

## ANNUAL CALENDAR OF MAJOR EVENTS

### JANUARY:

Youth Teen Trips – Movies & Malls  
Movie Nights at Recreation Services

### FEBRUARY:

Liberty Zone Super Bowl Party  
Black History 5K Run  
Youth T-Ball League

### MARCH:

Health, Nutrition & Fitness Fair  
Youth Lock-In

### APRIL:

ITT Travel Show / EXPO  
MWR Outdoor Recreation Showcase  
Grand Opening of CDC – 2012  
Month of the Military Child Luncheon  
Spring Break Camp at Youth Center  
Easter Egg Roll at the Skipper's House  
Teen Scavenger Hunt  
Teen Ice Skating Trip  
Earth Day 5K Run

### MAY:

MWR Movie Festival Week  
MWR Showcase of Rental Equipment  
America's Kids Run

### JUNE:

Parents' Night Out at Youth Center  
Youth Center Summer Camp

### JULY:

Independence Day 5K Run  
Fourth of July Freedom Fest

### AUGUST:

Youth Center Soccer League  
Navy Night at the Baysox  
Liberty Zone End of Summer BBQ  
Child-Youth Programs End of Summer Bash

### SEPTEMBER:

Army-Navy Football Weekend Contest  
Labor Day 5K Run  
Individual Augmentee Homecoming

### OCTOBER:

Child Development Center Harvest Fest  
Teen Trip – 6 Flags  
Liberty Zone Oktoberfest  
Youth Center Family Fall Festival

### NOVEMBER:

Military Family Appreciation Week  
Turkey Trot 5K Run  
Youth Center Parents' Night Out  
Teen Trip to Wizards Basketball

### DECEMBER:

Liberty Zone Holiday Party  
Santa Grams in Base Housing  
Youth Center Holiday Family Gala  
Youth Center Winter Break Camp  
Teen Trip to Hershey Park



## MWR ANNAPOLIS DEMOGRAPHICS

There are more than 6700 active duty, (including USNA Midshipmen and drilling reservists and tenant commands), 2200 civilian employees and almost 5000 family members who are eligible to use MWR programs at NSA Annapolis. Add to this a retiree population of almost 55,000 within a 20-mile radius of Annapolis and the potential for exposure is tremendous.

## WHO ARE WE?

Naval Support Activity Annapolis is a Command of Naval District Washington and provides base operating support and security for the Annapolis Area Complex which includes the U.S. Naval Academy, right in the heart of Annapolis – the sailing capital of the world!

MWR Annapolis operates recreation and leisure, child-youth, lodging and dining facilities on board Naval Support Activity Annapolis.

### FACILITIES:

Auto Skills Shop  
Blue Jacket Café (Dining Facility)  
Car Wash  
Child Development Center  
Child Development Home Program  
Carr Creek Marina  
Mill Creek Pier, Slips and Pavilion  
Information, Tickets & Travel Office  
Family Campground  
Liberty Zone (Single Active Duty)  
Bay and Retelle Party Rooms  
North Severn and Retelle Beach Pavilion  
Billy the Kid Youth Center  
Outdoor Recreation / Sports Gear Rentals  
Fitness Center, Recreation Services Bldg. #89  
North and South Severn Swimming Pools



*MWR Annapolis Guide to . . . .*

# COMMERCIAL SPONSORSHIP

at the Annapolis Area Complex  
Naval Support Activity Annapolis  
U.S. Naval Academy

OPPORTUNITIES

*. . . . produced by:*

**Fleet & Family Readiness Marketing Dept.  
Naval Support Activity Annapolis**

## INTRODUCTION

Thank you for your interest in the Navy's Commercial Sponsorship Program at Naval Support Activity Annapolis. Your investment can be a vital part of the future of Morale, Welfare and Recreation Department programs at NSA Annapolis.

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.

Sponsorship enhances production and increases patronage of MWR programs and events and provides the sponsor increased recognition by the military market. There are upwards of 2100 military, 2200 civilian personnel, 600 DoD contractors and approximately 5000 family members throughout the Annapolis Complex, not counting the thousands of retirees in the surrounding areas who are eligible to use Morale, Welfare and Recreation programs that include sports, community and special events, child and youth activities and a multitude of leisure pastimes.

## WHAT ARE MWR PROGRAMS

MWR Annapolis promotes positive, healthy and active recreational and leisure events and programs for service members, USNA Midshipmen, retired military, active reservists, Department of Defense civilian employees and all family members as well as DoD contractors at the Annapolis Area Complex.

## SPECIAL EVENTS

Annually the traditional Army-Navy Football Game leads the way for MWR Annapolis' Army-Navy Football Weekend Giveaway Contest and a luxurious weekend package provided entirely by sponsorship is the sought-after prize! Exposure for sponsors extends to military installations throughout the National Capital Region.

Comics on Duty, supported by BIG NAVY, makes a stop at Annapolis once or twice a year and provides an avenue for sponsor recognition with this widely acclaimed and very funny show!

## SPORTS

Every day, hundreds of Annapolis Area Complex individuals participate in some form of physical fitness or sports activity. Customers enjoy use of the Fitness Center, ball fields and other fitness services. Seasonally themed 5K Runs are hosted five times each year.

## COMMUNITY PROGRAMS

The annual Health, Nutrition and Fitness Fair, the Information, Tickets and Travel Show / EXPO and the Fourth of July Freedom Fest are three of the main headliners drawing crowds from 300 to 1000+.

A welcome home celebration and reception for deployed individuals is another highlight at NSA Annapolis and provides a worthwhile effort for sponsors.

## 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, instructional classes are some of the opportunities that present themselves at NSA Annapolis.

## PROCEDURES AND SPONSOR BENEFITS?

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

Under the solicited program, MWR Annapolis 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**  
**89 Bennion Road**  
**NSA Annapolis, MD 21402**  
**410-293-9206 / FAX: 410-293-3034**  
**[ruokonen@usna.edu](mailto:ruokonen@usna.edu)**

Sponsors' promotional opportunities vary with the level of sponsorship and can range from:

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

Appropriate disclaimers are required in any public recognition: "Neither MWR Annapolis, the Navy nor any other part of the federal government officially endorses any company, sponsor or their products or services."



## SPONSOR RECOGNITION

**Commander Navy Installation Command**  
**MWR Annapolis Commercial Sponsorship**  
<http://cnic.navy.mil/Annapolis/FleetAndFamilyReadiness/AboutFleetAndFamilyReadiness/CommercialSponsorship/index.htm>

**USNA MWR – Commercial Sponsorship**  
<http://www.usna.edu/MWR/sponsors/spotlight.htm>