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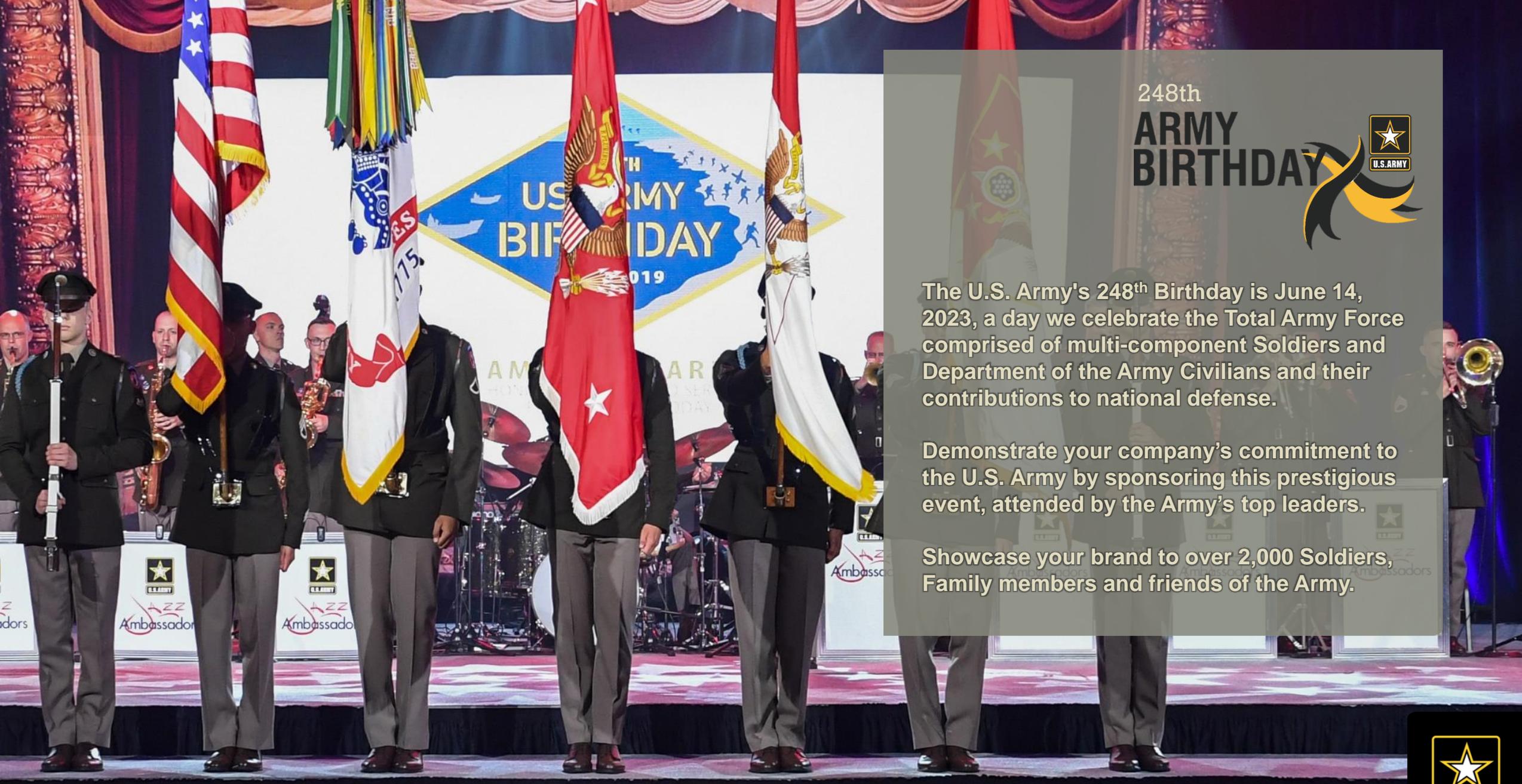
ARMY BIRTHDAY FESTIVAL

SPONSORSHIP
OPPORTUNITIES



U.S. ARMY FAMILY AND MWR CORPORATE PARTNERSHIPS





248th
**ARMY
BIRTHDAY**



The U.S. Army's 248th Birthday is June 14, 2023, a day we celebrate the Total Army Force comprised of multi-component Soldiers and Department of the Army Civilians and their contributions to national defense.

Demonstrate your company's commitment to the U.S. Army by sponsoring this prestigious event, attended by the Army's top leaders.

Showcase your brand to over 2,000 Soldiers, Family members and friends of the Army.



U.S. ARMY FAMILY AND MWR CORPORATE PARTNERSHIPS





248th

**ARMY
BIRTHDAY**



Join us for the keystone celebration of the 248th Army Birthday. The event will include traditional Army celebration ceremonies, a family-friendly picnic, entertainment, music, and a variety of activities for all ages.

Date: Saturday, June 10, 2023

Time: 9:00 a.m. to 5:00 p.m.

