



DLA RICHMOND

# COMMERCIAL SPONSORSHIP & ADVERTISING GUIDE

Your Success is Our Success



## DEFENSE LOGISTICS AGENCY

America's Combat Logistics Support Agency

# MWR INTRO



## DEFENSE LOGISTICS AGENCY

Support the Warfighter

As the nation's combat logistics support agency, the Defense Logistics Agency (DLA) manages the end-to-end global defense supply chain for the five military services, 11 combatant commands, and other agencies and allied nations. DLA's mission is to "deliver readiness and lethality to the Warfighter Always and support our nation through quality, proactive global logistics." To accomplish this mission, DLA employs a worldwide staff of about 26,000 employees.

DLA's Morale, Welfare & Recreation (MWR) delivers programs and services that are critical to the readiness, well-being, and sustainment of the DLA workforce. MWR Richmond, located on the Defense Supply Center Richmond (DSCR) installation, is dedicated to delivering the highest quality programs and services to Warfighters, families, Department of Defense (DoD) Civilians, Retirees, and other eligible patrons. DSCR's workforce of over 4,000 employees consists of approximately 66% government employees, 14% National Guard Reservists, 13% contractors, 5% tenant employees, and 2% Active-Duty personnel.

MWR Richmond's programs and services include the Bettye Ackerman-Cobb Child Development Center, Red Brick Fitness Center, Tickets & More retail store, Antler Inn Lodging, Outdoor Recreation rental equipment, RV Campground, RV storage lots, Centre Perk Café, and Centre Bistro 46 restaurant.

The array of advertising and sponsorship opportunities and levels that are available at MWR Richmond enable us the ability to directly impact the quality of life for the DLA Richmond community members. At MWR, we believe in building relationships with companies so that together we can build our community as partners. Review the materials and consider us a viable option for your company's marketing needs.



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# FREQUENTLY ASKED QUESTIONS

## WHAT IS COMMERCIAL SPONSORSHIP?

Commercial Sponsorship offers you, the Sponsor, an opportunity to present your company's message in a variety of creative ways to the DSCR community. Sponsorship gives you direct access to our customers, helps you build goodwill, and creates brand recognition amongst our loyal customer base. Sponsorship seeks to partner local businesses with MWR programs, services or events that will enhance the Warfighter's quality of life and the workforce's experience while providing a benefit to the community.

## WHAT TYPES OF COMMERCIAL ADVERTISING ARE AVAILABLE?

**Digital Advertising:** Ads may be featured on the DefenseMWR.com/Richmond website, on the MWRRichmond Facebook page, and on our digital advertising displays.

**Traditional Advertising:** Printed materials such as posters, promotional fliers, table tents, outside banners, banners inside of the Red Brick Fitness Center and other high-traffic walkways Center, and New Employee Orientation package inserts.

## BENEFITS OF COMMERCIAL SPONSORSHIP AND ADVERTISING

At MWR Richmond, we offer you direct access to your target market on DSCR through event sponsorship, we help you increase the visibility of your company's products and services through our long-term advertising solutions, and positively impact your bottom line through prolonged exposure to a loyal customer base.



# MWR SPONSORSHIP

## COMMUNITY EVENTS

All Sponsorship Levels includes sponsorship of our major community events for the upcoming year including:

### INFORMATION EXPOS ( FALL 2025 & SPRING 2026)



The semi-annual Information Expo event is aimed at showcasing an array of companies, products, and services for the DSCR community. MWR typically hosts the events in the dining area of the installation's restaurant. The events typically feature doorprize giveaways and demos. Your company will receive:

- Logo placement on event publicity materials
- Website, social media, and facility event advertising
- Reserved six foot table and two chairs for the event
- Interaction with DSCR personnel and their guests
- Public address / acknowledgment at the event

