

# Commercial Sponsorship & Advertising Opportunities

USAG BENELUX Family and MWR



## Benefits of Sponsorship:

- Build relationships
- Differentiate your company from competitors
- Meet potential customers
- Showcase your company at events
- Reach the US and NATO military market



FOR SOLDIERS

FOR FAMILIES

FOR RETIREES

FOR CIVILIANS

## Hello from the US Army Garrison Benelux

We are home to the United States Army Garrison (USAG) Benelux military communities; Brussels, Chievres and Schinnen, and Supreme Headquarters Allied Powers Europe (SHAPE). We support over 15,000 people; military, family members, retirees, civilians and contractors.

The Directorate of Family and Morale, Welfare, and Recreation (Family and MWR) provides USAG Benelux communities with various activities designed to enhance the lives of our community members. Our military make enormous sacrifices to serve and protect. We want their time away from home to be as enjoyable and memorable as possible. Family and MWR specializes in making memories. Your support helps make this possible!



## What is Commercial Sponsorship?

The Army MWR Commercial Sponsorship Program offers the opportunity to present your company message in a variety of creative ways to USAG Benelux communities. MWR sponsorship gives your business access to the military communities of Brussels, Chievres/SHAPE, and Schinnen.

As a sponsor of our programs and events, or as an advertiser, you have the opportunity to connect with military members, families, civilians, retirees and contractors to promote your business, build relationships, and increase the visibility of your company.

## Why sponsor Army MWR events?

Army MWR Sponsorship offers the possibility of achieving several goals at once. Your company can benefit from sponsorship in many ways:

**Enhance your image and shape attitudes.** Sponsoring events helps generate positive reactions.

**Drive your sales.** An MWR event sponsorship can generate publicity and leads that might otherwise not be available.

**Differentiate yourself from competitors.** Your company name has the opportunity to stand out head and shoulders above the competition. Get your company noticed!

## Examples of Sponsorship Benefits:

Surveys, drawings, contest prize giveaways, product sampling, company logo on all print materials, booth display at events (we provide tables, tents, chairs and electricity), recognition with company logo on website, and many more exclusive perks!

## How much will I need to invest?

Our goal in every sponsorship relationship is win-win! Your sponsorship may be in the form of cash, products or services, or a combination of all three. Sponsorship is not a charitable donation. We will do our part to ensure you receive the value you desire from your investment with USAG Benelux Family and MWR.





## Sponsorship Opportunities

**INDEPENDENCE DAY:** This July event, held in each USAG Benelux community, brings many nationalities together to celebrate America's birthday. Gain exposure to over 3,000 people as a sponsor of this event.

**DOGS' DAY OUT:** Hosted by the Chievres Boarding Kennel at SHAPE every August, this day is all about our four-leg family members. Attendance has grown every year. Both our military members and their pets enjoy the benefits your sponsorship provides!

**TRUNK-OR-TREAT:** Our community members will tell you this is their favorite event of the year. Held in each USAG Benelux community, and enjoyed by over 4,500 people, this is our biggest event of the year.

**EGGSTRAVAGANZA:** This spring event is held in all three USAG Benelux communities. With a huge egg hunt and a visit from the Easter bunny, this is a popular event enjoyed by over 1,000 people.

There are several more events held throughout the year in our USAG Benelux communities, and as a sponsor you choose the event that will bring your company the biggest return on your investment.

Can't decide? We offer sponsorship packages that will give your company maximum exposure at various events throughout the year. Sponsor an event in just one community, or all three!



## Advertising Program

Our advertising opportunities are a great way to increase the visibility of your company. The advertising program allows you to place your company message in front of thousands every day! US and NATO military members, family members, retirees, civilians and contractors will see your company ad. Our advertising stations are located in high-traffic areas to get your company the most exposure. There are over 25 digital monitors located in USAG Benelux communities, 14 banner locations and over 25 poster stands throughout our facilities. Choose from our many locations; Fitness Centers, Outdoor Recreation, Auto Skills Center, Boarding Kennel, Bowling Center, or the Community Activity Center to reach your target demographic.

## Digital Media

- Rotating television screens, previewing monthly events
- Over 25 locations throughout USAG Benelux
- Great low-cost way to advertise your event, business, or promotion in a multitude of locations.

**Digital Media  
Advertising Rates\***  
One ad: \$100/month  
Two ads: \$150/month  
(\*Per community)

## E-Blast Newsletter

- Monthly email outlining upcoming USAG Benelux events
- Emailed to all three communities
- Available on our website

**E-Blast Newsletter  
Advertising Rates\***  
\$50/month  
(\*All three communities)

## Facility Advertising

(limited to 2 advertisers per location)

- Company provides banner(s)
- Poster size is 71x112 cm or 28x44 in
- Design and print services available

**Advertising Rates\***  
Banner Ad: \$100/month  
Poster Ad: \$75/month  
(\*Per community)

## Website Advertising

- [www.benelux.armymwr.com](http://www.benelux.armymwr.com)
- Ad appears on all facility pages
- Medium square ad: 300x250 pixels

**Website  
Advertising Rates\***  
One month: \$150  
Six months: \$800  
One year: \$1500  
(\*All three communities)

10% discount when you advertise in two USAG Benelux communities  
25% discount when you advertise in all three USAG Benelux communities



**BrusselsMWR  
ChievresFMWR  
SchinnenMWR**

[flickr.com/beneluxfmwr](https://www.flickr.com/photos/beneluxfmwr/)

[benelux.armymwr.com](http://benelux.armymwr.com)



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BrusselsMWR  
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