Patuxent River hosts an open house Air Expo. This event is a free event that draws 135,000 visitors. 45% of the visitors are Military/DoD personnel and their families, 35% of the attendees are from outside the tri-county area. The next Air Expo will be held on August 31 and September 1, 2013.

Summer 2012 at NRC Solomons

Over 500,000 guests visit NRC Solomons between May and September each year. Programs are run daily from 8 a.m. – 8 p.m. Sampling, banner, branding opportunities are available.

Naval District Washington Military Appreciation Event 2012

Thanking the over 1.2 million military and DoD Civilians in Naval District Washington is not easy. To this effect we are planning an exclusive day at Six Flags America and a Car Show to be held on September 15, 2012. Tickets will be available for military and DoD Civilians. Corporate sponsorships are being sought. Branding, sampling, video and banner marketing will be available.

35th Annual Arts and Crafts Festival

Annually this arts and crafts show brings in over 6000 people. This is open to the community, shuttles provide transportation to patrons without base access. This is a great banner and branding opportunity.



MORALE WELFARE AND RECREATION PROGRAMS AND FACILITIES

NAS PATUXENT RIVER

Auto Skills Shop
Bowling Center
Cedar Point Golf Course
Center Stage Theater
Child Development Center
Child Development Home Program
Customized Creations
Drill Hall and Fitness Programs
Energy Zone
Family Campground
Indoor & Outdoor Swimming Pools & Aquatics Programs
Information, Tickets & Travel Office
Liberty Program (Single Active Duty)
Rassieur Youth Center
River's Edge Catering and Conference Center
Outdoor Recreation / Sports Gear Rentals
West Basin Marina

NAVAL RECREATION CENTER SOLOMONS

Riverside Aquatics Center
Sunset Pier
Adventure Zone Arcade
Miniature Golf
Driving Range
Riverside Beach
Lodging, Camping and Rental Office
Point Patience Marina
Recreational Lodging
Riverside Aquatics Center



HEALTH AND FITNESS

Every day thousands of individuals participate in some form of physical fitness or sports activity at NAS Patuxent River. Customers enjoy use of the Fitness Center, ball fields and other fitness services. Some of our fantastic events include:

Earth Day 5K Run
Team Triathlon
20th Annual Triathlon
Fall Classic 10 K
Canine Walk/Run
Holiday Weight Management Programs

COMMUNITY PROGRAMS

MWR's primary mission is to support the military and their family members stationed at NAS Patuxent River. We annually have community programs that are also open to all station employees. One Fight... One Team

Health, Nutrition and Fitness Expo

Held every spring in the Drill Hall. Vendors provide patrons brochures, tests and wellness check ups. Demo of various exercise programs are shown. Door prizes are awarded

4th of July at the River's Edge

The fireworks at Solomons look great from the River's Edge Catering and Conference Center. Every year we pull out the stops with dinner, games, music and more. Attended by more than 1500 people... this event is not to be missed!

Comics on Duty

Supported by BIG NAVY, makes a stop at NAS Patuxent River twice a year and provides an avenue for sponsor recognition with this widely acclaimed and very funny show

YOUTH ACTIVITIES

Programming special activities and sports for young people is vitally important to the physical and mental well-being of our military families. Group social activities, summer camps, sports and instructional classes are some of the opportunities that present themselves at NAS Patuxent River.



Spring Festival at Mattapanay
Eggstravaganza
Month of the Military Child Field Day

Missoula Theater Productions

Haunted Hallows at NRC Solomons
Spooktacular at NRC Solomons
Pumpkin Carnival at NAS Pax River

Cookies with the Clauses at NRC Solomons
Breakfast with Santa at NAS Pax River
Heart Health Walk
Winter Wonderland
Holiday Whoobalation