**Expected Participation: 150 - 350**



### BASKETBALL LEAGUE (FALL 2025 & SPRING 2026)



The semi-annual intramural Basketball League is a competitive sports program. Your company will receive:

- Logo placement on event publicity materials
- An easel outside of each game with a company provided ad
- Public address / acknowledgment at each game
- Recognition at each Awards Ceremony
- Company name on Champions banner that will hang in the Basketball Court following the season

**Expected Participation: 4-12 Teams of 10 Players Plus Audience**

# MWR SPONSORSHIP

## GOLF TOURNAMENTS (FALL 2025 & SPRING 2026)



The semi-annual Golf Tournament is typically hosted at Fort Gregg-Adams' Cardinal Golf Club. Teams of up to 4 golfers play 18 holes, followed by a buffet lunch and an awards ceremony. Player packages include greens fees, golf carts, range balls, 18 holes of golf, swag bags, chances to win prizes, and lunch. Your company will receive:

- Logo placement on event publicity materials
- Website, social media, and facility event advertising
- Promotional flier and/or item placed in each swag bag
- Two player packages to form your own team or join others
- Interaction with DSCR leadership, personnel, and guests
- Public address / acknowledgment at the event
- **Expected Participation: 40 - 100**



## 5K RUNS (FALL 2025 & SPRING 2026)



DLA offers employees 3 hours per week of authorized time for wellness / fitness activities. The semi-annual 5K runs / walks offer DSCR employees an opportunity to utilize that time to participate in a fun group event. The 5Ks may be seasonally themed and may offer participants the ability to dress up. Your company will receive:

- Logo placement on event publicity materials
- Website, social media, and facility event advertising
- Reserved six foot table and two chairs at the event start / finish line
- Interaction with DSCR personnel and their guests
- Public address / acknowledgment at the event
- **Expected Participation: 25 - 75**



# MWR SPONSORSHIP

## **GOLD LEVEL / \$1800**

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### **SPONSORSHIP AT THE GOLD LEVEL INCLUDES:**

- Sponsorship of eight of our major community events for the upcoming year
- 12 table setup days in the dining area of the installation's restaurant
- Hosting six Lunch & Learns on DSCR
- Company materials included in the New Employee Orientation (NEO) packets

## **SILVER LEVEL / \$1,100**

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### **SPONSORSHIP AT THE SILVER LEVEL INCLUDES:**

- Sponsorship of four of our major community events for the upcoming year of your choosing
- 9 table setup days in the dining area of the installation's restaurant
- Hosting four Lunch & Learns on DSCR
- Company materials included in the New Employee Orientation (NEO) packets

## **BRONZE LEVEL / \$700**

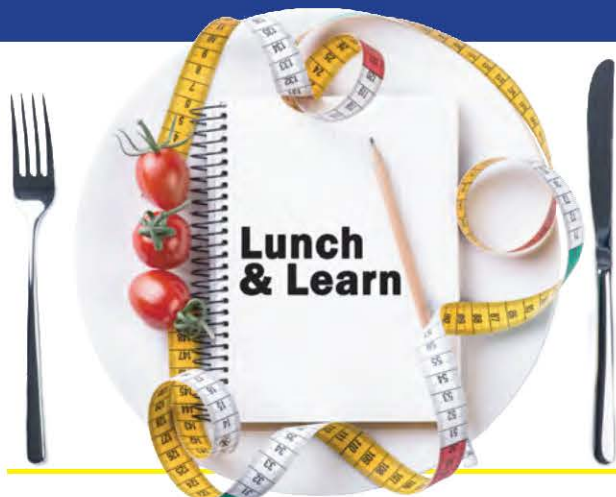
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### **SPONSORSHIP AT THE BRONZE LEVEL INCLUDES:**

- Sponsorship of two of our major community events for the upcoming year of your choosing
  - 6 table setup days in the dining area of the installation's restaurant
  - Hosting two Lunch & Learns on DSCR
  - Company materials included in the New Employee Orientation (NEO) packets
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# MWR SPONSORSHIP