Venue: National Museum of the United States Army, Fort Belvoir, VA

*Additional events and sponsor benefits may be added June 10 – 17, 2023



U.S. ARMY FAMILY AND MWR CORPORATE PARTNERSHIPS



BRAND ENGAGEMENT OPPORTUNITIES



Sponsor Brand on Step & Repeat



Formal Remarks by Army Senior Leadership



Special Sponsor Reception



Sponsor Recognition during Ceremonies

BRAND ENGAGEMENT OPPORTUNITIES



Join in Celebrating our Army Birthday Traditions



Sponsor Brand Recognition on Digital Media



Logo Recognition on Event Signage



Sponsor Brand Recognition on ArmyMWR.com



SPONSORSHIP OPPORTUNITIES



PRESENTING SPONSOR

Limited to one Presenting Sponsor.

Recognition as Presenting level sponsor at Festival on all marketing collateral that features all sponsors to include entrance arches, banners, sponsor video, and signage

Premium logo placement, featured under Army Birthday Festival logo

Premium logo placement on Army Birthday Festival event coin

On-stage recognition (TBD) to include a special mention and the opportunity to provide a two-minute verbal address to the audience (address must be pre-approved by OAA)

Premium logo placement featured on Step and Repeats as Presenting Sponsor

Recognition with logo placement as Presenting level sponsor in event program

Recognition as Presenting level sponsor at event

Sponsor mention as "Presenting Sponsor" during verbal announcement

Four (4) 10' x 10' premium booth spaces at Festival available for use as display area or staffed booth (with up to 8 booth staff)

Invitation for ten (10) guests to the Special Sponsor Event including presentations and remarks by the Office of Chief of Public Affairs

Invitation for ten (10) guests to attend Army Birthday Festival VIP Reception, hosted by SA/CSA, prior to the Festival

Thirty (30) VIP tickets to the Army Birthday Festival

Premium logo placement on ArmyMWR.com Sponsor Appreciation page and recognition as "Presenting Sponsor"

Sponsor "Happy Birthday to the Army" type ad featured on Army MWR enterprise web or digital sign network for four (4) weeks, prior to the Army Birthday Week

Unique opportunities to engage with Army Senior Leadership and distinguished guests at the Army Birthday Festival

* Additional events and sponsor benefits may be added to the above package June 10 – 17, 2023

* Deadline January 31, 2023, to execute sponsor benefits



SPONSORSHIP OPPORTUNITIES



PLATINUM SPONSOR

Prior year sponsors receive renewal rates with commitment by January 31, 2023

Recognition as Platinum level sponsor at Festival on all marketing collateral that features all sponsors to include entrance arches, banners, sponsor video and signage

Premium logo placement featured on Step and Repeat

Recognition with logo placement as Platinum level sponsor in event program

Recognition as Platinum level sponsor at event

Sponsor mention as "Platinum Sponsor" during verbal announcement

Two (2) 10' x 10' booth spaces at Festival available for use as display area or staffed booth (with up to 6 booth staff)

Invitation for six (6) guests to the Special Sponsor Event including presentations and remarks by Office of Chief of Public Affairs

Invitation for four (4) guests to attend Army Birthday Festival VIP Reception, hosted by SA/CSA, prior to the Festival

Twenty (20) VIP tickets to the Army Birthday Festival

Premium logo placement on ArmyMWR.com Sponsor Appreciation page and recognized as "Platinum Sponsor"

Sponsor "Happy Birthday to the Army" type ad featured on Army MWR enterprise web or digital sign network for four (4) weeks, prior to the Army Birthday Week

Unique opportunities to engage with Army Senior Leadership and distinguished guests at the Army Birthday Festival

* Additional events and sponsor benefits may be added to the above package June 10 – 17, 2023

* Deadline March 31, 2023, to execute sponsor benefits



SPONSORSHIP OPPORTUNITIES



GOLD SPONSOR

Prior year sponsors receive renewal rates with commitment by January 31, 2023

Recognition as Gold level sponsor at Festival on all marketing collateral that features all sponsors to include entrance arches, banners, sponsor video and signage

Recognition with logo placement as Gold level sponsor in event program

Sponsor mention as “Gold Sponsor” during verbal announcement

One (1) 10’ x 10’ booth space at Festival available for use as display area or staffed booth (with up to 4 booth staff)

Invitation for four (4) guests to the Special Sponsor Event including presentations and remarks by Office of Chief of Public Affairs

Invitation for two (2) guests to attend Army Birthday Festival SA/CSA VIP Reception prior to the Festival

Ten (10) VIP tickets to the Army Birthday Festival

Logo on ArmyMWR.com Sponsor Appreciation page and recognized as “Gold Sponsor”

Unique opportunities to engage with Army Senior Leadership and distinguished guests at the Army Birthday Festival

* Additional events and sponsor benefits may be added to the above package
June 10 – 17, 2023

* Deadline March 31, 2023, to execute sponsor benefits



CONTACT INFORMATION



Thank you for your interest in advertising with Family & MWR and sponsoring our programs and events.



Leigh Tulloss

CS&A Account Executive

210.842.5446

leigh.c.tulloss.naf@army.mil



Jane Porto-Turner

CS&A Account Executive

210.466.0353

jane.m.porto-turner.naf@army.mil



Andrew Duffy

CS&A Program Coordinator

210.466.0388

andrew.j.duffy11.naf@army.mil

