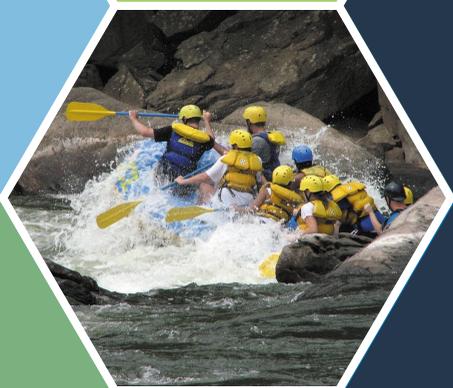




# PICATINNY ARSENAL MWR

## SPONSORSHIP & ADVERTISING OPPORTUNITIES





## WHY SPONSOR PICATINNY MWR?

Welcome to Picatinny MWR! We support the quality of life, well-being and readiness of our soldiers and their families as well as civilian employees, their families and military retirees. Through our facilities and services, we accomplish our mission for over 34,000 community members. Sponsoring Picatinny MWR isn't just supporting your country's military, but thousands of local residents and customers as well.

Sponsorship increases your company's competitive edge by increasing your visibility to both existing and potential customers within your target audience. Sponsoring Picatinny MWR gives you a competitive edge in showcasing your products and helps you develop more personal, lasting relationships with customers.

We've created this guide to help you through the sponsorship process.

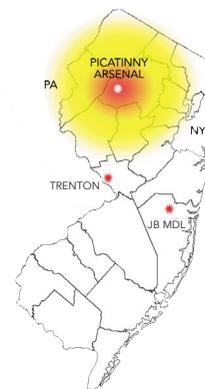
Whether it's sponsoring an event or displaying ads in our facilities, we can create a custom sponsorship and advertising package to suit your brand's needs.

Our sponsorship program offers a wealth of opportunities to expand your reach and build your company's visibility through Picatinny MWR. The wide array of options fit any business and budget while demonstrating your brand's commitment to the military community.

Thank you in advance for your interest in supporting the first-rate programs and services we offer to our outstanding community members!

A handwritten signature in black ink, appearing to read 'A. Ciccolella'. The signature is fluid and cursive.

Andrew Ciccolella  
Director, Picatinny MWR



## WHAT IS PICATINNY ARSENAL?

Picatinny Arsenal is the Joint Center of Excellence for Guns and Ammunition, providing products and services to all branches of the U.S. military. Nestled in the northern New Jersey Highlands, our team of over 6,000 personnel includes Soldiers, Sailors, Airmen, Marines, U.S. Federal employees and contractors who lead in the research, development, acquisition and lifecycle management of advanced conventional weapon systems and ammunition. Picatinny's portfolio comprises nearly 90% of the Army's lethality and all conventional ammunition for joint warfighters.

**PICATINNY'S REACH AND ECONOMIC IMPACT PLAYS AN IMPORTANT ROLE IN THE HOUSING, SMALL BUSINESS & RETAIL MARKETS AS WELL AS ACADEMIC INSTITUTIONS. WE'RE ONE OF THE LARGEST WORKFORCES IN MORRIS COUNTY!**

### PICATINNY ARSENAL POPULATION

Active Duty Military & Families:	1,512
Civilian Employees & Families:	20,865
Contract Employees:	1,038
Retirees & Families:	9,602
Reservists:	1,854
Total Population Supported:	34,871

### ECONOMIC IMPACT ANALYSIS: Summary Findings FY17

#### *DIRECT IMPACT*

Installation Employment - NJ Residents:	6,000+ Jobs
Installation Employee Earnings - NJ Residents:	\$600 Million
Local Contracts in Support of Installation:	\$217 Million

#### *INDIRECT IMPACT*

Installation Impact on Regional Earnings:	\$215 Million
Installation Impact on Regional Employment:	4,500+ Jobs



## SPONSORSHIP

MWR contributes to the Army's strength and readiness by providing support services and programs aimed at reducing stress and building skills and self-confidence while fostering a strong sense of self and community.

