

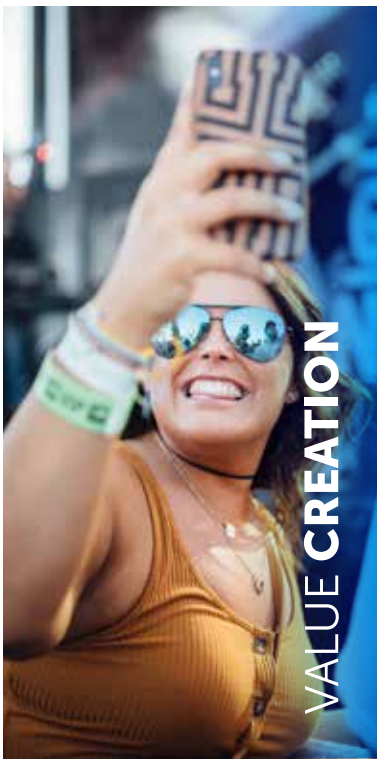


# COMMERCIAL SPONSORSHIP & ADVERTISING OPPORTUNITIES

FISCAL YEAR 2024



SUPERIOR SERVICE



VALUE CREATION



WILLINGNESS TO EVOLVE



CULTURE OF COMMITMENT

# WELCOME ABOARD

Thank you for your interest in supporting Morale, Welfare and Recreation (MWR) in our efforts to enhance the quality of life for the community here at Naval Station Mayport!

With your sponsorship, we can enhance events and creative programming for military members and their families throughout the year.



## BRIEF OVERVIEW

**63k+**

People comprised of  
Military members, families,  
and DoD employees.



Over 25 events a year,  
with 4 of them being  
large scale.



Weekly newsletter  
sent to over 6,500  
military members and  
DoD employees.

**75k**

Monthly impressions  
inside our 20+  
facilities.

**21k**

Social media followers  
between Facebook and  
Instagram.

**27k**

Monthly web impressions  
on the MWR website.



# SPONSOR BENEFITS

We are a large, 5 STAR accredited installation with an eligible base of 64,000 patrons. With a diverse array of events, we provide our sponsors access to several demographics all in one centralized location.

The unique opportunity allows you to target an exclusive and captive audience on Naval Station Mayport while capturing the remarkable benefits.



## BENEFITS

Sponsor's logo on (print and digital) event promotional materials such as flyers, posters, banners and digital ads. Promotional material is distributed base-wide.

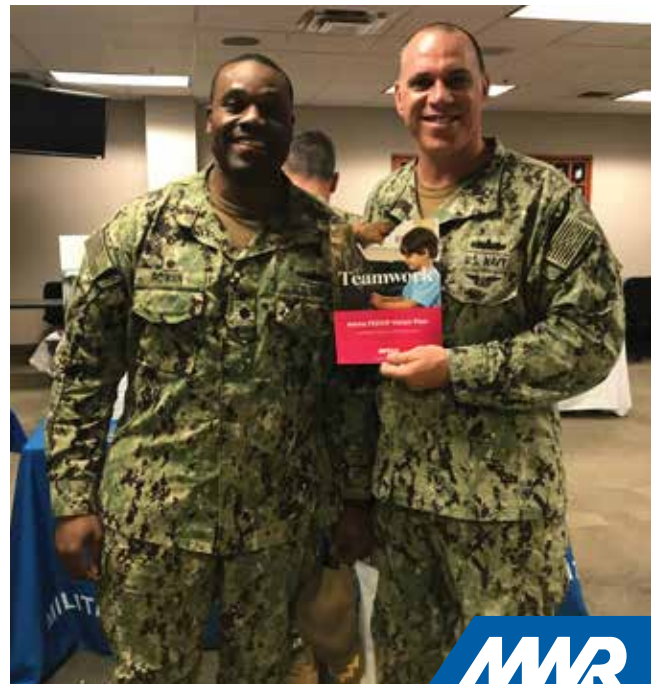
Tagged thank you message with a link to Sponsor's website on our MWR Facebook page.

Booth space for Sponsor (up to size 10'x 10') at event. If on-site activation is not permitted, Sponsor may provide branded items or promotional material for fund to distribute at event.

A minimum of one announcement at event, if a public address system is available, thanking Sponsor for their support.

*Talk to your Sponsorship Coordinator on how to gain extra exposure and benefits with MWR!*

Terra Downey  
Sponsorship Coordinator  
Naval Station Mayport  
(904) 742-3335



# LIST OF EVENTS



## OCTOBER

### **NAVY BIRTHDAY 5K - \$400 | OCT 13**

5K fun run with medals for winners in each age group. Expected attendance: 300

### **DAWN OF THE DEAD POWER LIFTING COMPETITION**

**\$200 | OCT 13:** Participants compete against others in their weight class in this deadlift, bench press and squat competition. Expected attendance: 50

### **TRUNK OR TREAT - \$1,000 | OCT 27**

We're welcoming the Mayport community along with various commands and organizations to be a part of our Trunk or Treat. This event serves as a family-friendly precursor to the Halloween Party that evening. Expected attendance: 1,200

