



## SPONSORSHIP AND ADVERTISING OPPORTUNITIES 2010

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Reach the military market in the National Capital Region by sponsoring or advertising with Marine Corps Community Services Henderson Hall! We support the Headquarters & Service Battalion, Headquarters Marine Corps, in Arlington, Virginia. As a sponsor of our events and programs, you'll access the military market—a stable and 100% employed workforce—and have the opportunity to show your support to the Marines, Sailors, and family members who benefit from our programs. *New in 2010: all sponsorships include your logo with hotlink on the webpage specific to the event and your logo and web address on the VideoSlide.* Sponsorship may be customized to meet your marketing goals. For more information, please call Advertising & Sponsorship Coordinator Julie Shourds at 703-309-7581 or e-mail [shourdsj@usmc-mccs.org](mailto:shourdsj@usmc-mccs.org).

### **SINGLE MARINE PROGRAM**

This program, targeted at 18 – 25 year old Marines single or unaccompanied to the D.C. area, combines social networking with public service. Included is sponsorship of the annual Barracks Bash, held in September and featuring live entertainment, free food, games and contests.

- Benefits: continuing impressions with your logo on the monthly fliers; logo on webpage and VideoSlide
- Sponsorship: begins at \$800 cash
- Reservations: accepted throughout the year

### **Boxing Events**

Held in Smith Gym, these fight nights are sanctioned events and draw between 300 and 400 spectators who appreciate this warrior sport. Your sponsorship benefit includes logo placement on print materials and event banner. Three events, March Mayhem, July Justice, and Fall Brawl, are scheduled for 2010.

- Benefits: your logo on fliers, print program, and event banner; table at the event; logo on webpage and VideoSlide
- Sponsorship: begins at \$500 cash per event or sponsor all three for \$1250
- Reservations: accepted 90 days before each event

### **PRE-HOLIDAY PICNICS**

MCCS puts on free picnics for the battalion before Memorial Day, Fourth of July, and Labor Day. Targeting active duty military members, the pre-holiday picnics send our Marines off with safety messages and a good time. We provide the food and beverages, entertainment, and door prizes. Over 350 patrons attend each picnic—over 1000 for the three picnics.

- Benefits: your logo on fliers and event banner; table at the event; logo on webpage and VideoSlide
- Sponsorship: begins at \$300 cash per picnic
- Reservations: accepted April 15 for Memorial Day; May 15 for Fourth of July; and July 15 for Labor Day

### **FUN RUNS/WALKS**

We offer four opportunities to connect with a growing market section: runners and walkers. Our runs typically register over 300 participants, who receive T-shirts and refreshments. A command representative presents awards to the winners. Select new “OohRah Run Series” of three events: the February Iwo Jima Run; the June Chesty’s Run; and the September Devil Dog Run. Or select our Turkey Trot joint event with Fort Myer in November. Or sponsor all four! Just added: the Jingle Bell Jog returns in December 2010. This fun event boosts morale at the holidays. Join us!

- Benefits: your logo on fliers, event banner, and event T-shirt; table at the event; logo on webpage and VideoSlide
- Sponsorship: begins at \$500 cash per run; \$1500 cash for the OohRah Run Series; \$1750 for all four runs—plus the Jingle Bell Jog
- Reservations: accepted through the year



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### **CHILDREN'S FAIR**

April is Month of the Military Child, and MCCS celebrates with a children's fair. Drawing from our network of family child care providers and families throughout the National Capitol Region, we'll offer games, information booths, family friendly activities, and more; last year's event drew over 300 people inside the gym and outside for games and bounce house.

- Benefits: your logo on fliers, event banner, and giveaways; logo on webpage and VideoSlide
- Sponsorship: \$500 cash
- Reservations: by February 28

### **CLUB PARTIES: SPECIAL LUNCH BUFFETS AND HALLOWEEN**

Lunch Buffets: We celebrate Chinese New Year, Mardi Gras, St. Patrick's Day, and Cinco de Mayo with themed lunch buffets that make the work day fun. Patronage swells as battalion members come to the club for great food and lots of fun. Halloween, we offer a costume party with prizes. Halloween is the fastest growing holiday in the U.S. Be part of the fun!

- Benefits: continuing impressions with your logo on fliers; logo on webpage and VideoSlide
- Sponsorship: begins at \$1,000 for the entire year's worth of events
- Reservations: accepted throughout the year

### **MILITARY SPOUSE EVENTS**

We hold our National Capital Region military spouses in the highest esteem, and we take the opportunity to let them know with a social event during Military Spouse Appreciation Week in May. Help make this week special as a sponsor.

- Benefits: your logo on fliers; logo on webpage and VideoSlide
- Sponsorship: \$350
- Reservations: by February 28

### **EDUCATION AND CAREER FAIRS**

These fairs, scheduled for April and September, are one of our most popular ways to connect with military personnel and their family members, a perfect venue to show your corporate message by sponsoring the refreshments and resource guide, a 16+ page guide to all participant companies and an in-depth resource for those attending.

- Benefits: your logo on fliers and event banner; 1/2 page ad in fair resource guide; logo on webpage and VideoSlide
- Sponsorship: Levels: Sponsorship begins at \$375 cash per fair
- Reservations: by February 28 for the spring fair; July 31 for the fall fair

### **GOLF WITH US**

This popular programs returns with six monthly tournaments April through September. Golfers join us from throughout the National Capital Region, giving our sponsors wide reach. Each tourney includes a round of golf, cart, greens fees, and an award luncheon afterward. The proceeds from the September tournament go to support the Battalion Marine Corps Birthday Ball in November.