MWR is proof of the Army's commitment to care for the people who serve and stand ready to defend our nation.

## UPCOMING EVENTS

(SUBJECT TO CHANGE)

### JANUARY

Cabin Fever Program Starts  
Mother/Son Dance

### FEBRUARY

Trivia Nights  
Father/Daughter Dance

### MARCH

Trivia Nights  
Egg Hunt

### APRIL

Easter Brunch  
Family Dodgeball Night  
Family/Team Trivia  
CYS Lock-In

### MAY

Mother's Day Brunch  
Comedy Night  
Frog Falls Opens  
Senior Commander's Golf Outing

### JUNE

Luxury Car Show  
Water Sports  
Father's Day @ Frog Falls  
Float-In Movie Night

### JULY

4th of July Party  
Christmas  
Golf Course Super's Revenge

### AUGUST

Pirate Party  
Tie Dye Day  
Military Appreciation BBQ

### SEPTEMBER

Carnival Day  
Nat'l Hunting/Fishing Day  
Senior Commander's Golf Outing  
Trivia Nights

### OCTOBER

Trivia Nights  
Halloween Spooktacular  
Red Ribbon 5K

### NOVEMBER

Trivia Nights  
Wine Tasting

### DECEMBER

Tree Lighting  
CYS Lock-In  
Army/Navy Tailgate  
Santa Express



## OPPORTUNITIES

\* Sponsorship opportunities and benefits not always available or applicable.

\*\* Must include an opt-in clause on entry form or at receptacle allowing entrant to authorize or request additional information from Sponsor.

### SPONSOR BENEFITS

\$500 & Above

1. Banner displayed at event.
2. Logo featured on event marketing collateral.
3. Logo featured on commemorative shirt.
4. Reserved exhibit space with table and chairs.
5. Allow distribution of pre-approved corporate literature.
6. Allow Sponsor to engage in event giveaways to build direct mail contact database.\*\*
7. Maximum 2 vehicle displays allowed at event.

Sponsorship pricing determined by anticipated event attendance and length.

Please contact marketing office for pricing and event details to maximize benefits.

Contact:

Bri D'Anton  
Marketing Coordinator  
973 - 724 - 7246  
Brianna.L.DAnton.naf@mail.mil

### SUPPORTER BENEFITS

\$499 & Below

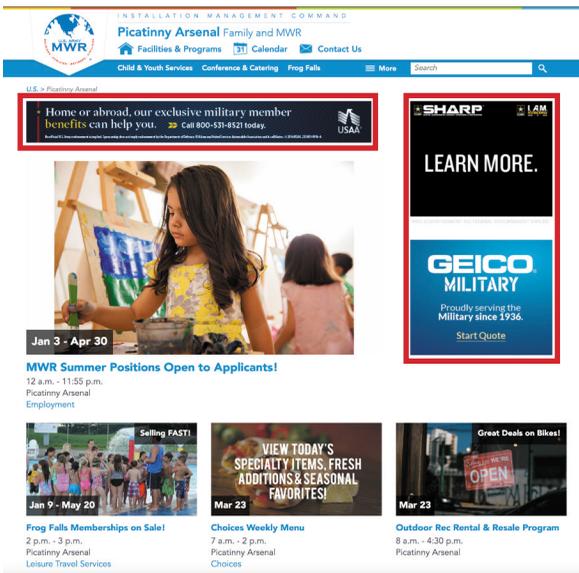
1. Banner displayed at event.
2. Name featured on event marketing collateral.
3. In-Kind Sponsorship/May distribute goods.  
(Featuring X provided by Company)

\*Custom event packages available.  
Sponsor by location, audience type,  
month, time, etc.



