



Department of Defense INSTRUCTION

NUMBER 1015.10

July 6, 2009

USD(P&R)

SUBJECT: Military Morale, Welfare, and Recreation (MWR) Programs

References: See Enclosure 1

1. PURPOSE. This Instruction reissues DoD Instruction (DoDI) 1015.10 (Reference (a)) and incorporates and cancels DoD Directive (DoDD) 1015.2 (Reference (b) in accordance with the authority in DoDD 5124.02 (Reference (c)) to establish and implement policy, assign responsibilities, and prescribe procedures for operating and managing programs for military MWR programs.

2. APPLICABILITY

a. This Instruction applies to:

(1) OSD, the Military Departments (including the Coast Guard at all times, including when it is a Service in the Department of Homeland Security by agreement with that Department), the Office of the Chairman of the Joint Chiefs of Staff and the Joint Staff, the Combatant Commands, the Office of the Inspector General of the Department of Defense, the Defense Agencies, the DoD Field Activities, and all other organizational entities within the Department of Defense (hereafter referred to collectively as the "DoD Components").

(2) Members of the Commissioned Corps of the Public Health Service and the Commissioned Corps of the National Oceanic and Atmospheric Administration, and their family members, when they are on active duty.

b. Policy for funding MWR programs is governed by DoDI 1015.15 (Reference (d)) and this Instruction.

c. This Instruction does not apply to Armed Services exchange operations, which are addressed in DoDI 1330.09 (Reference (e)) and DoDI 1330.21 (Reference (f)) or to civilian employee MWR programs, which are addressed in DoDI 1015.08 (Reference (g)).

3. DEFINITIONS. See Glossary.

4. POLICY. It is DoD policy that the DoD Components establish MWR programs to maintain individual, family, and mission readiness during peacetime and in time of declared war and other contingencies. Military MWR programs:

a. Are an integral part of the military and benefits package.

b. Build healthy families and communities and provide consistently high quality support services that are commonly furnished by other employers or State and local governments to their employees and citizens.

c. Encourage positive individual values and aid in recruitment and retention of personnel.

d. Promote esprit de corps and provide for the physical, cultural, and social needs; general well-being; quality of life (QOL); and hometown community support of Service members and their families.

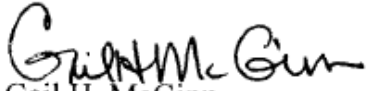
5. RESPONSIBILITIES. See Enclosure 2.

6. PROCEDURES. Enclosure 3 provides general procedures for MWR programs. Enclosure 4 lists authorized patrons. Enclosures 5 and 6 describe MWR Category A, B, and C programs and funding metrics. Enclosures 7 and 8 contain criteria for remote and isolated locations and outline MWR support for military missions in foreign countries. Enclosure 9 addresses alcoholic beverages. Enclosure 10 addresses libraries and information services. Enclosures 11 and 12 discuss commercial sponsorship and advertising procedures.

7. INFORMATION REQUIREMENTS. The annual report to the Principal Deputy Under Secretary of Defense for Personnel and Readiness (PDUSD(P&R)) required in Enclosure 6 has been assigned RCS DD-P&R-(A) 2360 in accordance with DoD 8910.1-M (Reference (h)).

8. RELEASABILITY. UNLIMITED. This Instruction is approved for public release and is available on the Internet from the DoD Issuances Web Site at <http://www.dtic.mil/w/directives>.

9. EFFECTIVE DATE. This Instruction is effective immediately.


Gail H. McGinn
Performing the Duties of
the Under Secretary of Defense
(Personnel and Readiness)

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REFERENCES

- (a) DoD Instruction 1015.10, "Programs for Military Morale, Welfare, and Recreation (MWR)," November 3, 1995 (hereby canceled)
- (b) DoD Directive 1015.2, "Morale, Welfare, and Recreation (MWR)," June 14, 1995 (hereby canceled)
- (c) DoD Directive 5124.02, "Under Secretary of Defense for Personnel and Readiness (USD(P&R))," June 23, 2008
- (d) DoD Instruction 1015.15, "Establishment, Management, and Control of Nonappropriated Fund Instrumentalities and Financial Management of Supporting Resources," October 31, 2007
- (e) DoD Instruction 1330.09, "Armed Services Exchange Policy," December 7, 2005
- (f) DoD Instruction 1330.21, "Armed Services Exchange Regulations," July 14, 2005
- (g) DoD Instruction 1015.08, "DoD Civilian Employee Morale, Welfare, and Recreation (MWR) Activities and Supporting Nonappropriated Fund Instrumentalities (NAFI)," December 23, 2005
- (h) DoD 8910.1-M, "Department of Defense Procedures for Management of Information Services," June 30, 1998
- (i) DoD Instruction 1330.20, "Reporting of Morale, Welfare, and Recreational (MWR) Activities Personnel Information," September 4, 1980
- (j) DoD 7000.14-R, "Department of Defense Financial Management Regulations (FMR)," Volumes 12 and 13, "Special Accounts Funds and Programs" and "Nonappropriated Funds Policy and Procedures," as amended
- (k) Under Secretary of Defense for Personnel and Readiness Memorandum, "Joint Basing Implementation Guidance," January 22, 2008¹
- (l) DoD 1401.1-M, "Personnel Policy Manual for Nonappropriated Fund Instrumentalities (NAFIs)," December 13, 1988
- (m) DoD Instruction 1400.25, "DoD Civilian Personnel Management System," December 1, 1996
- (n) DoD Instruction 7700.18, "Commissary Surcharge, Nonappropriated Fund (NAF), and Privately Financed Construction Reporting Procedures," December 15, 2004
- (o) DoD Instruction 6060.2, "Child Development Programs (CDPs)," January 19, 1993
- (p) DoD Instruction 6060.3, "School-Age Care (SAC) Program," December 19, 1996
- (q) DoD Instruction 6060.4, "Youth Programs (YPS)," August 23, 2004
- (r) DoD Directive 4105.67, "Nonappropriated Fund (NAF) Procurement Policy," May 2, 2001
- (s) DoD Directive 1000.26E, "Support for Non-Federal Entities Authorized to Operate on DoD Installations," February 2, 2007
- (t) DoD Instruction 1000.15, "Procedures and Support for Non-Federal Entities Authorized to Operate on DoD Installations," October 24, 2008
- (u) DoD 5500.7-R, "Joint Ethics Regulation (JER)," August 1, 1993
- (v) DoD Directive 5500.07, "Standards of Conduct," November 29, 2007
- (w) Section 1301 of title 18, United States Code

¹ Available on MilitaryHomefront.dod.mil/legislation/policies/guidance.

- (x) Chapter 47 and sections 2495, 2577, 2683, and 10142 of title 10, United States Code
- (y) DoD Instruction 4000.19, "Interservice and Intragovernmental Support," August 9, 1995
- (z) DoD Directive 1308.1, "DoD Physical Fitness and Body Fat Program," June 30, 2004
- (aa) DoD Instruction 1342.22, "Family Centers," December 30, 1992
- (ab) DoD Instruction 1015.11, "Lodging Policy," October 6, 2006
- (ac) DoD Instruction 1015.12, "Lodging Program Resource Management," October 30, 1996
- (ad) DoD Directive 1350.2, "Department of Defense Military Equal Opportunity (MEO) Program," August 18, 1995
- (ae) DoD Directive 1020.1, "Nondiscrimination on the Basis of Handicap in Programs and Activities Assisted or Conducted by the Department of Defense," March 31, 1982
- (af) DoD Directive 1330.4, "Participation in Armed Forces, National, and International Sports Activities," March 9, 1987
- (ag) DoD Directive 1125.3, "Vending Facility Program for the Blind on Federal Property," April 7, 1978
- (ah) DoD 4165.63-M, "DoD Housing Management," September 30, 1993
- (ai) DoD Directive 5100.3, "Support of the Headquarters of Combatant and Subordinate Joint Commands," November 15, 1999
- (aj) DoD 5120.20-R, "Management and Operation of Armed Forces Radio and Television Service (AFRTS)," November 9, 1998
- (ak) DoD Directive 1010.4, "Drug and Alcohol Abuse by DoD Personnel," September 3, 1997
- (al) DoD Instruction 1322.25, "Voluntary Education Programs," February 5, 1997
- (am) DoD Instruction 1344.07, "Personal Commercial Solicitation on DoD Installations," March 30, 2006
- (an) DoD Instruction 5120.4, "Department of Defense Newspapers, Magazines and Civilian Enterprise Publications," June 16, 1997
- (ao) DoD Instruction 1000.13, "Identification (ID) Cards for Members of the Uniformed Services, Their Dependents, and Other Eligible Individuals," December 5, 1997
- (ap) Joint Publication 1-02, "DoD Dictionary of Military and Associated Terms," as amended
- (aq) DoD Directive 5132.03, "DoD Policy and Responsibilities Relating to Security Cooperation," October 24, 2008
- (ar) DoD Directive 5025.01, "DoD Directives Program," October 28, 2007
- (as) Sections 106 and 109 of title 38, United States Code
- (at) Section 763 of title 33, United States Code

ENCLOSURE 2

RESPONSIBILITIES

1. PDUSD(P&R). The PDUSD(P&R), under the authority, direction, and control of the Under Secretary of Defense for Personnel and Readiness (USD(P&R)), shall:

a. Serve as the principal point of contact for the DoD Components on all MWR policy matters; establish working groups with representatives from the DoD Components to assist in formulation and review of MWR policies.

b. Develop policy, strategic guidance, and program goals to ensure proper administration and management of MWR programs; monitor DoD Component compliance with policy and guidance and progress toward meeting goals.

c. Require that the DoD Components meet minimum MWR standards, including ensuring consistent quality and monitoring compliance in meeting those standards.

d. Oversee funding and expenditures of appropriated and nonappropriated funds (APF and NAF) of MWR programs; periodically review NAF and APF support to military missions in foreign countries as set forth in Enclosure 8 of this Instruction.

e. Maintain outreach capabilities to expand MWR benefits through the Military OneSource Web Site at www.militaryonesource.com and other cooperative efforts to support deployed Reserve Component and active duty Service members and their families who do not have access to installation support services.

f. Establish annual information requirements to monitor compliance with standards, establish MWR funding metrics, and prescribe formats to ensure consistent annual reviews of DoD Component MWR programs.

g. In coordination with the commanders concerned and the Military Services, designate new remote and isolated locations to meet new mission requirements as set forth in paragraph 2.c. of Enclosure 7 of this Instruction.

h. Approve all requests for library closures.

i. Review physical fitness center standards every 3 years.

2. DIRECTORS OF THE DEFENSE AGENCIES. The Directors of the Defense Agencies, under the authority, direction, and control of the respective OSD Presidentially Appointed, Senate-confirmed officials to whom they report, shall coordinate with the Chiefs of the Military Services to develop memorandums of understanding with them detailing Defense Agency responsibilities for the sale of alcoholic beverages.

3. HEADS OF THE DoD COMPONENTS. The Heads of the DoD Components - except for OSD, the Military Departments, and the Office of the Chairman of the Joint Chiefs of Staff and the Joint Staff - shall establish, manage, and control MWR programs in accordance with the directives of the Secretary of the Military Department responsible for logistical support of those programs.

