



ADVERTISING & SPONSORSHIP OPPORTUNITIES 2017

MCCS HENDERSON HALL

H&S Battalion, Headquarters Marine Corps, Henderson Hall
Joint Base Myer-Henderson Hall
Arlington, Virginia 22214



Cover photo credits: upper left veteran and flag by Lance Cpl. Dalton Precht; upper right Marine and little girl by Lance Cpl. Christopher J. Moore; center uniform with purple ribbon by Lance Cpl. Rebecca Eller; lower left SgtMaj of the Marine Corps meeting Marines by Sgt. Melissa Marnell; bottom center Marine family by Staff Sgt. Justin Kronenberg; middle right Marine and boy by Sgt. Sarah Fiocco; middle right Nationals and SgtMaj of the Marine Corps by Mike Heller; all others by MCCS Henderson Hall staff.



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Greetings from the Marketing Officer!

Do you want to introduce your product or service to the military market, develop brand loyalty, expand your patron base, and generate goodwill for your company? Extend your reach into the military market in the National Capital Region by partnering with MCCS Henderson Hall.

We support Headquarters & Service Battalion, Headquarters Marine Corps, Henderson Hall at Joint Base Myer-Henderson Hall in Arlington, Virginia — over 24,000 Marines and their family members throughout the National Capital Region through outreach. We also reach Marines farther afield and our sister services' military members and their families, reaching potentially over 287,000 people within 50 miles of our base. Your benefits can be tailored to your marketing focus. Our mission is to invest in Marines for Duty, Home, and Self — the heart of our mission to support readiness.

As a sponsor, you will access the military market — a 100% employed workforce — while showing your support to the service members and their families who directly benefit from our programs. We'll be happy to customize your sponsorship to meet your marketing goals.

The MCCS Sponsorship & Advertising Program, sanctioned by the Department of Defense, is a partnership between the government and the private sector. Our program is designed to meet your marketing goals while contributing to the success of our programs.

For more information on sponsoring or advertising with us, I invite you to contact Tricia A. Hindermann, Advertising & Sponsorship Manager, at 571-483-1956 or by email at Tricia.Hindermann@usmc-mccs.org. We look forward to partnering with you in 2017 and trust that your association with the Marine Corps brand will assist you in you reaching your marketing goals.

With kind regards,

Doriann Geller

Marketing Officer, MCCS Henderson Hall





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mccsHH.com Website Rate Card

MCCS Henderson Hall’s website, *mccsHH.com* provides comprehensive information targeted to Marines and their families in the National Capital Region and beyond: to deployed, follow-ons, and pre-arrivals as well as service members, retirees, and their families right here in the Washington, D.C., area. Our analytics show that hundreds of thousands of service members, retirees, and family members from sister services and retirees from all branches of service visit our pages before coming to the Exchange to shop or to access our Marine & Family Program information.

With over 1.7 million pageviews per year and an average of over 141,000 visits per month, our website’s worldwide reach is also quantified by visits from over 124 countries or territories around the world. Take advantage of this opportunity to reach the local and the global market with an ad on our website.



Inbound Marines and their families visit our website to become informed when moving to the National Capital Region. Reach them before they even arrive with an ad on *mccsHH.com*. Continually updated, our comprehensive website includes information on the base, family programs, health and fitness events, sales at the Marine Corps Exchange, and more. Reach our viewers with a website ad by contacting Tricia A. Hindermann, Advertising & Sponsorship Manager, at 571-483-1956 or e-mail Tricia.Hindermann@usmc-mccs.org. Volume discounts and packages are available.

Dimensions and Rates

Placement	Dimensions	Monthly Rates	Quarterly/Month	Semi-Annually/Month	Annually/Month
Site-wide Top Banner	728 pixels wide x 90 pixels high	\$800	\$720	\$680	\$640
Site-wide Right Side Box	250 pixels x 250 pixels square	\$625	\$563	\$531	\$500
Site-wide Logo Left Side	160 pixels wide	\$375	\$338	\$319	\$300





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Sponsorship Opportunities

OohRah Run Series

From the Spring Salute 5K Race held in April, to the Remembrance 5K Race in October, you'll have the opportunity to connect your brand to the physically-fit Marine Corps consumer. Support the premier MCCS Henderson Hall Semper Fit events that promote health and well-being for the Marines, their families and federal civilians. The series includes a total of five races, and with new personnel on board, we are kicking off the best running season ever! Whether it's sponsoring the race series or providing in-kind refreshments, your brand will be connected with this demographic through your sponsorship. The top three male and female participants are recognized at each event, and the series top male and female winners are announced each year.