### **LIBERTY HALLOWEEN PARTY - \$200 | OCT 27**

Liberty is scaring up some fun with a Halloween party featuring music, food, Halloween themed prizes, scary movies and games. Expected attendance: 100

## NOVEMBER

### **RUCK RUN - \$200 | NOV 9**

A 5K Fun Ruck Run honoring the spirit of our military and veterans. Expected attendance: 150

### **FALL FLEA MARKET - \$400 | NOV 18**

Come out for a traditional market atmosphere just in time for the holidays with makers, sellers, and small businesses. Expected attendance: 400

### **MERRY MAYPORT\* - \$1,000 | NOV 30**

This two-week event welcomes the 12 days of Christmas to Mayport, including a tree lighting, crafts class, holiday specials, holiday outdoor movies and family events. Expected attendance: 3,500

## DECEMBER

### **BREAKFAST WITH SANTA - \$200 | DEC 2**

We're hosting a festive breakfast with Jolly ole St. Nick! We'll have a breakfast spread available as well as crafts, holiday games, and of course visits and photo opportunities with Santa Claus! Expected attendance: 150

### **BARRACKS HOLIDAY GOODIE BAG GIVEAWAY**

**\$1000 | DEC 21:** Holiday goodie bags hand delivered to all Mayport barracks rooms, 1200-1300 patrons. This is a great way to say we care for our patrons with goodie bags delivered to them during the holidays. Expected attendance: 1200

### **CHRISTMAS MURDER MYSTERY PARTY - \$200 | DEC 8**

It's a holly-jolly murder mystery as our guests will be part of the action in solving a murder. Expected attendance: 150

## DECEMBER

### **KIDS CHRISTMAS BINGO - \$400 | DEC 9**

Children and their parents meet for an afternoon of Bingo, food, prizes and a visit from Santa. Held just before the holiday break for local schools. Expected attendance: 250

### **SWIM WITH SANTA - \$400 | DEC 9**

Take a dive with Santa! There will be photo ops, games, and crafts for kids. Expected attendance: 250

### **ARMY NAVY TAILGATE PARTY - \$200 | DEC 9**

Come and cheer on the Midshipmen at The Beacon with free food, contests, giveaways and the Army Navy game on the 20-foot screen. Expected attendance: 100

### **LOGGERHEADS NEW YEAR'S EVE PARTY - \$200 | DEC 31**

Ring in the New Year with a live band and some hors d'oeuvre and games. Expected attendance: 100

## JANUARY

### **COLLEGE FOOTBALL NATIONAL CHAMPIONSHIP GAME**

**\$200 | JAN 8:** Watch the College Football National Championship game on our 20 ft screen! Expected attendance: 100

### **MLK BASKETBALL TOURNAMENT - \$400 | JAN 12-15**

Mayport's Annual Extramural Tournament which invites military base teams from around the southeast to come compete in our three-game guarantee tournament. This event is unique because NS Mayport has one of the best gymnasiums in the southeast, so highly talented teams from all over jump head over heels to get a slot in this tournament. Expected attendance: 350

## FEBRUARY

### **MILITARY YOUTH OF THE YEAR CELEBRATION - \$200 | FEB**

Military Youth of the Year Celebration includes command leadership and teens competing for the Youth of the Year Title. This event is semi-formal with judging process, speech process, and awards ceremony, followed by dinner. Expected attendance: 200

### **SUPER BOWL VIEWING PARTY - \$200 | FEB 8**

Free food, trivia, giveaways and the Super Bowl game on our 20-foot screen. Expected attendance: 200

### **WEDDING & SPECIAL EVENT EXPO - \$400 | FEB 24**

We're helping plan that special day! Our annual expo invites brides from the military community to meet with vendors from various wedding and party industries. It's the perfect one-stop-shop to plan any special event. Expected attendance: 250



# LIST OF EVENTS



## MARCH

### **MAD HATTER TEA PARTY - \$200 | MAR 2**

An Alice in Wonderland themed family event featuring your favorite characters. **Expected attendance: 125**

### **TRAVEL EXPO - \$600 | MAR 7**

The expo includes travel and vacation opportunities, as well as information about on and off base activities and events. **Expected attendance: 600**

### **WARRIOR SPRINT - \$200 | MAR 26**

Teams of four will compete in this long-distance relay run. **Expected attendance: 50**

### **EGGSTRVAGANZA - \$1,000 | MAR 30**

We're hopping down the bunny trail with egg hunts for all ages, crafts, photo opportunities and an obstacle relay. **Expected attendance: 1000**

## APRIL

### **MWR SPORTS CHALLENGE - \$600 | APR 17 – APR 18**

MWR Mayport Sports brings back its annual Sports Challenge which concludes the battle for the Captain's Cup and solidifies which of NS Mayport's commands will be crowned champion. **Expected attendance: 500**

### **SPRING BARRACKS BASH - \$200 | APR 18**

The Liberty Program is welcoming Sailors out of their barracks for an event full of games, music and food. **Expected attendance: 200**

### **MONTH OF THE MILITARY CHILD MINI BALL**

**\$200 | APR 27:** In honor of Month of the Military Child, we are hosting a family-friendly formal event in the style of a Military Ball with food, dancing, and giveaways. **Expected attendance: 250**