4. SECRETARIES OF THE MILITARY DEPARTMENTS. The Secretaries of the Military Departments shall:

a. Designate a principal point of contact within the office of the Secretariat for Service component MWR program policy matters and to coordinate reporting and communication with the PDUSD(P&R).

b. Ensure Service MWR programs comply with and implement the provisions of this Instruction.

c. Establish priorities for funding MWR programs and capital expenditures and provide associated NAF funding strategy.

d. Specifically approve members of the general public within the United States who may use Category C programs on a continual basis when the established criteria have been met (see Table 2 of Enclosure 4 of this Instruction). This waiver authority may be delegated to a flag officer or Senior Executive Service (SES) equivalent of the Military Service Headquarters staff, but no further.

e. Grant a temporary waiver (not to exceed 2 years) to physical fitness center standards to an installation, or a permanent waiver to an installation determined to be too small for full compliance with the standards (see paragraph 19.c. of Enclosure 3 of this Instruction). This waiver authority may be delegated to a flag officer or SES equivalent of the Military Service Headquarters staff, but no further.

f. Grant case-by-case waivers, as appropriate, for local community use of existing Category C programs when these programs have capacities in excess of authorized patron requirements. This waiver authority may be delegated to a flag officer or SES equivalent of the Military Service Headquarters staff, but no further.

g. Authorize commercial sponsorship for MWR events at open houses, as appropriate. This authority may be delegated to a flag officer or SES equivalent of the Military Service Headquarters staff, but no further.

h. Issue regulations, as appropriate, controlling the sale of alcoholic beverages dispensed by the drink or beer sold in other than sales outlets for packaged alcoholic beverages.

5. CHIEFS OF THE MILITARY SERVICES. The Chiefs of the Military Services, under the authority, direction, and control of the Secretaries of the Military Departments, shall:

a. Develop overall goals and uniform quality standards for their MWR programs consistent with fundamental DoD standards for each activity in the program.

b. Ensure their MWR programs are resourced with APF and NAF according to financial categories and ensure installation MWR nonappropriated fund instrumentalities (NAFIs) remain financially sustainable. Identify respective APF and NAF funding accounts in annual budgets to meet DoD funding goals.

c. Ensure installations operate customer-driven MWR programs that are determined locally by market analysis for the benefit of authorized patrons.

d. Review and submit all personnel and management reports to the PDUSD(P&R) as required by Reference (h), DoDI 1330.20 (Reference (i)), DoD 7000.14-R (Reference (j)), and this Instruction.

e. Comply with USD(P&R) Memorandum (Reference (k)) and supplemental joint base guidance.

f. Facilitate ongoing cooperative efforts and joint MWR programming between the Service exchanges and among the military MWR organizations; report to the PDUSD(P&R) on the status of such initiatives in conjunction with the annual MWR program review.

g. Provide comparable and consistent MWR support to all eligible personnel assigned to or supported on DoD installations.

h. Provide staff training that stresses stewardship, fiscal and program accountability, use of technology, and customer satisfaction.

i. Promote outreach and partnerships with Military OneSource, local communities, and supporting non-Federal entities to expand the MWR benefit outside the installation to the greatest extent possible.

j. Coordinate with the PDUSD(P&R), and the commanders concerned, in the PDUSD(P&R) designation of new remote and isolated locations to meet new mission requirements.

k. Approve the use of temporary military personnel beyond the approved 90-day timeframe when necessary.

l. Comply with and implement all MWR policies outlined in this Instruction.

ENCLOSURE 3

PROCEDURES

1. CLASSIFICATION OF MILITARY MWR PROGRAMS. The DoD Components shall follow established categories of MWR programs set forth in Enclosure 5 of this Instruction for uniformity of funding and reporting. Military MWR programs are classified as Program Group 1 according to Reference (d). All management and financial data reported shall comply with References (d), (i), and (j).

2. STRATEGIC PLANS. MWR program plans shall accommodate locally-assessed needs while maintaining both the readiness capability to support wartime missions and the operating capability to meet quality, fiscal, health, and safety standards both in the short- and long-term. In accordance with paragraph 1.f. of Enclosure 2 of this Instruction, the DoD Components shall complete and submit an annual comprehensive MWR program and financial review to the PDUSD(P&R) in a format prescribed by the PDUSD(P&R). They shall develop and maintain long-term strategic plans that align organizational goals and objectives with resourcing, responsibilities, and implementation timelines for at least 5 years out.

3. PROGRAM STANDARDS. MWR programs shall meet mission requirements and be market-driven. The DoD Components shall periodically measure customer demand, usage, and satisfaction and act upon findings through program adjustments, new initiatives, or closures to ensure consistent quality. In keeping with common guidance, program standards should address:

- a. Personnel Category. Assesses staffing, qualifications, and training information.
- b. Program Category. Assesses standard programs, services, and hours of operation.
- c. Equipment Category. Assesses equipment type, life-cycle replacement plans, and automation.
- d. Facilities Category. Assesses square footage, qualitative areas, and facility condition code.
- e. Financial Category. Assesses percent funded with APF for authorized expenditures and appropriateness of fees or surcharges.
- f. Customer Satisfaction. Assesses customer feedback system and results of periodic surveys.

4. CUSTOMER FOCUS. To fulfill the MWR mission, the DoD Components shall establish and operate customer-driven MWR programs as determined by periodic market analysis for the benefit of authorized patrons.

a. Market Analysis. MWR services and products shall be determined by the market as measured by usage, customer satisfaction, sales, market research, patron affordability, and the ability to maintain viable operations.

b. Information Management. Appropriate information management systems shall meet reporting requirements of the installation, major command, Military Services, and Department of Defense. Information management systems shall use open system architecture that facilitates interchange of data among different systems. The Military Services shall encourage cooperative initiatives.

c. MWR Program Review. In reviewing programs, a market analysis shall determine whether current MWR programs should be continued, enhanced, or discontinued or whether new MWR programs should be established. The accessibility of existing exchange services, on-base commercial or civilian community MWR alternatives, and current and planned MWR programs on adjacent DoD installations shall be considered. Installations should rely on local community programs to the fullest extent practicable.

d. Community Agreements. The DoD Components are authorized to establish agreements with local governments for use of similar Category A and B MWR programs when it is in the best interest of the Department of Defense and when the provisions of such agreements are otherwise in compliance with applicable law and regulation. In accordance with paragraph 4.f. of Enclosure 2 of this Instruction, when existing Category C programs have capacities in excess of authorized patron requirements, the Secretaries of the Military Departments may grant waivers for local community use on a case-by-case basis. (Authorized patrons are listed in Enclosure 4 of this Instruction.)

5. STAFFING. The appropriate funding categories are specified in Reference (d). Military personnel may be assigned based on subparagraphs 5.b. through 5.d. of this enclosure.

a. Civilian Personnel. The DoD Components shall staff MWR programs primarily with civilians. Component civilian employee personnel policies shall be in accordance with the guidance in DoD 1401.1-M (Reference (l)) and DoDI 1400.25-M (Reference (m)).

b. Permanent Military Personnel. Pursuant to Reference (d), permanent military personnel may be assigned to Category A and B activities without restriction and to Category C activities when performing in an executive control and essential command supervision (ECECS) position, when mobility or deployment requirements occur, or when training to upgrade or maintain essential military skills cannot be provided through other means.

c. Temporary Military Personnel. Military personnel may be placed on temporary assignment to MWR programs, to include detail and temporary duty, for a period not to exceed

90 days, unless a longer period is approved by the Chief of the Military Service concerned in accordance with paragraph 5.k. of Enclosure 2 of this Instruction. Temporary assignments may be made to Category A and B activities without restriction and to Category C activities when performing in an ECECS position, when mobility or deployment requirements occur, or when training to upgrade or maintain essential military skills cannot be provided through other means. Fleet Marine Force Personnel Assistance Program (FAP) personnel shall not be used to fill Category C program positions as they are not occupying table of organization billets and are required to carry out the provisions of the FAP.

d. Volunteer Military Personnel. Officer and enlisted personnel are encouraged to serve as volunteers. Enlisted personnel are eligible for NAF part-time or off-duty employment.

e. Seasonal Employment. The employment of APF and NAF seasonal over-hire personnel in summer youth hire programs and other DoD and non-DoD funded programs is encouraged where authorized.

6. CONSTRUCTION. Commissary surcharge, NAF, and privately-financed construction programs shall be managed in accordance with DoDI 7700.18 (Reference (n)).

7. FUNDING. MWR programs should receive funding at the same level as other community support programs. MWR programs shall be resourced from either APF, NAF, or a combination of APF and NAF pursuant to Reference (d) and consistent with the DoD funding standards at Enclosure 6 of this Instruction. NAF expenditures for valid MWR purposes are not an augmentation of appropriations.

a. Funding Sources. Pursuant to paragraphs 1.d., 4.c., and 5.b. of Enclosure 2 of this Instruction, the PDUSD(P&R), the Secretaries of the Military Departments, and the Chiefs of the Military Services are responsible for oversight of the total APF and NAF resourcing of MWR programs. This includes major force structure changes, selected individual program growth, and new market-oriented MWR programs. Specific APF authorizations for elements of resource are prescribed in Enclosure 4 of Reference (d). The standards for APF support are provided in Enclosure 5 of this Instruction. The DoD Components shall report annually to the PDUSD(P&R) on the status of meeting these standards as part of the annual MWR program review (paragraph 1.f. of Enclosure 2 of this Instruction).

b. Fees. MWR programs may charge fees to cover NAF costs associated with management and maintenance of APF-provided equipment or materials. Guidance for fees for child development, school-age care, and youth programs are provided in DoDI 6060.2 (Reference (o)), DoDI 6060.3 (Reference (p)), and DoDI 6060.4 (Reference (q)).

c. Pricing. Except when authorized by Military Service regulation, no merchandise may be given away or sold for less than cost. No authorized patron shall receive special prices that are not available to similar patrons. This does not prohibit specifically tailoring unique promotions to major target groups (e.g., families, single personnel, retirees) as a means of increasing

participation. Special prices and privileges shall not be given to functions designated as “command-sponsored.” Prices for tobacco products, when authorized to be sold, shall be no lower than the selling price of identical items sold by Service exchange retail stores. Owners of privately-owned horses, boats, recreational vehicles, or aircraft that are stabled, moored, provided utilities, parked, or rendered other Government or NAF support shall be assessed appropriate fees and charges.

8. NAFI CONTRACTS. NAFI contracts or agreements to provide military MWR goods and services for authorized patrons shall be executed in accordance with DoDD 4105.67 (Reference (r)).

9. USE OF MWR NAF. NAF generated from or associated with MWR programs shall be used only within MWR programs. Unauthorized use of NAF is addressed in Reference (c). MWR NAF shall not be used to support official command-sponsored programs.

10. SUPPORT TO NON-FEDERAL ENTITIES AND/OR PRIVATE ORGANZATIONS. Policy for DoD support to non-Federal entities authorized to operate on DoD installations is provided in DoDD 1000.26E (Reference (s)) and DoDI 1000.15 (Reference (t)). MWR programs are not authorized to provide NAF financial assistance to non-Federal entities or individuals unless authorized by other regulations or statutes. MWR programs shall not distribute, transfer, or donate NAF property or assets to a non-Federal entity unless authorized by regulations or statute.