Education and Career Fair

The Education & Career Fair, held this year in April, is a highly attended opportunity to connect directly with military personnel, their spouses and federal civilian employees seeking higher education or a new job. This event consistently attracts over 300 visitors and is the perfect venue to showcase your corporate message, introduce your veteran focused educational programs, and recruit high quality personnel. Made possible with your sponsorship, breakfast and lunch refreshments are provided to all fair participants and attendees. As a sponsor, you will also receive a half page, full color ad in the *Education & Career Fair Resource Guide*, a publication listing all participating schools and companies distributed to all fair attendees and available on the MCCS Henderson Hall website.





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Marine Spouse Appreciation

Every May in conjunction with Military Spouse Appreciation Week, we honor Marine spouses with a fun networking event attended by military spouses from throughout the National Capital Region. Our 2017 event will be a wine and painting event, very popular among our spouse demographic. As a sponsor, your support will help recognize the vital roles military spouses play in the readiness of their Marines. We invite you to attend, offer a prize giveaway, or provide a goody bag — your kind support will help MCCS create a memorable event for our Marine spouses.



Urban Warrior Challenge & Joint Base Barbecue

This very popular joint base event returns after its most successful year yet! Since its inaugural year in 2014, the Urban Warrior Challenge & Joint Base Barbecue has grown to include soldiers from The Old Guard (U.S. Army ceremonial unit), and Marine Barracks Washington Marines. More than 950 attendees include family members as well. The day starts with the Urban Warrior Challenge, where teams of Marines and soldiers fiercely compete for the coveted trophy and bragging rights to the tug-of-war challenge. The event ends with a free picnic lunch for all attendees. Be part of the excitement with a table on site, where you can interact with service personnel, federal civilians, and their families!





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Travel & Leisure Fair

Now in its third year, this popular event has grown to attract over 400 visitors and 25 sponsor tables. The fair, held in conjunction with the Henderson Hall Uncorked Spring Wine Festival, attracts a military, federal civilian and retiree demographic that enjoys the finer things in life. Take advantage of the opportunity to reach these patrons by becoming a sponsor.



Children's Fair

The Children's Fair, held during April's "Month of the Military Child," is a fun family event including games, bounce houses, caricaturists, art activities, and more. Visit with families during the event, sample your product, or provide product giveaways. We hold a base barbecue in conjunction with this event, adding more brand exposure for our sponsors. Over 375 attendees attended in 2016 — your direct connection to the servicemember family consumer.



Holiday Events

In early December, we gear up for the holiday season with the morale-boosting "12 Working Days Before Christmas". This event takes place over 12 consecutive working days before the holiday break. The popularity of this event provides for friendly competition between Marines and Sailors from Henderson Hall, the Pentagon, and the Navy Yard. Your sponsorship provides funds to purchase the 12 daily prizes as well as in-kind sponsorship provides exciting products for the event. The smiles on the faces of the winners each day are immeasurable!





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Marine Corps Birthday Ball Sponsorship

Celebrating the 242nd Birthday of the United States Marine Corps

Each November, the Marines of H&S Battalion, HQMC, Henderson Hall, conduct a ball celebrating the birthday of the Marine Corps. The observance of the Marine Corps birthday is a time-honored tradition held with the highest degree of propriety. The celebration is one of its most revered traditions and includes the reading of General Lejeune's message and viewing a video of the Commandant's message to those assembled. The evening starts with a cocktail reception, followed by the ceremony, dinner, and dancing until midnight.