**LUNCH & LEARN  
PACKAGE / \$650**  
PLUS COST OF LUNCH PER PERSON

**(804) 316-5159**

**THE LUNCH AND LEARN SPONSORSHIP PACKAGE INCLUDES  
FOUR (4) SEMINARS AND UP TO 12 TABLE SETUP DAYS**

## **WHAT IS THE LUNCH & LEARN PACKAGE?**

The lunch and learn package was developed based on multiple requests from interested corporate/commercial entities like you. It offers your organization the opportunity to host seminar(s) in one DSCR's classrooms during a typical lunch hour, without sponsoring our community events or advertising via the tie-ins included in our other packages.

## **WHAT ARE MWR'S RESPONSIBILITIES?**

MWR will reserve a room for up to 25 people, promote each seminar through the weekly **MWR Highlights Newsletter**, [FACEBOOK.COM/MWRRICHMOND](https://www.facebook.com/MWRRichmond), and [DEFENSEMWR.COM/RICHMOND](https://www.defensemwr.com/richmond), and order the bagged lunches from the Centre Bistro 46 if requested.

## **WHAT ARE MY RESPONSIBILITIES?**

Your company is responsible for providing potential seminar dates and a brief 1-3 sentence write up to promote your event a minimum of one month in advance. Tuesdays - Thursdays are best because the amount of teleworkers on Mondays and Fridays limits the number of eligible participants those days. You will also choose between ordering bagged lunches from the Centre Bistro 46 (\$13 per bagged lunch).

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# CDC SPONSORSHIP

## CDC SPONSORSHIP / \$500

This opportunity is specific to the Bettye Ackerman-Cobb Child Development Center (CDC) and it includes both sponsorship and advertising benefits.

### CDC SPECIAL EVENTS

- **Month of the Military Child:** April is designated as Month of the Military Child, a time to honor the unique sacrifices made by military children. The events vary by year and include opportunities for the families to celebrate together at the CDC.
- **Spring Fling:** An annual event hosted on the CDC's playgrounds, celebrating the arrival of spring. The event typically features music, inflatables, and carnival themed activities for the children and their families to enjoy together.
- **Pre-K Graduation:** An annual event hosted at DSCR's Frank B. Lotts Conference Center that welcomes the extended families and friends of the graduating preschool students. The event includes a formal graduation ceremony followed by a celebratory party.
- **Fall Festival:** An annual event hosted on the CDC's playgrounds, celebrating the arrival of fall. The event typically features inflatables, pumpkin decorating, and other fall-themed activities for the children and their families to enjoy together.
- **Trunk or Treat:** An annual event hosted in October in which DSCR families and friends decorate their vehicle trunks for the children to visit. The event typically features music, costumes, and candy.

### CDC SPONSORSHIP INCLUDES:

- Sponsorship of all major CDC community events
- A reserved table, two chairs, and recognition during the two events of your choosing from the list above
- Branding on event publicity
- Logo featured in parent newsletters
- 28in x 22in poster displayed at CDC for 4-months
- Promotional flyers placed in children's cubbies 4 times