# ADVERTISING OPPORTUNITIES

## MWR ONLINE



WEBSITE: [Picatinny.ArmyMWR.com](http://Picatinny.ArmyMWR.com)

Top Banner Ad - 750 x 90 pixels  
 3 Months \$750  
 6 Months \$1450  
 12 Months \$2750

Square Side Ad - 300 x 250 pixels  
 3 Months - \$720  
 6 Months - \$1350  
 12 Months - \$2500

Site receives an average of 21,500 page views per month from visitors around the world. Advertisements will be hyperlinked to your website, but does not constitute U.S. Army endorsement.

Advertiser must provide web-ready artwork at 72 dpi.

## ARSENAL MAIN ENTRANCE

Digital marquee sign at main entrance to Arsenal displays images/text/video to thousands daily. (An 8 second ad will show approximately 38 times per hour.)

4 Second Ad  
 3 Months \$750  
 6 Months \$1600  
 12 Months \$2800

8 Second Ad  
 3 Months \$1000  
 6 Months \$1800  
 12 Months \$3200

12 Second Ad  
 3 Months \$1250  
 6 Months \$2000  
 12 Months \$3600

15 Second Ad  
 3 Months \$1500  
 6 Months \$2200  
 12 Months \$4000

\*Advertiser provides all ad materials.

## VEHICLE DISPLAYS

High traffic locations include Choices Marketplace, Frog Falls Water Park and Picatinny Golf Club.

Dealer is permitted to display vehicles and discuss vehicle features, but cannot discuss financing options nor conduct negotiations of any kind while on the installation.

1 Display  
 (1 Table/Tent, signage, maximum 2 vehicles)  
 One Day - \$350  
 One Week - \$1000

\*Advertiser provides all ad materials.





## DIGITAL ADS & TABLES

Choices Marketplace averages 470 unique visits per day.

Food Station TV Ad (1920 x 1080 pixels)	1 Month - \$300 1 Year - \$2500
Choices Entrance POSTER 2 available - 14" x 22"	1 Month - \$300 1 Year - \$1200
Display Table (1 x Table, 2 chairs)	1 Day - \$350 1 Week - \$800

Forge Fitness averages 245 unique visits per day.

Cardio Room TV Ad (1920 x 1080 pixels)	1 Month - \$300 1 Year - \$2500
Forge Entrance POSTER 2 available - 14" x 22"	1 Month - \$300 1 Year - \$1200
Display Table (1 x Table, 2 chairs)	1 Day - \$350 1 Week - \$800

\*Advertiser provides all ad materials.

## SPORT FIELD SIGNAGE

Our ball fields average 10,000 visits per season. (Apr 1 - Nov 30)

FENCE BANNER 4' x 6' (Seasonal)	1 Month - \$300 1 Season - \$1000
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\*Advertiser provides all ad materials.

## PICATINNY GOLF CLUB

Picatinny Golf averages 17,000 rounds per season. (Apr 1 - Nov 30)

TEE SIGN (1) 6" x 17" Sign (Seasonal)	Back 9 \$1000 Front 9 \$1500
Golf Cart Visor Ad (Limit 75)	1 Cart 1 Year - \$50
Pro Shop TV Ad (1920 x 1080 pixels)	1 Month - \$300 1 Season - \$1000
Golf Scorecard Ad	1 Year - \$650
Sam Adams Pub TV Ad (1920 x 1080 pixels)	1 Month - \$300 1 Year - \$2500
Sam Adams Pub POSTER 2 available - 14" x 22"	1 Month - \$300 1 Year - \$1200

\*Advertiser provides all ad materials.

## FROG FALLS AQUATIC PARK

Frog Falls averages 50,000 visits per season. (Memorial Day to Labor Day)

FENCE BANNER 4' x 6' (Seasonal)	Toddler Area \$300 Lazy River \$500 Lily Pad Cafe \$700 Leisure Pool \$900
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MAIN GATE POSTER 2 available - 14" x 22"	1 Month - \$300 1 Season - \$800
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\*Advertiser provides all ad materials.