11. ACCEPTANCE OF DONATIONS. Policy on accepting donations is provided in Reference (d). Procedures for commercial sponsorship are provided in Enclosure 11 of this Instruction.

12. FUNDRAISING. Policy for fundraising is provided in DoD 5500.7-R (Reference (u)) and DoDD 5500.07 (Reference (v)).

13. UNAUTHORIZED ACTIVITIES. The DoD Components shall not operate or engage in:

- a. Lotteries or the sale of lottery tickets.
- b. Pull-tab bingo.
- c. The sale of firearms or ammunition, except in rod and gun clubs, outdoor recreation programs, community recreational sports centers, skeet and trap programs, or other MWR Category B programs as determined by the installation commander.
- d. The sale of State excise tax-free tobacco products through vending machines.

14. AUTHORIZED SPECIAL ACTIVITIES. The DoD Components may operate or engage in:

a. Gaming. Before conducting games or related entertainment activity, personnel shall review the applicable provisions of References (s) and (t).

(1) Amusement and/or Recreational Machines. In locations outside the 50 United States and its territories and possessions, unless prohibited by host-country laws or agreements, the Military Services may operate slot machines or other recreational machines that return money or tokens redeemable in money. Payouts and use of revenues from recreational machines shall be determined by the Military Services.

(2) Bingo. Both paper and electronic bingo may be played on installations within the United States, its territories, and possessions that are fully ceded to the U.S. Government, and on those installations that are not fully ceded where playing bingo is allowed within the local civil jurisdiction, State, territory, or possession. Bingo may be played at installations in foreign areas when not prohibited by host-country laws or agreements.

(3) Raffles. Raffles may be played on installations within the United States, its territories, and possessions that are fully ceded to the U.S. Government, and on those installations that are not fully ceded where playing raffles is allowed within the local civil jurisdiction, State, territory, or possession. All raffles shall comply with section 1301 of title 18, United States Code (U.S.C.) (Reference (w)), and all other applicable Federal laws. Raffles may be played at installations in foreign countries when not prohibited by host-country laws or agreements. Review of all raffle proposals for legal sufficiency is required. Raffle promotions, sale of raffle tickets, and award of prizes shall take place on the sponsoring installation. Participation by local host-nation personnel is prohibited. Raffles shall be structured to cover the costs of conducting the raffle at a minimum. Raffle tickets shall clearly state the maximum number of tickets offered for sale in the raffle.

(4) Monte Carlo and/or Recreational Card Game Tournaments. In the United States, Monte Carlo games and recreational poker tournaments shall conform to State and local requirements unless these events are played at installations under exclusive Federal jurisdiction. International agreements apply overseas. Although no monetary gain is awarded participants, non-monetary prizes may be awarded. Once a patron purchases the necessary instrument for participation in the available games and activities (i.e., tickets or chips), no reimbursement may be made for unused or accumulated instruments.

b. Entertainment. Entertainment and social events shall adhere to standards of good taste and shall not promote an environment that is perceived as insulting to the audience. Programs that may offend the audience, to include topless or nude entertainers or participants, shall not be permitted. Each event when viewed in the context of both local and Service standards must be able to withstand objective scrutiny.

c. Commercial Sponsorship. See Enclosure 11 of this Instruction.

d. Advertising. See Enclosure 12 of this Instruction.

15. RECYCLING MATERIALS PROGRAM. According to section 2577 of title 10, U.S.C. (Reference (x)), a qualifying recycling program is an APF responsibility and not an MWR program. MWR programs are authorized to administer recycling programs and receive revenues but cannot use NAF to subsidize them.

16. INSTALLATION MWR SUPPORT. The DoD Components shall provide MWR support to all DoD personnel and activities supported by the installation as set forth in Enclosure 4 of this Instruction. Tenants shall receive MWR services from the host installation. Parent services of tenant organizations shall not duplicate services provided by the host installation. Exceptions are:

a. Interagency Support. The installation or regional commander shall provide MWR support for all Military Service organizations, units, individuals, and DoD agencies located on an installation or in a region. Exceptions may be granted in accordance with agreements between the Military Departments or Defense Agencies concerned. DoDI 4000.19 (Reference (y)) applies to inter-Service, inter-departmental, and interagency support.

b. Interagency Patronage. All personnel assigned or working for tenant organizations and units shall be afforded the opportunity to participate in MWR programs as determined by the patron authorization set forth in Enclosure 4 of this Instruction.

17. RESALE. MWR programs may engage in resale activities and services that are directly related to their program as set forth in Enclosure 5 of this Instruction. Such activities shall be NAF-operated. Otherwise, the Service exchanges shall be the primary source of non-food resale merchandise and services on DoD installations in accordance with References (d) and (e). MWR programs shall obtain, in advance, written right of first refusal from the Service exchange, with the approval level designated by each Military Service, to operate any other resale not directly related to their program or service activity.

a. Consignment. Consignment sales may be conducted only when authorized by the DoD Component. Adequate controls shall be established to safeguard against NAF liability for the merchandise.

b. Services. The sale of services in which income is received is not considered resale; it is considered fees and charges or dues and assessments for participation.

18. PHYSICAL FITNESS SERVICES. DoDD 1308.1 (Reference (z)) provides DoD policy for Service member physical fitness services. It is a DoD responsibility to provide the necessary physical fitness training areas and facilities through APF programs to ensure that DoD military

personnel are sufficiently fit to accomplish their assigned missions. However, when these APF training areas and facilities are not available to individual Service members due to their particular duty assignment, MWR programs may be used to supplement required physical fitness training.

a. Where DoD installation facilities are not available or are inadequate, the use of APF is authorized for contracting with community recreation centers or organizations such as the Young Men's and Women's Christian Associations and municipal, county, State, or private fitness facilities for fitness memberships on behalf of DoD personnel. Individual (by name) memberships paid for with Government funds are not authorized unless the Military Service grants a waiver due to unique circumstances.

b. Following a needs assessment, APF may be used to contract for gymnasiums, running tracks, athletic fields, shower and/or locker facilities, recreation centers, and community centers including swimming pools that are an integral part of these physical fitness facilities. Contracting procedures shall be in accordance with applicable law and regulation and commanders shall certify that the contract is in the best interest of the Government.

c. The Military Services shall prepare an annual review of these physical fitness arrangements to determine past and future usage of the facilities and justify continuing with the arrangements.

19. PHYSICAL FITNESS CENTER STANDARDS

a. The Military Services shall submit a status report to the PDUSD(P&R) by September 30 of each year on the number of installations and fitness facilities within each Military Service that meet core physical fitness center standards and those that do not. All data reported shall be current as of June 30 of the previous year and shall include a list of installations that were granted a waiver, the reason for the waiver, and the duration of the waiver.

b. In accordance with paragraph 4.e. of Enclosure 2 of this Instruction, the Secretaries of the Military Departments or the designated flag officer or SES equivalent at the Military Service headquarters staff may grant a temporary waiver of physical fitness center standards to an installation not to exceed 2 years. They may also grant permanent waivers to those installations determined to be too small for full compliance with the standards. However, they may not waive standards regarding training or personnel qualifications.

c. In accordance with paragraph 1.i. of Enclosure 2 of this Instruction, the PDUSD(P&R) shall review physical fitness center standards every 3 years. The standards are available at www.militaryhomefront.dod.mil/legislation/policies/guidance.

20. CHILD AND YOUTH PROGRAMS. References (o), (p), and (q) govern child development programs, school-age care, and youth programs, respectively.

21. WARFIGHTER AND FAMILY SERVICES (WFS). DoDI 1342.22 (Reference (aa)) governs WFS.

22. MWR SUPPORT TO MILITARY MISSIONS IN FOREIGN COUNTRIES. See Enclosure 8 of this Instruction.

23. ALCOHOLIC BEVERAGES. See Enclosure 9 of this Instruction.

24. LIBRARIES AND INFORMATION SERVICES. See Enclosure 10 of this Instruction.

25. LODGING. DoDI 1015.11 (Reference (ab)) and DoDI 1015.12 (Reference (ac)) govern lodging operations.

26. STANDARDS OF CONDUCT. The standards of conduct published in References (u) and (v) are applicable to all personnel assigned to or employed by MWR programs, services, and entertainment. Violations by personnel subject to chapter 47 of Reference (x) (commonly known as the Uniform Code of Military Justice) are punishable in accordance with chapter 47 of Reference (x).

27. EQUAL OPPORTUNITY. The non-discrimination provisions in DoDDs 1350.2 and 1020.1 (References (ad) and (ae)) are applicable to MWR programs, services, and entertainment, and shall guide MWR officials and employees in the performance of their duties.

ENCLOSURE 4

AUTHORIZED PATRONAGE OF MILITARY MWR PROGRAMS

1. GENERAL

a. The authorizations in Tables 1 and 2 of this enclosure shall be used to determine program access, except where authorization is in conflict with international agreements.

b. Access to Service exchanges and their programs shall be in accordance with References (d) and (e).

c. When MWR facilities cannot accommodate all authorized patrons, the installation commander shall determine specific use priorities. The priorities for those authorized to use MWR facilities in such situations shall be based on the priorities established in paragraphs 2.a. and 2.b. and Tables 1 and 2 of this enclosure. Members of the Ready Reserve and Retired Reserve, including those who have qualified for retired pay at age 60 but have not yet reached age 60, are permitted use of Category C activities on the same basis as members on active duty and their family members.

d. The DoD Component concerned shall ensure patrons are identified as authorized before providing privileges.

e. Patron eligibility for child and youth programs is provided in References (o), (p), and (q).

f. Patron eligibility for WFS programs is provided in Reference (aa).

2. ELIGIBLE PATRONS

a. Table 1 shows groups authorized unlimited use of all MWR programs.

b. Table 2 shows groups authorized limited use of military MWR activities at the discretion of the installation commander. Commanders may open activities to these patrons based on local demand and capacity. Resale of food, state tax-free beverages, and tobacco products is restricted to amounts consumed on the premises and to convenience merchandise incidental to daily participation (such as golf tees). APF and NAF civilian personnel employed by MWR activities, and their family members, may purchase merchandise without restrictions from MWR resale activities (not exchanges).