As a sponsor of the Birthday Ball, your brand will be connected to one of the most recognizable brands in the world at an event held similarly in every corner of the world Marines are stationed. Sponsorship helps to offset the cost for all Marines, especially to junior Marines and their families. Be part of it as a sponsor.

~ \$500 "Friend of the Marine Corps" Sponsor ~

As a "*Friend of the Marine Corps*," you'll receive select print and online exposure — ideal for local companies with limited budget.



~ \$1,000 Silver Sponsor ~

At the *Silver Level*, you will enjoy all the benefits as a Friend of the Marine Corps, plus two tickets to the event with priority seating, including a ball memento for each guest and an invitation to the Commanding Officer's Reception.

~ \$2,000 Gold Sponsor ~

At the *Gold Level*, you will enjoy all the benefits as a Silver Level sponsor, plus two additional (four total) tickets to the event.

~ \$3,500 Platinum Sponsor ~

At the *Platinum Level*, you will enjoy all the benefits as a Gold Level sponsor, plus six additional tickets to the event — a table for ten guests — a great team-building opportunity or thank you to your favored clients.





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2017 Calendar and Deadlines

Spring Salute 5K Race OohRah Run Series	Wednesday, April 12, 6:45 AM
Closes: February 12	Creative Due: February 19
Education & Career Fair	Thursday, April 13, 10 AM – 1 PM
Closes: February 13	Creative Due: February 20
Children's Fair	Saturday, April 29, 10 AM – 2 PM
Closes: February 28	Creative Due: March 7
Marine Spouse Appreciation	Friday, May 5, 6:30 PM
Closes: March 5	Creative Due: March 12
Iwo Jima 7K Race	Wednesday, May 17, 6:45 AM
Closes March 17	Creative Due: March 22
Travel & Leisure Fair	Saturday, May 20, 11 AM – 2 PM
Closes: March 20	Creative Due: March 27
Chesty's 5K Race	Wednesday, June 14, 6:45 AM
Closes: April 14	Creative Due: April 21
JBM-HH Urban Warrior Challenge and Joint Base Barbecue	Thursday, June 22, 8 AM – 2 PM
Closes: April 22	Creative Due: April 23
Devil Dog 7K Race	Wednesday, September 13, 6:45 AM
Closes July 13	Creative Due: July 20
Remembrance 5K Race	Wednesday, October 11, 6:45 AM
Closes: August 11	Creative Due: August 18
Marine Corps Birthday Ball	TBD
Turkey Trot 5K Fun Run	Friday, November 17 (tentative)
Closes: September 17	Creative Due: September 24
12 Working Days Before Christmas	December 1 – 18, 11:45 AM
Closes: October 1	Creative Due: October 8



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Technical Guidelines

Education & Career Fair Resource Guide Advertising

- Publishes in advance of the Education and Career Fair
- Half page (8" wide x 5" high) only — no bleed
- File Types Accepted: PDF, JPEG (300 dpi)
- Graphics Contact: Doriann Geller, 571-483-1951 or Doriann.Geller@usmc-mccs.org

Website Advertising on mccsHH.com

- Box ads: 250 pixels wide x 250 pixels high; banner ads: 728 pixels wide x 90 pixels high; left logo 160 pixels wide
- Deadline: five (5) business days before advertising start date
- File Types Accepted: JPEG, GIF, Flash, MOV, MPEG
- Graphics Contact: J. Felix Gonzalez, 571-483-1957 or Jose.Gonzalez@usmc-mccs.org

Sponsorship Logos

- To ensure your logo is presented properly, please provide it along with guidance for its use
- File Types Accepted: Vector images (EPS, Adobe Illustrator) preferred; PDF, JPEG (300 dpi)
- Graphics Contact: Doriann Geller, 571-483-1951 or Doriann.Geller@usmc-mccs.org
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Banner Advertising

- Banner will be supplied by the client after approval by MCCS
- Banner must carry a non-endorsement disclaimer
- MCCS will post and maintain the banner for the duration of the contract
- Start anytime! A new banner must be provided at the beginning of each contract period
- Graphics Contact: Doriann Geller, 571-483-1951 or Doriann.Geller@usmc-mccs.org

www.mccsHH.com

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