## MAY

### **FAIRY GARDEN PARTY - \$200 | MAY 4**

Follow the path to where the fairies are. We'll be building fairy gardens, having snacks and doing crafts. **Expected attendance: 125**

### **LUAU IN THE GARDEN - \$400 | MAY 18**

Join us for a traditional luau featuring Polynesian dancers. **Expected attendance: 300**

### **SPRING FLEA MARKET - \$400 | MAY 18**

Come out for a traditional market atmosphere just in time for the Summer with makers, sellers, and small businesses. **Expected attendance: 400**

### **ARMED FORCES KIDS RUN - \$200 | MAY 24**

This annual race is ran by children on military bases across the globe. Celebrate our military kids with a fun run just for them. **Expected attendance: 200**

## JUNE

### **FREEDOM FEST - \$1000 | JUN 28**

The annual celebration of America with carnival games, rides, inflatables, live entertainment and fireworks. **Expected attendance: 3,000**

## AUGUST

### **BACK TO SCHOOL SPLASH - \$600 | AUG 10**

Parents are welcomed to gather information and resources for the upcoming school year and afterwards the kids can enjoy a pool party with a DJ and games! **Expected attendance: 500**

### **MUD RUN - \$600 | AUG 23**

Mayport is getting a little dirty! Our annual obstacle race features two mud pits, over 25 obstacles and so much more. Open to all ages. Our Jr. 1-mile course features over 10 obstacles, a mud pit and an experience the kids will never forget! **Expected attendance: 500**

### **LABOR DAY BASKETBALL CLASSIC - \$400 | AUG 31 -**

**SEP 2:** Mayport's Annual Extramural Tournament which invites military base teams from around the southeast to come compete in our three game guarantee tournament. This event is unique because NS Mayport has one of the best gymnasiums in the southeast, so highly talented teams from all over jump head over heels to get a slot in this tournament. **Expected attendance: 350**

## SEPTEMBER

### **GRANDPARENTS DAY BALL – \$200 | SEP 7**

Grandparents can bring their families out for fun, food and games. **Expected attendance: 150**

### **RUN FOR THE FALLEN - \$200 | SEP 11**

We're running this 5K event in honor of those lost on September 11, 2001. **Expected attendance: 200**

### **DAY FOR KIDS/TEEN BLOCK PARTY - \$400 | SEP 16**

The Boys and Girls Clubs of America hosts an annual day inviting kids to get outdoors for bounce houses, games, music and an all-around good time! **Expected attendance: 300**

### **END OF SUMMER BARRACKS BASH - \$200 | SEP 19**

The Liberty Program is welcoming sailors out of their barracks for an event full of games, music, food, and much more. **Expected attendance: 200**

### **OKTOBERFEST - \$200 | SEP 20**

A traditional celebration of German food, culture, and drinks. We'll have a brass band, a menu of Bavarian classics, dancing and more out on Ocean Breeze's back deck. **Expected attendance: 100**

# PACKAGE OPTIONS



## YOUTH SPONSORSHIP EVENT PACKAGE

**\$200 | EXPECTED ATTENDANCE: 200**

This sponsors four events. These quarterly events allow new arrivals to the Mayport Child and Youth Program to connect with mentors, staff, new friends through a series of fun and unique events and parties. Dates to follow.

## FARMER'S TABLE & WINE TASTING PACKAGE

**\$200 | EXPECTED ATTENDANCE: 100**

This sponsors two events. Join use for a farm-to-table dinner as well as a wine tasting at Mayport's own wine bar. OCT 12 and APR 11.

## SUMMER FAMILY BINGO PACKAGE

**\$400 | EXPECTED ATTENDANCE: 300**

This sponsors three events. Family focused bingo featuring great toys and prizes for kids. Dates to follow.

## LIBERTY CAMPOUT PACKAGE

**\$200 | EXPECTED ATTENDANCE: 100**

Our Liberty patrons are getting unplugged and experiencing nature in fun and interesting camp outs. Dates to follow.





# POPULAR ADVERTISING



## DIGITAL SIGNS

Monthly impressions: 77,929  
Located in 8 facilities  
Cost per month: \$590



## WEBSITE

Monthly impressions: 48,968  
Dynamic or static images  
Cost per month: \$500



## NEWSLETTER

Monthly reach: 25,000  
Weekly emails  
Cost per month: \$400



## POSTERS

Monthly impressions: 1,000-26,567  
Various facilities  
Cost per month: \$100-\$250



## WALL CLING

Monthly impressions: 1,000-26,567  
Various facilities  
Cost per month: \$300-\$750



## FLYERS

Monthly impressions: 113,294  
Located in 16 facilities  
Cost per month: \$844



## BANNERS

Monthly impressions: 1,000-120,000  
Various locations around base  
Cost per month: \$200-\$700



## TABLE TENTS

Monthly impressions: 1,000-7,446  
Various eateries around base  
Cost per month: \$100-\$150



## RADIO

Monthly impressions: 26,567  
Located in the Fitness Center  
Cost per month: \$100