Table 1. Unlimited Use Authorized for All MWR Programs

CATEGORY	AUTHORIZED GROUP
Military Service members and their family members	Members on active duty (Army, Navy, Air Force, Marine Corps, and Coast Guard).
	Members of the Reserve Components (Ready Reserve and National Guard; Reservists in training).
	Cadets of Service Academies and U.S. Merchant Marine Cadets.
Other Uniformed Service members and their family members	Members of the Commissioned Corps of the Public Health Service and the Commissioned Corps of the National Oceanic and Atmospheric Administration on active duty.
Military Service retirees and their family members	Retired from active duty.
	Retired from the Reserve Components with pay and retired without pay (gray area).
Others separated from the Military Services and their family members	Honorably discharged veterans with 100 percent Service-connected disability and involuntarily separated Service members under the Transition Assistance Management Program.
	Medal of Honor recipients.
Former and/or surviving spouses and family members	Un-remarried surviving spouses of personnel who died while on active duty or while in retired status.
	Un-remarried former spouses who were married to Military Service members for at least 20 years while the Service member was on active duty.
	Surviving children of Service members who have not been adopted by new parents and are under 21 years old (or over if they are incapable of supporting themselves, or under 23 years old if they are in full-time study).
DoD and Coast Guard civilians and their family members	When stationed outside the United States.
Other supporters of the Department of Defense	U.S. Federal employees when assigned in areas outside the United States.
	Medical personnel under contract to the Military Services during periods when they are residing on the installation.
	Military and civilian personnel of foreign nations and their family members when on U.S. military orders assigning them to the United States or in overseas areas when the major command commander grants privileges in the best interest of the United States.
	Paid members of the American Red Cross, Young Men's and Women's Christian Association, United Service Organization, and other type 1 private organizations identified in Reference (l) when assigned with the Military Services outside the United States.
	U.S. citizens employed by firms under contract to the Department of Defense working on an installation when assigned in areas outside the United States.

Table 2. Limited Use Authorized by Installation Commanders

CATEGORY	AUTHORIZED GROUP
U.S. DoD and Coast Guard civilians and family members (including retirees and their family members)	APF, NAF and retired DoD and Coast Guard civilians.
DoD contract personnel and technical representatives	Working full time on the installation. ¹
Others associated with the Department of Defense	Reserve Officers' Training Corps cadets when participating in field training or practice cruises.
	Former prisoners of war (POWs) and spouses of POWs or Service members missing in action and their family members.
Other non-DoD Federal employees and contractors	Working full-time on the installation. ¹
Military Housing Privatization Initiative (MHPI) employees and residents	MHPI employees or residents. ¹
Foreign national employees	APF and NAF foreign national employees assigned and working directly for DoD installations overseas if not prohibited by Status of Forces Agreements (SOFAs) or other international agreements or local laws and the installation commander determines it is in the best interest of the command. Annual recertification of the employee authorization is required. ¹
Guests	Who are not otherwise eligible to use MWR programs when specifically invited and accompanied by an authorized patron. Installation commanders approve local rules governing the number of guests and the frequency of use at specific facilities.
Members of the public	Leaders in the local community designated by the installation commander. Individuals must be recertified annually. Applicable to community leaders overseas if SOFA or other international agreements or local laws do not prohibit and the installation commander determines it is in the best interest of the command.
	Members of the general public can attend infrequent MWR-sponsored events when the installation meets controls established by the DoD Component. ¹
	Members of the general public within the United States may use Category C programs on a continual basis when the established criteria ^{1 and 2} has been met and specifically approved by the Secretary of the Military Department, who may further delegate this approval authority to a flag officer or SES equivalent of the Military Service headquarters staff, but no further.
<p>1. Motion picture patronage shall be in accordance with non-theatrical licensing agreements negotiated separately by the Military Service.</p> <p>2. At a minimum:</p> <ul style="list-style-type: none"> a. Commander determines that adequate facilities are available and currently underutilized by authorized patrons. b. Written agreements are obtained from local government officials or other appropriate community leaders indicating that they have no objections to expanded use of military MWR programs. c. Allowing these individuals to use these facilities is beneficial to both the military members and civilians in the community. d. No conflict exists with Federal, State, or local laws. 	

ENCLOSURE 5

MWR PROGRAMS AND DESCRIPTIONS

1. CATEGORY A – MISSION SUSTAINING PROGRAMS. These programs are considered essential in meeting the organizational objectives of the Military Services. They promote the physical and mental well-being of the military member, a requirement that supports accomplishment of the basic military mission. They shall be supported almost entirely with APF, with the use of NAF limited to specific instances where APF support is prohibited by law or where the use of NAF is essential for the operation of a facility or program. Programs in this category have virtually no capacity for the generation of NAF revenues.

a. Armed Forces Entertainment. Acquisition and support of professional entertainment provided free to Military Service members overseas.

b. Motion Pictures Provided at No Cost to the User. Free motion picture entertainment licensed only for public viewing provided to shipboard and shore sites on videotape or other non-35-millimeter film media and distributed only through officially designated Military Service agencies.

c. Physical Fitness. Programs that develop the components of aerobic capacity, muscular strength, muscular endurance, and flexibility, in conjunction with body fat measurement, that are within an optimal range for military personnel.

d. Aquatic Training. Includes swimming programs associated with Service member training. Does not include those recreational swimming programs in Category B or aquatics centers in Category C.

e. Libraries and Information Services Program. Supports readiness and the military mission, QOL, voluntary education, professional and technical education and training, Internet access, lifelong learning, transition and career assistance, and the leisure needs of military communities. Components may include library buildings, multimedia resource centers, information centers, or similarly named entities. Generally, does not include those libraries whose primary purpose is to provide technical reference and information related to training centers, military occupational specialty education, or DoD reference facilities. Enclosure 10 of this Instruction provides additional information.

f. On-Installation Parks and Picnic Areas. Provide on-installation picnic areas, barbecues, pavilions, game fields, fitness trails, nature centers, playgrounds, etc., for self-directed use.

g. Basic Social Recreation Programs. Provide directed and self-directed individual and group activities that promote stress relief such as social networks, video games, entertainment videos, board games (e.g., chess), social events, and Internet access.

(1) Single Service Member Programs. Address single Service member QOL issues and initiatives and support commanders by providing a forum through which single Service member QOL concerns are identified and recommendations for improvement are made. Additionally, this forum provides a means to assess the interests and needs of single Service members. QOL for single Service members includes all those concerns that can directly or indirectly influence morale, living environment, personal growth, and development.

(2) Category A Recreation Centers (Military Personnel). Provide a comprehensive MWR program with both directed and self-directed individual and group activities specifically targeted to the DoD community as a whole, but with special emphasis on military personnel. May include Internet cafes, game rooms with video games, billiards, table games and table tennis, television and movie rooms, music rooms, classrooms, etc., to allow for participation in a variety of social, competitive, and educational activities. These programs can be stand-alone, consolidated, and/or integrated programs that best meet the needs of the community they serve. Facilities should be configured to accommodate diverse services and designed with flexibility that allows modifications based on changing community interests and needs. At least 75 percent of the space available shall be used for MWR programs when there is an ongoing program of organized activities. May incorporate other program elements such as food and beverage services, which are Category C activities.

h. Shipboard, Company, and/or Unit-Level Programs. Support and activities that maintain mission readiness, improve unit teamwork, and create esprit de corps.

i. Sports and Athletics (Self-Directed and/or Unit-Level and/or Intramural) Programs and Activities. Support for individuals and teams to enhance individual fitness and unit teamwork and readiness.

j. WFS

(1) Pursuant to Reference (aa), may encompass a variety of programs to enhance an individual's QOL, such as information to help people make sound life skills decisions; assistance to parents in balancing the competing needs of parenting and mission accomplishment; crisis assistance; educational opportunities through lifelong learning; preventive education on unhealthy lifestyles; coaching assistance through prevention and referral to treatment; brief, solution-focused non-medical clinical counseling; education and interventions to build healthy family and personal relationships; and volunteer coordination.

(2) Unit family readiness programs provide support through proactive outreach and intervention through official communication, information and assistance, and Service member and family readiness and deployment support. Additionally, these services connect with the mobile military lifestyle by providing assistance during deployments, relocation, and transition to civilian life. Services include financial counseling and assistance with career decision-making, job seeking, and the adjustment of Service members and their families to life in the military. The target population includes single and married Service members, family members, parents, dual-Service couples, special needs families, and retirees.

(3) Operation of WFS as a Category A MWR program is at the discretion of the Military Services.

2. CATEGORY B – BASIC COMMUNITY SUPPORT PROGRAMS. These programs are closely related to those in Category A in supporting the military mission. They satisfy the basic physiological and psychological needs of Service members and their families, providing to the extent possible the community support systems that make DoD installations temporary hometowns for a mobile military population. These support programs should receive substantial amounts of APF support but differ from those in Category A in part because of their ability to generate NAF revenues. That ability is limited, however, and in no case could they be sustained without substantial APF support.

a. Childcare and Youth Programs. Assist DoD military and civilian personnel in balancing the competing demands of family life and the accomplishment of the DoD mission by managing and delivering a system of quality, available, and affordable programs and services (child development, school age, and youth program services) for eligible children and youth from birth through 18 years of age.

(1) Child Development and School Age Programs. Childcare services for children, aged birth through 12 years, of DoD personnel. Care and services are provided in child development facilities, contract operations, family childcare homes, and alternative locations. Care may be provided on a full-day, part-day, or hourly basis. Care is designed to protect the health and safety of children; to promote their physical, social, emotional, and cognitive development; and to enhance their readiness for later school experiences in accordance with References (o) and (p).

(2) Youth Programs. A comprehensive series of planned and self-directed activities and events responding to the recreational, developmental, social, physiological, psychological, cultural, and educational needs of eligible youth through 18 years of age. These activities support the acquisition of lifelong skills and facilitate transition to adulthood. Youth programs are offered within a physically and emotionally safe environment that includes appropriately trained support staff in designated facilities and locations in accordance with Reference (o).

b. Community Programs. Provided for the general enjoyment of the installation community, to build a sense of community and relieve stress.

c. Cable and/or Community Television. Provided within an installation for the general welfare of authorized MWR patrons.

d. Recreational Information, Tickets, Tours, and Travel Services. Typical services include information brochures and recommendations concerning local and regional attractions; local or group tours; tickets to local movie theaters, concerts, plays, sports events, and museums; admission to regional or national theme parks; and provisions for central registration and advance sales for most MWR facilities, services, and programs on the installation. Include unofficial commercial leisure travel services, which may be provided from either transportation-managed offices or MWR facilities dedicated exclusively to leisure travel products and services,

e.g., air, rail, and bus tickets; packaged tours; group tours; cruises; and travel insurance. May also include remote or automated services to satisfy requirements of installations that lack sufficient volume to justify a staffed office.

e. Recreational Swimming. Swimming programs in a recreational environment. Does not include swimming programs associated with Category C membership club programs or aquatics centers.

f. Category B Recreation Center (Military and Family Members). Appropriately named as a community center with comprehensive MWR programs specifically targeted to the DoD community as a whole with special emphasis on Service members and their family members. These programs can be stand-alone or consolidated programs that best meet the needs of the community they serve. Facilities should be configured to accommodate diverse services and designed with sufficient flexibility to allow modifications based on changing community interests and needs. At least 75 percent of the space available shall be used for MWR programs when there is an ongoing program of organized activities. The food and beverage component is considered a Category C program.

g. Outdoor Recreation. Programs build a sense of community, promote skill development, and provide for unit cohesion, stress relief, and enjoyment.

(1) Directed Outdoor Recreation. Programs that provide instruction and structured outdoor recreational activities and may include archery, hunting, fishing, rappelling, hiking, scuba diving, sail boarding, backpacking, bicycling, mountain biking, boating, canoeing, and water and snow skiing.