- Benefits: continuing impressions with your logo on fliers and giveaways; logo on webpage and VideoSlide
- Sponsorship: \$600
- Reservations: by February 28



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### **OKTOBERFEST**

Our first Oktoberfest in 2009 was huge success with over 500 people joining in the fun. The event includes wine and beer tasting, authentic German style food and drink, a live German band, contests, and family-friendly activities. We also offer the opportunity to showcase your German products.

- Benefits: your logo on fliers; logo on webpage and VideoSlide
- Sponsorship: \$500 cash; in-kind accepted
- Reservations: by July 31

### **CLUB FOOTBALL PACKAGE**

Sunday Football: New in 2009, the NFL Sunday Ticket™ brings in fans for food and football. A special menu—plus weekly and monthly prizes—keep them coming back. Sponsor the 2010 games and you'll reach a wide demographic.

Super Bowl 2010: We put out a free buffet for Super Bowl fans, who enjoy watching the game on our big screens, and offer door prizes and contests to make it interesting.

- Benefits: include your logo on all fliers; logo on webpage and VideoSlide
- Sponsorship: begins at \$2,000 cash or in-kind; sponsor just the Super Bowl for \$250 cash or in-kind
- Reservations: by January 15, 2010 for the 2010 Super Bowl; July 31 for the 2010 NFL season and 2011 Super Bowl

### **PREVENTION AND AWARENESS MONTHS**

These important topics are addressed by our Marine & Family Services personnel to assist our Marines and their families. Please ask how you can help by sponsoring the events throughout April and October, which include outreach to the Pentagon and throughout the National Capital Region.

- Benefits: include your logo on all fliers; logo on webpage and VideoSlide
- Sponsorship: begins at \$250 per month
- Reservations: by February 28

### **BRUNCH WITH THE BUNNY AND BREAKFAST WITH THE CLAUSES**

The club fills with 120 parents and children who come to visit with the Easter Bunny in spring and the Clauses in December. The fun includes photos with the guests of honor, crafts, and a family-friendly buffet and have activities

- Benefits: include your logo on all fliers; logo on webpage and VideoSlide
- Sponsorship: begins at \$250 per event
- Reservations: by February 28 for Brunch with the Bunny; July 31 for Breakfast with the Clauses

### **HEADQUARTERS & SERVICE BATTALION MARINE CORPS BIRTHDAY BALL**

The observance of the Marine Corps birthday is a time-honored tradition held with the highest degree of propriety. As a sponsor of the ball, you will experience this traditional gathering—held wherever Marines are stationed—with Marines, their family members, and guests who look forward to this special event and appreciate your support.

- Benefits: range your logo on the event program, website, and thank you page in Corps Connections to tickets to the ball
- Sponsorship: levels \$500, \$1000, and \$2000
- Reservations: by August 31



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### **HOLIDAY TREE LIGHTING**

In early December, we invite the Commanding Officer to light the tree in front of the Marine Corps Exchange. With plenty of good cheer, in the form of hot drinks and warm cookies, we offer entertainment and the chance to enjoy fellowship and camaraderie in bringing in the holiday season.

- Benefits: your logo on the event program, posters, and fliers; logo on webpage and VideoSlide
- Sponsorship: \$250
- Reservations: by September 30

### **HEALTH FAIR 2011**

This new event in late January, will bring in patrons of all ages: our valued shoppers in the Marine Corps Exchange, service members and their families, retirees, and employees working on Henderson Hall. Sponsor the healthy refreshment table, and, if you are a participant in the fair, enjoy a guaranteed prime location for your booth.

- Benefits: your logo on event posters and fliers; logo on webpage and VideoSlide
- Sponsorship: levels \$375
- Reservations: by December 15, 2010

### ***Corps Connections***

This 16-page full color glossy magazine is produced for the Marine Corps community in the National Capitol Region. The target audience includes over 23,000 Marines, their families, and those who support them. Published quarterly, *Corps Connections* distributes to Marines assigned to Headquarters Battalion Henderson Hall, the Pentagon, Marine Barracks Washington Eighth & I, Marine Corps Base Quantico, the Navy Yard, Fort Meade, Anacostia, and points in between. *Corps Connections* features a three-month calendar of upcoming special events, a phone directory, and articles on the Marine Corps lifestyle, family issues, and more. This is the perfect opportunity to showcase your business. The magazine is posted to our website, giving you free web presence with a hotlink. Investment begins at only \$275. Deadlines are quarterly: February 15; May 15; August 15; and November 15.

### **VIDEOSLIDE**

Placed in high-traffic, strategic locations, the Videoslide offers unique access to Washington's military market. Your commercial, up to 15 seconds long and including video, will continuously impress diners in the club and shoppers in the Marine Corps Exchange and The Vineyard. Investment begins at only \$100 per month. Reserve any time!

### **WEB ADVERTISING**

Take advantage of this new advertising venue to reach your target market in the Washington D.C. area—and around the world! Our website reaches upwards of 200 people per day with a growing number of over 19,000 unique visitors. Rates start at only \$50 per month for your logo and a hotlink.

### **ELECTRONIC MARQUEE**

Hundreds of vehicles pass by our electronic marquee each day. You can make an impression on them and the many passersby who are visiting the installation. Your message and your logo up in lights—starting at only \$1 an hour!