(2) Outdoor Recreational Equipment Checkout. Equipment supports directed and self-directed participation in outdoor programs. Equipment is purchased with APF and NAF for the purpose of being checked out to participants in MWR programs. Fees may be charged to recover all or part of any NAF costs associated with providing this service. Checkout equipment may include tents, coolers, sleeping bags, stoves, skis, canoes, boats (without overnight stay capability), bicycles, and other equipment that support the program. Sale of incidental items such as lantern fuel, mantels, and similar accouterments is authorized.

h. Boating Program (Checkout and Lessons). May include operation of a marina without resale or private boat berthing. Boats and equipment are MWR-owned and -operated. The operation of a snack bar, restaurant, or resale outlet is only authorized as a Category C program.

i. Camping (Primitive and/or Tent). Small campgrounds with primitive or tent camping as the primary recreational activity and/or that support participation in adjacent outdoor recreational activities. The operation of a snack bar, restaurant, or resale outlet is authorized only as a Category C program.

j. Riding Stables, Government-Owned or -Leased. Government-owned or -leased horses used for recreational riding.

k. Recreational Skill Programs

(1) Amateur Radio. Long distance two-way radio operation associated with the Military Affiliate Radio System.

(2) Performing Arts (Music, Drama, and Theater). Programs that provide opportunities for skill development through formal or informal instruction as well as opportunities for self-directed recreation at theater centers, dinner theaters, music centers, performing arts centers, pageants, special entertainment events, and community activities.

(3) Arts and Crafts Skill Development. Programs that emphasize learning by “doing” through formal and informal instruction in fine arts, crafts, and industrial and vocational arts.

(4) Automotive Skill Development. Automotive and electro-mechanical skill development programs that provide opportunities for skill development through formal or informal instruction as well as opportunities for self-directed recreation.

l. Bowling, 16 Lanes or Less. Bowling programs at centers having 16 lanes or less offering services such as bowling resale, food and beverage, bowling instruction, open play bowling, league bowling, and tournaments. The operation of resale activities is authorized only as a Category C program.

m. Sports Programs Above Intramural Level. Competition by individuals or teams representing the installation or a higher level command. Inter-Service sport competition events sanctioned by the Armed Forces Sports Council as well as participation in national and international sporting events such as the Pan American Games, Conseil International du Sport Militaire, and the Olympics. (See DoDD 1330.4 (Reference (af)).)

3. CATEGORY C – REVENUE-GENERATING PROGRAMS. These highly desirable programs provide recreational activities that contribute to building a sense of community and enjoyment. Activities in this group have the business capability of generating enough income to cover most of their operating expenses but they lack the ability to sustain themselves based purely on their business activity. Consequently, these activities receive limited APF support. Revenue-generating programs at designated remote and isolated locations may receive the same type or level of APF support as Category B programs. Enclosure 7 of this Instruction contains criteria for remote and isolated locations. Reference (d) authorizes APF support for Category C program utility expenses (other than those of golf courses inside the United States, except when designated remote and isolated) and additional APF support for installations to continue their Category C MWR activities during force protection conditions CHARLIE and above.

a. Hospitality and Lodging

(1) Joint Service Facilities and Military Service Recreation Centers. Facilities and programs operated by one Service for all Military Service members for the primary purpose of providing rest and recreational activities. Includes Armed Forces Recreation Centers, major

hotel operations, and recreational sites designed for use by all Military Service members and other authorized patrons.

(2) Food, Beverage, and Entertainment Programs. Programs may include restaurants, snack bars, and limited menu operations as well as beverage, social catering, other Service-themed food operations and entertainment programs. Food and beverage activities, including casual dining but excluding name brand fast food, may be operated as stand-alone operations or in conjunction with other MWR operations including those in Category A, B, or C. This specifically excludes exchange-operated or -contracted name brand fast food that may be operated in MWR facilities under a separate agreement. The provisions of DoDD 1125.3 (Reference (ag)) may apply.

(3) Membership and Non-Membership Clubs. May include food and beverage, catering, social events, entertainment, and other services normally associated with a membership organization. Membership and the payment of dues is at the discretion of each Military Service. Official command functions are not MWR events even when held in MWR facilities. (See paragraph 9 of Enclosure 3 of this Instruction). APF shall be used for all authorized personnel, building, equipment, and supply costs when the MWR facility is used to support official mission, protocol, and community support functions to include events that support and foster community relations, basic military gatherings such as commander's calls and pre- and post-deployment briefings, and events that support the development of unit esprit de corps and home station family sustainment. The provisions of Reference (ag) may apply.

(4) Recreational and Permanent Change of Station (PCS) Lodging Programs. DoD housing standards for medical hold and holdover personnel (MH personnel) receiving outpatient medical treatment apply to recreational and PCS lodging facilities. When eligible for DoD-owned housing, MH personnel shall be included as part of "Priority 1: Key and essential Service members and civilians including special command positions," as defined in DoD 4165.63-M (Reference (ah)).

(a) Recreational Lodging Programs. Lodging facilities and services, to include camping, hotel-like lodging, cabins, cottages, trailers, trailer and/or recreational vehicle parks, collocated with military recreational areas to support recreation and where the vast majority of occupancy is by unofficial travelers.

(b) PCS Lodging Facilities. Quality lodging facilities and services that are designed to meet the needs of active duty members and their families who are in a PCS status. Normally include kitchen facilities. PCS lodging programs are operated in accordance with References (ab) and (ac).

b. Other Special Interest Programs. (Other than membership club programs (paragraph 3.a.(3) of this enclosure.) These programs are more highly specialized, appeal to a limited audience, and are supported through user fees.

(1) Flying. Flying (aero) operations such as rental of aircraft, storing aircraft owned by members, providing flying instruction, and other related services.

- (2) Parachute and Sky Diving. Includes instruction, sponsored jumps, competitions, etc.
 - (3) Rod and Gun. Skeet, trap, other shooting programs, instruction, competitions, resale, food and beverage operations, etc. Includes paintball operations.
 - (4) Scuba and Diving. Includes activities for groups or individuals having an interest in aquatic and scuba-type activities, sponsored dives, etc.
 - (5) Horseback Riding Program and Stables. Provide services such as boarding, organized events, competitions, etc.
 - (6) Other. Those programs established for a special interest not otherwise addressed.
- c. Other Revenue-Generating Programs. Those MWR programs that provide various entertainment and recreational opportunities for authorized patrons.
- (1) Resale Programs. Resale activities within the restrictions established in paragraph 17 of Enclosure 3 of this Instruction. Includes audio and/or photo operations overseas and similar operations.
 - (2) Amusement and Recreational Machines and/or Gaming. Includes amusement machines (including video and pinball machines) that do not provide a pay-out, recreational machines (including slot machines) that provide a pay-out to the player, and non-gambling online video game services within MWR facilities.
 - (3) Bowling, Over 16 Lanes. Programs at centers having more than 16 lanes, offering open play bowling, league bowling, tournaments, and services such as bowling instruction, bowling merchandise, food, and beverage.
 - (4) Golf. Offering open play, tournaments, and services such as golf instruction, golf resale, food, and beverage.
 - (5) Marinas (Resale or Private Boat Berthing). Includes marina operations with private berthing, pump-out station, and/or resale activities. Includes rentals of ski boats, boats for overnight stays, and personal watercraft.
 - (6) Equipment Rental. Equipment purchased with NAF for the purpose of being rented to customers to support their special interests.
 - (a) Party and Catering Equipment. Includes tables, chairs, catering equipment, grills, cooking equipment (except camping cooking equipment and utensils), and large inflatable games and entertainment equipment.
 - (b) Maintenance and Construction Equipment. Includes items such as lawn mowers, rototillers, chain saws, utility trailers, and hand tools.

(7) Base Theater Film Program. Commercial-style cinema using 35-millimeter film or industry-standard format. Movies provided must be licensed for public viewing in a military setting by an officially-designated Military Service agency. A base theater must also include a cinema-style concession operation.

(8) Vehicle Storage. Storage facilities for Service member vehicles.

(9) Animal Kennels. Service established for boarding pets.

(10) Aquatics Centers. Commercial grade water theme parks.

(11) Other. Recreational and entertainment revenue-generating programs not previously specified.

ENCLOSURE 6

MWR FUNDING METRICS

1. APF SUPPORT AS A PERCENT OF TOTAL EXPENSES

a. This metric monitors the degree of appropriated funding provided to MWR programs by category and select programs, and measures compliance with established funding standards. The Military Services shall submit this report with the annual consolidated financial report required by Reference (d). Data shall be drawn from Military Service base year (actuals) of the annual report and shall conform to the definitions used in that report. The PDUSD(P&R) shall provide specific report formats and required formula calculations annually (paragraph 1.f. of Enclosure 2 of this Instruction).

b. The basic funding standard, regardless of category, is to use APF to fund 100 percent of costs for which they are authorized.

(1) Category A MWR Activities

(a) Category A activities are entitled to the highest degree of APF support and virtually all expenses should be supported with APF. A number of activities are included in Category A for reporting purposes even though they are not expected to be fully funded with APF. Examples include installation-level central accounting, procurement, and personnel. In addition, Category A programs at installation level are frequently collocated with other minor functions (incidental resale activities, etc.) that are not authorized APF support. Those functions are considered Category C for funding purposes and should be reported in that category if their size is significant. However, in many cases their small size makes it impractical to break them out and report them separately from the parent Category A program. For these reasons, the DoD APF standard for Category A is a minimum of 85 percent of total expenditures.

(b) The Military Services have the discretion to operate WFS as a Category A MWR activity. As a Category A activity, the WFS program common support functions (supervision, budgeting, procurement, contracting, marketing, commercial sponsorship, and advertising) may be furnished by MWR and shall be supported by appropriations available for WFS. The WFS program shall be funded entirely with WFS appropriations, including facilities and those common support costs provided by NAFIs. Commercial sponsorship funding received explicitly for WFS programs may be executed as NAF in support of WFS. NAF is authorized to provide simple refreshments (e.g., beverages and/or snacks) at family events and volunteer recognition functions. Pursuant to paragraph 4.4. and Enclosure 6 of Reference (d), APF made available to support the operations of WFS programs may be provided to the MWR NAFI according to a memorandum of agreement and treated and expended as NAF. The Military Services shall develop appropriate accounting and reporting procedures to ensure funding integrity is maintained and that WFS funds pay for those services provided by MWR either directly or through the Uniform Funding Management practice.

(2) Category B MWR Activities

(a) Category B activities have a limited ability to generate NAF revenues, cannot be sustained without a significant level of APF support, and are therefore entitled to a substantial level of APF support. The DoD standard for APF funding for Category B is a minimum of 65 percent of the total expenditures.

(b) Child and youth development programs shall be reported separately from other Category B MWR programs.

(3) Category C MWR Activities. As these activities have the highest ability to generate NAF revenues, APF support generally should be limited. Category C activities operated at remote and isolated locations should be funded at a Category B authorization level.

2. NAF FINANCIAL ASSESSMENT

a. This metric assesses the NAF financial status of programs within each category and the financial health of the MWR single fund. The Military Services shall submit this report with the annual consolidated financial report required by Reference (d). The income statement and balance sheet data shall be reported as of September 30.

b. NAF financial standards are:

(1) Category A NAF activity financial results in the aggregate must be at least break-even on an annual basis excluding unit activities and common support pro-rated functions.

(2) Category B NAF activity financial results in the aggregate must be at least break-even on an annual basis excluding common support pro-rated functions.

(3) Category C activity financial results in the aggregate must be at least break-even on an annual basis excluding common support pro-rated functions. In addition, financial results for these Category C activities must be at least break-even on an annual basis excluding common support pro-rated functions: golf, bowling, clubs, fast food outlets, restaurants, recreational lodging, and movie theaters.

(4) MWR installation fund financial results must be at least break-even on an annual basis and must maintain an acid test ratio of at least 1 to 1.

(5) For this assessment, break-even financial results are defined as a zero or better net income before depreciation.

c. The Military Services shall report annually for all installations with MWR programs that have gross incomes over \$100,000 per year:

(1) The number and percent of installations whose Category A programs, in aggregate, do not meet the financial standards.

(2) The number and percent of installations whose Category B programs, in aggregate, do not meet the financial standards.

(3) The number and percent of Category C programs that do not meet the financial standards in the aggregate.

(4) The number and percent of MWR installation funds that do not meet the financial standards. (Break-even and acid test reported separately.)

ENCLOSURE 7

DoD REMOTE AND ISOLATED INSTALLATIONS:
APF SUPPORT FOR CATEGORY C PROGRAMS

1. GENERAL

a. Certain installations with Category C programs may not be capable of self-sufficiency due to extenuating circumstances. Installations that ultimately are included on the remote and isolated list, however, must have special circumstances that genuinely require additional APF assistance to continue their Category C programs.

b. Category C programs at installations designated as remote and isolated for MWR program purposes are generally authorized the same type of funding as Category B programs. These exemptions are allowed because these locations are isolated or are exceptional due to conditions that make them very similar to remote and isolated locations.

2. OBTAINING AND MAINTAINING REMOTE AND ISOLATED LOCATION STATUS

a. The major factors in evaluating potential candidates for remote and isolated status are the installation's financial capability, performance, and degree of assistance provided by the major command and Military Service. All financial data specified in paragraphs 2.a.(1) through 2.a.(4) of this enclosure shall include the current year as of the date of the request and 4 prior years. Financial data specified in paragraph 2.a.(5) of this enclosure shall include the current year as of the date of the request and 6 projected budget years.

(1) APF Support. APF support as a percent of total expenses for Category A (minimum 85 percent) and Category B (minimum 65 percent).

(2) MWR NAF. Cash, receivables (30-day), current liabilities, acid test ratio (cash plus receivables and/or current liabilities), total revenue (including exchange dividend), MWR fund net income before depreciation (NIBD) or net income after depreciation (NIAD), and NIBD or NIAD as a percent of total revenue, net income or loss.

(3) Category C. Total revenue (including exchange dividend), Category C before NIBD or NIAD and NIBD or NIAD as a percent of total revenue, net income, or loss.

(4) Capital Improvement Plan. NAF capital improvements (e.g., equipment, information systems, minor construction, major construction).

(5) Long-Range Capital Improvement Plan. Cash in bank beginning of fiscal year (FY), projected net income or loss, must fund capital requirements (those capital items that are required to maintain DoD and Service standards that provide programs, facilities, and services typically found at other military installations or are identified as a customer feedback deficiency

in a survey and not available in the local civilian community), cash in bank end of FY, minimum cash required to maintain Service or major command acid test minimum, excess cash, or cash shortfall.

(6) Assistance Provided by Major Command and Military Service

(a) Monetary. Year, activity, project description, amount, source of money, cost of savings, revenue increase.

(b) Non-Monetary (Staff Assistance Visits). Date, purpose, recommendation, results.

(7) Additional Information. Is the installation in a high cost and/or tourist area? Do Service members receive basic allowance for housing that reflects the cost? Do Service members receive cost of living allowance? What is the fee structure for Category C programs compared to:

(a) The local area; and

(b) The Service or command average for the same or similar service? What are the Category B child care fees?

b. Other factors that may be considered in evaluating the installation as a remote and isolated location include extenuating circumstances that may seriously hinder the operation of installation Category C programs. These may include:

(1) Special security conditions such as a continued threat of civil disorder, political unrest, criminal activity, or terrorist attack that prevents authorized personnel from using on and off-base recreational facilities.

(2) Significant currency fluctuation that greatly affects the cost of all goods and services purchased on the local economy including MWR.

(3) Extreme climatic or environmental conditions that routinely and for extended periods prevent the use of off-base recreational activities.

(4) Locations where the mission requires a capability to provide MWR support as a result of significant temporary increase or decrease in personnel who are not part of the regular staffing complement of the base but are assigned for training, liberty, or other temporary purposes.

(5) Short tour locations:

(a) Where members are assigned for less than 36 months accompanied or 24 months unaccompanied.

(b) Established in recognition of community support, family separation, environmental, cultural, mission, or other factors.

(c) Judged to create enough of a hardship on the military member that a reduced tour length is appropriate.

(6) Geographic separation on installations or sites with less than 3,000 active duty military assigned that are at least 1-hour commuting time (during normal driving conditions) from a community or other military installation that has three or more different Category C type programs, with one or more of these activities being a bowling center, golf course, or marina.

(7) Significant cultural differences that make it difficult to operate business activities at a profit.

c. Documentation concerning an installation's acceptability for being considered remote and isolated shall be submitted to the PDUSD(P&R). In coordination with the commander concerned and the Military Services, the PDUSD(P&R) may designate new remote and isolated locations to meet new mission requirements. All installations designated as remote and isolated locations shall submit re-justification when circumstances change substantially.

ENCLOSURE 8

MWR SUPPORT TO MILITARY MISSIONS IN FOREIGN COUNTRIES

1. OVERVIEW. The Military Departments shall provide APF and NAF MWR support to military personnel assigned to military missions in foreign countries.

2. FUNDING

a. The primary funding source for MWR support to military missions in foreign countries is APF, with the exception of unit funds, which are NAF. Enclosure 4 of Reference (d) provides the funding authorization table. Each Military Department shall provide funding to military missions in foreign countries within the Combatant Command areas of responsibility (AOR) they support as identified in DoDD 5100.3 (Reference (ai)).

b. Reference (ai) is specific to the Combatant Command headquarters only. However, for MWR purposes, it shall be used to determine Military Department funding (both APF and NAF) for those military personnel assigned to the Combatant Command AOR. Assigning responsibility using the same AOR as the Combatant Command is not intended to imply that support of this kind will be provided to the Combatant Command or its subordinate commands or units, or that funds will be distributed through the Combatant Command. Budget requirements (both APF and NAF) shall be provided by each unit through normal channels to the responsible Military Service with an information copy to the Combatant Command.

(1) The Marine Corps shall provide MWR support for personnel in Marine Security Guard detachments located at embassies.

(2) APF shall be the source of funding if MWR programs are nonexistent or not available from a nearby U.S. installation or the host country. The MWR APF funding requirement shall be in accordance with DoD standards for physical fitness programs, library programs, and recreation programs as described in section 3 of this enclosure.

(3) NAF shall not be used to support MWR programs that are authorized APF support. Unit NAF funds shall be used for leisure activities that promote unit cohesion and are based on the needs of permanent personnel. Elements within foreign countries shall not receive NAF from more than one Military Service. Unit NAF funds shall be expended in accordance with this Instruction. A minimum NAF per capita allocation shall be allowed for permanently assigned military personnel. The Office of the PDUSD(P&R) and the Military Services shall review the per capita allocation in order to establish and publish future rates when necessary.

3. STANDARDS FOR MWR SUPPORT. The Military Services shall apply these standards for MWR program support to military missions in foreign countries and develop detailed operating standards as appropriate. APF shall be the source of funding.

a. Physical Fitness Program. Military personnel shall have access to fitness facilities, equipment, and programs that support cardiovascular, endurance, flexibility, and strength conditioning to maintain fitness standards. When activities are not available at the assigned unit or duty station, access to physical conditioning alternatives shall include the use of a nearby U.S. military installation or a host-country fitness facility within the surrounding civilian community. If other U.S. installations are not available and no agreement is established with the host country on a no-fee basis, membership in commercial fitness facilities shall be authorized from APF in the name of the unit for all assigned military personnel. (See paragraph 18 of Enclosure 3 of this Instruction.)

b. Libraries and Information Services. Personnel shall have library support for such items as paperback book and magazine kits and on-line periodicals and newspapers where Internet capabilities exist.

(1) The standard for paperback book kits varies by group size. Groups of 1-25 shall receive 10 titles per month; groups of 26-75 shall receive 25 titles per month; groups of 76 or more shall receive 40 titles or more per month.

(2) The standard for magazine subscriptions varies by group size. Groups of 1-50 shall receive 1 copy of 5 titles per month; groups of 51 or more shall receive 2 copies each of 5 titles per month. Magazine titles shall be determined by customer surveys.

c. Recreation Program. Recreational information, tickets (e.g., airline tickets), tours (e.g., local tours and attractions), and movies shall be available to assigned personnel. Information, tickets, and tours shall be accessible through the Internet (both military and commercial Web sites). Movies shall be made available through Military Service sources for unit and personal viewing with the type of format and method of distribution determined by the Military Services.

d. Program Integration. MWR programs for foreign military missions shall be integrated with the programs of other U.S. military units, installations, and embassies in foreign countries to provide coordinated MWR support.

e. Armed Forces Radio and Television Service (AFRTS)

(1) AFRTS delivers DoD internal information by providing a broad range of U.S. information, news, and entertainment programming to overseas DoD personnel and their family members. AFRTS issues digital satellite receiver decoders to receive and unscramble the AFRTS signal for use by authorized members at shared sites (e.g., Marine Corps houses, embassies with DoD staff, and deployed locations) in an office or a common-use area, not for personal or individual use.

(2) Funding for the AFRTS downlink, associated installation, and maintenance for circuit distribution is the responsibility of the Military Service supporting the Combatant Command in which the AFRTS system will be installed. (See DoD 5120.20-R (Reference (aj)).) If authorized members (active duty military and DoD civilian employees assigned overseas and

their accompanying family members) are not eligible to receive an AFRTS-issued decoder, they may purchase a decoder that will provide access to AFRTS programming after gaining approval from Headquarters, AFRTS. The Military Services and Combatant Commands may provide APF to purchase AFRTS equipment, which includes satellite dishes and decoders, in common areas for DoD military and civilian personnel on missions in foreign countries. This equipment is the property of the Federal Government and appropriate methods and policies regarding accountability of Government equipment apply.

ENCLOSURE 9

ALCOHOLIC BEVERAGES

1. USE OF ALCOHOLIC BEVERAGES. The DoD Components shall establish internal programs, policies, and procedures consistent with DoDD 1010.4 (Reference (ak)) to deglamorize the use of alcohol, to discourage and treat its irresponsible use, and to offer alternative leisure-time activities.

2. AGE RESTRICTIONS

a. Drinking Age

(1) The minimum drinking age on a DoD installation located in a State (including the District of Columbia) shall be consistent with the age established by the law of that State as the State minimum drinking age.

(2) For DoD installations located in more than one State or in one State but within 50 miles of another State, Mexico, or Canada, the Secretary concerned may establish and enforce as the minimum drinking age on that military installation the lowest applicable age, which means the lowest minimum drinking age established by the law of the State in which the DoD installation is located, or a State or jurisdiction of Mexico or Canada that is within 50 miles of the installation (section 2683 of Reference (x)).

(3) The minimum drinking age on a DoD installation located outside the United States shall be 18 years of age. A higher minimum drinking age shall be based on international treaties and agreements and on the local situation as determined by the installation commander.

(4) The commander of a DoD installation may waive the requirements of subparagraphs 2.a.(1) through 2.a.(3) of this enclosure if it is determined that the exemption is justified by special circumstances. Special circumstances are those infrequent, non-routine military occasions when an entire unit at a military installation marks a uniquely military occasion such as the conclusion of arduous military duty or the anniversary of the establishment of a Military Service or organization. The event must be held on a military installation and the commander must ensure that appropriate controls are in place to prevent endangering Military Service members or the surrounding community.

b. Serving Alcoholic Beverages

(1) In the United States, no person under 21 years of age shall be employed to dispense, handle, or serve alcoholic beverages unless permitted by the laws of the State in which the installation is located. In such cases, the State minimum age laws may be followed.

(2) Outside the United States, no person under 18 years of age shall be employed to dispense, handle, or serve alcoholic beverages. A higher serving age shall be based on international treaties and agreements and on the local situation as determined by the installation commander.

3. NAFI PURCHASE OF ALCOHOLIC BEVERAGES

a. Alcoholic beverage purchases made for resale on a military installation located in the United States shall be made from the most competitive source and distributed in the most economical manner, price and other factors considered, except that, in the case of malt beverages and wine, such purchases shall be made from, and delivery shall be accepted from, a source within the State in which the military installation concerned is located (section 2495 of Reference (x)). Alcoholic beverages containing distilled spirits purchased for sale on a military installation in Alaska or Hawaii shall be procured from, and delivery shall be accepted from, a source within the respective State in which the DoD installation is located.

b. If a military installation located in the contiguous States is located in more than one State, a source of supply in any State in which the installation is located shall be considered a source within the State in which the installation is located (section 2495 of Reference (x)).

4. AUTHORIZED SALES. In accordance with paragraph 4.h. of Enclosure 2 of this Instruction, the Secretaries of the Military Departments may issue regulations controlling the sale of alcoholic beverages dispensed by the drink or beer sold in other than sales outlets for packaged alcoholic beverages. In accordance with section 2 of Enclosure 2 of this Instruction, the Directors of the Defense Agencies shall coordinate with the Military Service concerned in preparing a memorandum of understanding detailing Defense Agency responsibilities for the sale of alcoholic beverages.

ENCLOSURE 10

LIBRARIES AND INFORMATION SERVICES PROGRAM

1. GENERAL

a. The Library and Information Services Program consists of libraries that support readiness, the military mission, QOL, voluntary education, professional and technical education and training, lifelong learning, transition and career assistance, and the leisure needs of military communities. Program components may be designated as libraries, library multimedia resource centers, information centers, or similarly titled entities.

b. The Library and Information Services Program includes:

- (1) Library facilities on DoD installations.
- (2) Afloat libraries.
- (3) Electronic delivery of books and other information products through Military Service portals and Military OneSource.
- (4) Delivery of books and other products to deployed Service members.
- (5) Delivery of books and other products to remote and isolated sites including afloat units.
- (6) Delivery of books and other products to military missions and other agencies where U.S. forces are assigned. (See Enclosure 8 of this Instruction.)

c. Generally, the Library and Information Services Program does not include those special libraries whose primary purpose is to provide academic, technical, scientific, medical, and legal information or information related to training centers, military occupational specialty education, or DoD reference facilities.

2. APF SUPPORT. Library and Information Services is an MWR Category A core mission sustaining program. Library and information services programs shall receive appropriated funding at the same level as other MWR Category A programs. The programs shall be supported almost entirely with APF with the use of NAF limited to specific instances where APF are prohibited by law or where it has been certified in writing that APF support is not available. Core library and information services programs shall be provided in accordance with established DoD standards, which are available at www.militaryhomefront.dod.mil/legislation/policies/guidance.

3. LIBRARY CLOSURE. All requests for library closure must be routed through the Military Service chain of command to the PDUSD(P&R) for approval in accordance with paragraph 1.h. of Enclosure 2 of this Instruction. Requests shall include the rationale for closure, the alternative to be used in place of the closed activity, how the alternative complies with Service and DoD standards, and documentation of approval to use an alternate source. Requests for library closure are not required for libraries being closed due to base realignment or closure.

4. ADDITIONAL CONSIDERATIONS

a. Libraries and information services shall have access to the dod.mil domain and to the Internet for support of customer information requirements.

b. Library and information services automation efforts shall facilitate connectivity among and between Military Service libraries and Military OneSource to the extent possible.

c. Library and information services shall support voluntary education programs in accordance with DoDI 1322.25 (Reference (a)).

d. Each January, the Service Secretariats shall report Military Service compliance with the DoD MWR libraries and information services standards. Libraries and Information Services standards are available on the Military Homefront Web Site at www.militaryhomefront.dod.mil.

ENCLOSURE 11

COMMERCIAL SPONSORSHIP

1. GENERAL

a. Commercial sponsorship is authorized only for support of the DoD MWR programs shown in this enclosure. It does not include volunteer work or activities or outright donations where no volunteer or donor recognition or acknowledgment is expected or required. This program does not include nor refer to those products and services that are considered gifts or donations nor those items considered to be premiums, coupons, or limited samples. Any funds, products, services, or items resulting from commercial sponsorship programs shall be used only within the MWR program.

b. Commercial sponsorship is authorized only if the DoD Component or Military Service has established standard procedures to ensure that:

(1) Only MWR organizations accept commercial sponsorship unless a specific waiver to accept commercial sponsorship exists (i.e., the Army Family Team Building program and the Army Family Action Plan). Non-MWR organizations, including those authorized to operate on DoD installations, may not accept commercial sponsorship.

(2) Procedures exist to ensure commercial sponsors do not obtain personal contact information from attendees at MWR programs or events without the express written consent of the attendee.

(3) The obligations and entitlements of the sponsor and the MWR program are incorporated into a written agreement that shall be for a 1-year period or less. The period covered by the original agreement and any annual renewals shall not exceed a total of 5 years. This does not prevent the award of a new contract to the same sponsor after the initial 5-year period. All agreements shall receive a legal review.

(4) Assistance provided is commensurate with the level of sponsorship offered.

(5) Special concessions or favored treatment are not provided to sponsors, with the exception of public recognition and advertising entitlements addressed in the agreement, and individuals or entities not providing sponsorship are not treated with disfavor or suffer any form of reprisal.

(6) Appropriate disclaimers are included in any public recognition or advertising media since the Department of Defense does not endorse nor favor any commercial supplier, product, or service.

(7) The contents of all public recognition and advertising media to be used by or for the sponsor and that refer to any part or program of the Department of Defense are reviewed by the

DoD Components for consistency with DoD and DoD Component policies and are otherwise appropriate to the agreement.

(8) Agreements concerning television and radio broadcast rights to MWR events, and pre-event publicity related thereto, are entered into after coordination with the Office of the Assistant Secretary of Defense for Public Affairs for DoD inter-Service events, or the public affairs office of the military component concerned where only one Military Department is involved.

(9) Tobacco and alcoholic beverage (including beer) sponsorship is not solicited. If offered, such sponsorship may be accepted only if it is unsolicited and not directed predominately or exclusively at the military, and a responsible use campaign and Surgeon General Warning are provided as part of the sponsorship.

(10) The commercial sponsor certifies in writing that its costs of sponsorship shall not be charged to any part of the Federal Government.

(11) The DoD Component maintains a record of all MWR-sponsored events to include the sponsor's name and organization; the type and amount of the sponsor's assistance; funding, goods, equipment, or services provided; and the disposition and use of that assistance, funding, goods, equipment, or services within MWR programs.

(12) Commercial sponsorship opportunities are coordinated with the Service exchanges to ensure they do not violate existing understandings or agreements.

(13) Pursuant to DoDI 1344.07 (Reference (am)), off-base financial institutions are not permitted to be in direct competition with the financial services provided by on-base banks or credit unions. However, off-base financial institutions are permitted to serve as commercial sponsors for MWR events as long as they limit promotions to product lines and services not offered by the applicable on-base bank or credit union. In addition, promotional materials should be reviewed, properly vetted, and approved as part of the sponsorship agreement before the materials are permitted to be displayed or distributed.

c. In accordance with paragraph 4.g. of Enclosure 2 of this Instruction, commercial sponsorship is authorized for MWR events at open houses only when specifically approved by the Secretary of the Military Department concerned or his or her designated representative. DoD open-house programs are public affairs activities. MWR commercial sponsorship guidelines shall be followed at open houses.

2. SOLICITED SPONSORSHIP

a. This sponsorship is specifically solicited on behalf of the MWR program and/or event from a potential sponsor willing to provide support for the mutual benefit of the sponsor and the MWR program and/or event.

b. The DoD Components and Military Services shall develop written procedures and guidelines for commercial sponsorship programs. They shall maintain records on the value of commercial sponsorship funding, both solicited and unsolicited, with a separate breakout of the value of unsolicited alcohol and tobacco sponsorship.

c. Commercial sponsorship shall be based on principles similar to those that guide NAF contracting; e.g., competition and evaluation of offers. Additionally:

(1) Each installation authorized to accept solicited commercial sponsorship products and services shall designate the individual(s) by name who will work with this type of sponsorship.

(2) Sponsors shall be solicited competitively from an adequate number of known U.S. sources. If feasible, announcements of solicitations shall be placed in appropriate publications to reach the maximum number of potential sponsors. The NAF contracting official should act in an advisory capacity.

(3) Officials who exercise contracting authority shall not solicit for commercial sponsorship. This does not preclude normal NAF contracting in support of commercially-sponsored MWR programs and/or events.

d. In overseas areas, solicitation of non-U.S. firms is authorized with the commander's approval provided solicitation is not in violation of the SOFA or treaty agreements.

3. UNSOLICITED SPONSORSHIP. Unsolicited commercial sponsorship shall be treated the same as solicited commercial sponsorship, except that it shall have been wholly and entirely initiated by the prospective sponsor without prior knowledge of the needs of the MWR program or installation. After an appropriate inquiry from a prospective sponsor, the installation point-of-contact for sponsorship may inform the sponsor of the installation's needs. The unsolicited sponsor should then furnish a letter or memorandum of intent to the installation to assist in preparing the sponsorship agreement. Unsolicited sponsorship is otherwise subject to the guidance set forth in section 1 of this enclosure.

ENCLOSURE 12

ADVERTISING

1. GENERAL. DoD MWR programs must communicate their presence and the availability of goods and services they offer to as many potential patrons as they can. Such communication shall not reflect unfavorably on the Department of Defense.

2. PROCEDURES

a. MWR programs may pay to advertise MWR goods, services, entertainment, and social events in DoD newspapers (DoDI 5120.4 (Reference (an)) and/or on installation cable television. Brand names and item prices; feature acts, films, or talents; admission price or cover charges; and names of commercial sponsors may be included in advertisements.

b. MWR programs may pay to advertise their services and events in other than DoD newspapers provided the chosen media is circulated to, written for, or geared to an audience consisting primarily of military or DoD civilian personnel or other authorized patrons and NOT to publications distributed to a more general audience. When advertising in non-DoD publications, a disclaimer shall be used that is similar to “this offer or event is open only to authorized patrons.”

c. MWR programs may pay to advertise in appropriate civilian media when MWR events are open to the public and when:

(1) The events do not directly compete with similar events offered in the local civilian community. Open events shall be coordinated in advance with the local public affairs office.

(2) The events are infrequent, not weekly or monthly; increase military and/or civilian interaction; and enhance community relations.

(3) Merchandise is not advertised. However, event-related merchandise and food and beverages may be sold for on-premises consumption.

(4) The advertising conforms to existing SOFA regulations, command policy, and local laws.

(5) If any installation MWR activities have been given permission to open to the general public with the concurrence of the local community as authorized in Enclosures 2, 3, and 4 of this Instruction, ongoing advertising in civilian media is permitted for these activities.

d. MWR programs may sell space for commercial advertising in any media (printed, signs, electronic, or .com and .org Web-based sites) produced for or prepared by the MWR program and may accept payment for such advertising provided that:

(1) Publication of paid commercial advertising meets standards similar to those that apply to civilian enterprise publications.

(2) The advertising includes a disclaimer that it does not constitute a DoD endorsement.

(3) No paid commercial advertising on AFRTS, local commander channels, or any APF electronic media is used.

(4) Local commanders make the final decisions on acceptance of advertising and consider public perceptions, impact to the local economy, and the effect on the local civilian enterprise newspaper, installation guide, and installation map.

(5) Advertising in MWR media is based on reaching bona fide users in accordance with established patronage policies.

(6) The MWR media are not distributed off the installation. Mailing to authorized patrons is permitted.

e. Mailings to authorized MWR patrons of announcements pertaining to sales in and services provided by MWR programs are authorized. Mailings containing advertisement of specific commercial products, commodities, or services provided by or for any private individual, firm, or corporation are authorized only to those patrons who have voluntarily requested to receive such mailings. The cost of promotional mailings to include postage shall be paid with NAF.

f. MWR programs may contribute articles and stories for publication as unpaid information items in DoD newspapers, plans-of-the-day, AFRTS, installation cable television, and other media intended primarily for distribution to authorized patrons.

g. Advertisements, premiums, coupons, and samples (except tobacco and alcohol) may be distributed directly to authorized patrons. A disclaimer is not required for items provided as premiums, coupons, and samples. MWR programs may accept premiums with a value of U.S. \$20 or less when voluntarily initiated and prepared by suppliers. Advertisements and promotional devices that are primarily advertising devices and are prepared by non-DoD sources shall not be distributed through official channels. Such media may be placed in locations on the installation for personal pickup. A disclaimer that the Department of Defense does not endorse, pay for, or sponsor such promotional media is required. MWR programs shall not solicit funds from suppliers or other non-DoD sources to offset costs of premiums, nor may they request such suppliers or sources to prepare or provide special premiums at their expense.

h. MWR activities may use point-of-sale displays and promotional material, such as reduced price and special offer coupons, and may participate in national and local coupon redemption programs available to the general public or to the military community.

GLOSSARY

DEFINITIONS

Unless otherwise noted, these terms and their definitions are for the purpose of this Instruction.

advertising. The medium providing conspicuous notice or information to the public through private and public media such as newspapers, magazines, electronic trade and professional journals, Web sites, mass e-mail distribution, special printed matter, circulars, flyers, posters, signs, radio, television, and other promotional devices such as decals, table tents, or activity calendars. Includes merchandise containing advertising that is free of charge as a bonus or an inducement to buy. Examples of premiums are water bottles or key chains having an intrinsic item value of not more than U.S. \$20 retail.

alcoholic beverages. Beverages containing any alcohol including wines, malt beverages, and distilled spirits. This excludes nonalcoholic beer and wine products.

APF. Defined in Reference (d).

Armed Forces of the United States. A term used to denote collectively all components of the Army, Navy, Air Force, Marine Corps, and Coast Guard.

au pair. A young adult 18-26 years of age from another country, accepted by a U.S. Information Agency (USIA)-approved au pair organization and afforded the opportunity to learn and live with a military family within the United States while attending an accredited post-secondary institution of higher education for not less than 6 hours of academic credit or its equivalent. The host family assumes responsibility for the au pair's room and board, remuneration for childcare services provided, and other contractually agreed upon expenses for the duration of a period of 12 months as required by USIA.

Chiefs of the Military Services. The Chiefs of Staff for the Army and Air Force, the Chief of Naval Operations, and the Commandant of the Marine Corps

commercial sponsorship. The act of providing assistance, funding, goods, equipment (including fixed assets), or services to MWR program(s) and/or event(s) by an individual, agency, association, company, corporation, or other entity (sponsor) for a specific (limited) period of time in return for public recognition or advertising promotions. Commercial sponsorship is either unsolicited or solicited.

common support. Defined in Reference (d).

customer-driven. Programs and services that are provided based on customer input and measured customer use trends.

ECECS. Defined in Reference (d).

equipment maintenance. Applies to the maintenance, repair, and overhaul of equipment, both APF and NAF, that is authorized in the table of allowances or on loan to MWR.

exchange student. A student from another country, accepted by a school-sponsored exchange student program, afforded the opportunity to learn and live with a military family within the United States while attending school for 1 academic semester or year. The host family assumes responsibility for the student's room and board. The student's parents provide the student with an appropriate allowance. Payment for round-trip airline tickets, issued to their final destinations, and medical coverage for the entire duration of the child's stay with the military family in the United States are determined by the school-sponsored program. Exchange students are considered family members for purposes of eligibility for MWR activities, except for exchanges and child development centers.

family members. Individuals whose relationship to the sponsor leads to entitlements, benefits, or privileges administered by the Uniformed Services or who are eligible for issuance of a family member identification card pursuant to DoDI 1000.13 (Reference (ao)). Included are:

Dependent children including pre-adoptive children, adopted children, stepchildren, foster children, and wards under 21 years of age and unmarried who are dependent on the sponsor for half of their support.

Dependent children including adopted children, stepchildren, and wards 21 years of age or older if they are unmarried and dependent for over half their support on a sponsor if they are either incapable of self-support because of mental or physical handicap or are less than 23 years of age and are enrolled in a full-time course of study at an institute of higher learning; or if they are incapable of self-support because of mental or physical incapacity that existed while a dependent and are less than 21 years of age; or they are incapable of self-support because of a mental or physical incapacity that existed while a dependent and while enrolled in a full-time course of study in an institute of higher learning.

Parents including fathers, mothers, step-parents, parents by adoption, and parents-in-law who are dependent on the sponsor for over half of their support, surviving spouses, and un-remarried former spouses who were married 20 years during which the military member performed at least 20 years of creditable service in determining eligibility for retired pay.

Foster children, exchange students, and au pairs as separately defined.

foster child. A child, other than a sponsor's biological or adopted child, who is residing in a sponsor's home and whose care, comfort, education, and upbringing have been entrusted to the sponsor on a temporary or permanent basis by a court or civilian agency, or by a parent of the child.

DoD installation. A base, camp, post, station, yard, center, homeport facility for any ship, or other activity under DoD jurisdiction or, in the case of an activity in a foreign country, under

DoD operational control. Includes leased facilities. Does not include any facility used primarily for civil works or for river, harbor, or flood control projects.

lodging program. Defined in Reference (ab).

market analysis. Identification of the market and its trends and both local and corporate analysis of wants, needs, and desires of that market.

MHPI. Defined in Reference (ah).

military community. Includes U.S. military and family members and the DoD civilian population working on and assigned to DoD installations. Also includes retired military and other authorized patrons shown in Enclosure 4 of this Instruction.

Military Departments. Defined in Joint Publication 1-02 (Reference (ap)).

Military Service. Defined in Reference (ap).

Military Homefront. The official DoD Web site at www.militaryhomefront.dod.mil for reliable QOL information designed to help troops and their families, leaders, and service providers.

military missions in foreign countries. Encompasses all DoD Components located in a foreign country with assigned responsibilities for carrying out security assistance management functions as required in DoDD 5132.3 (Reference (aq)). Military personnel are assigned to military missions in foreign countries such as security assistance offices, defense attaché offices, military liaison teams, the North Atlantic Treaty Organization, permanent technical assistance field training positions, and Combatant Command liaison administrative offices collocated with U.S. embassies in diplomatic missions.

Military OneSource. A DoD-supported information and referral service available all hours of the day, all days of the year, through the Internet at www.militaryonesource.com and toll-free in the United States at 800-342-9647 and overseas at 00-800-3429-6477. A personal and family readiness tool, Military OneSource extends the existing family support system. Programs provided are especially beneficial to those geographically separated from installation services or those unable to seek assistance during traditional working hours.

minimum drinking age. Defined in section 2683(c) of Reference (x).

Monte Carlo and/or recreational card game tournaments. Scheduled events that provide games and activities played exclusively for entertainment and that do not provide any monetary gain in the form of legal tender to the participant.

MWR programs. Those military MWR programs (exclusive of private organizations as defined in Reference (t)) located on DoD installations or on property controlled (by lease or other means) by the Department of Defense or furnished by a DoD contractor that provide mission sustainment, community support, and other revenue-generating programs for authorized DoD

personnel. They include the programs listed in Enclosure 5 of this Instruction. Civilian employee MWR activities are governed by Reference (e).

NAFI. Defined in Reference (d).

non-Federal entity. Defined in Reference (d).

OSD Presidentially Appointed, Senate-confirmed official. Defined in DoDI 5025.01 (Reference (ar)).

overseas. Defined in Reference (d).

premium. Coupons, product samples, and other similar items or media offered by merchandisers as enticements to purchase commercial products and merchandise.

qualitative areas. Physical spaces within a facility designated for the events, activities, and/or operational functions of the recreation program. These areas, spaces, and features are essential for effectiveness of the program, meeting customer needs, and providing a safe environment for operations.

Ready Reserve. Defined in section 10142 of Reference (x).

remote and isolated installation. An installation meeting the criteria set forth in Enclosure 5 of this Instruction.

resale activities. Defined in Reference (d).

retired uniformed personnel

All personnel carried on the official retired lists (Active and Reserve) of the Uniformed Services, who are retired with pay, granted retirement pay for physical disability, or entitled to retirement pay whether or not such pay is waived.

Members of the Retired Reserve who have qualified for retired pay at age 60 but who have not yet reached age 60.

Personnel on the emergency officers' retired list of the Army, the Navy, the Air Force, and the Marine Corps who are retired pursuant to sections 106 and 109 of title 38, U.S.C. (Reference (as)).

Retired officers and crews of vessels, and lighthouse keepers and depot keepers of the former Lighthouse Service, pursuant to section 763 of title 33, U.S.C. (Reference (at)).

service. A system or method of providing authorized patrons with the use of a broad spectrum of MWR programs or activities that are an extension of another more specific MWR program or

activity as classified in Enclosure 5 of this Instruction. Examples include but are not limited to classes, seminars, and events.

surviving spouse. A widow or widower who has not remarried or who, if remarried, has reverted through divorce, annulment, or the death of the spouse, to an unmarried status.

United States. Defined in Reference (d).