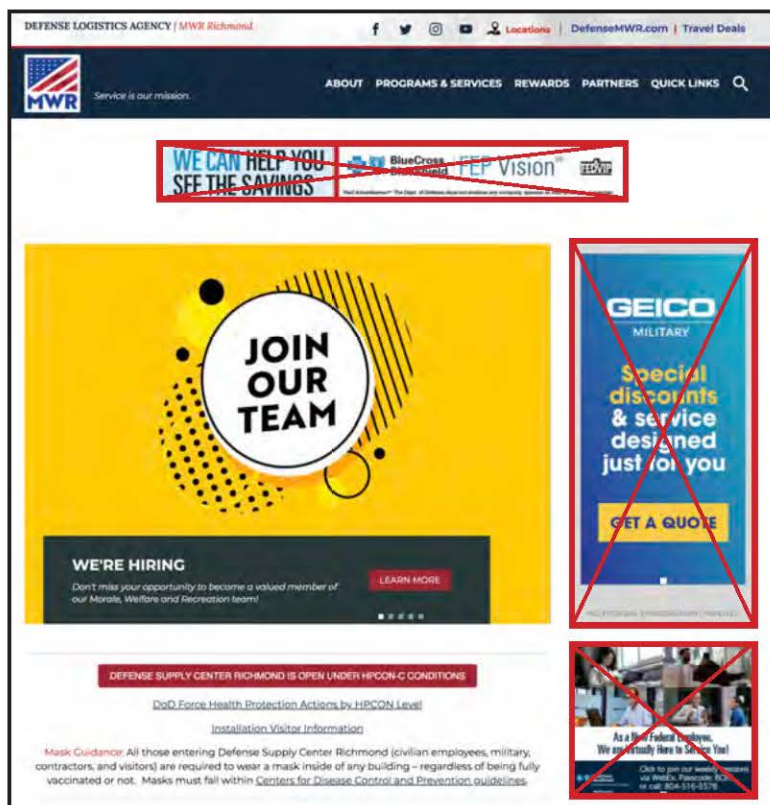


# ADVERTISING PROGRAMS

## WEBSITE ADVERTISING

**WEBSITE ADVERTISING** DEFENSEMWR.COM/RICHMOND

SAVE IN RGB COLOR MODE / .JPEG FORMAT / NO LARGER THAN 3MB



### LEADERBOARD (728x90)

- 3-Month: \$450
- 6-Months: \$900
- 12-Months: \$1,620

### LARGE (300x600)

- 1-Month: \$400
- 6-Months: \$800
- 12-Months: \$1,350

### MEDIUM (300x250)

- 3-Month: \$300
- 6-Months: \$600
- 12-Months: \$1,080

Place your company advertisement on our website (**DEFENSEMWR.COM/RICHMOND**), which currently gets over 5,500 unique page visits per month. The graphic will contain a direct link from your advertisement to your company's landing page. Advertisements will include disclaimer "Does not imply endorsement by DLA or DoD".

If your company is interested in advertising on all six DLA MWR websites (Battle Creek, Columbus, Headquarters Complex, New Cumberland, Richmond, and San Joaquin), please inquire about pricing.



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# ADVERTISING PROGRAMS

## SOCIAL REACH ADVERTISING

**FACEBOOK PAGE @MWRRICHMOND | ONE POST PER MONTH**

SAVE IN RGB COLOR MODE / .JPEG FORMAT / NO LARGER THAN 3MB

Peak Usage Times: Monday- Thursday, 9:00AM - 1:00PM | Page Followers: 1100+

**\$150/3-Months | \$300/6-Months | \$540/12-Months**

Facebook posts can contain both photograph and text imagery. All content is subject to review by MWR Richmond prior to posting on our Facebook page. Facebook posts will be scheduled based on the time and date preferences indicated by each advertiser. Posts can include a contest, giveaway or be promotional in nature. Posts may not contain false representation of corporate practices. Posts will include disclaimer "Does not imply endorsement by DLA or DoD".

## FACILITY ADVERTISING

**OUTDOOR BANNER 4FT X 12FT ADVERTISEMENT**  
**\$900/3-Months | \$1,800/6 Months | \$3,240/12 Months**



Your company provided advertisement will be placed in a high visibility outdoor area on DSCR. Examples of past selections include the fence by the Operations Center and the Softball Field fence. The advertisement must be provided to MWR in the final printed, grommetted format. *Approved on a space available basis.*

**INDOOR FITNESS CENTER BANNER 4FT X 8FT ADVERTISEMENT**  
**\$750/3-Months | \$1,500/6-Months | \$2,700/12 Months**



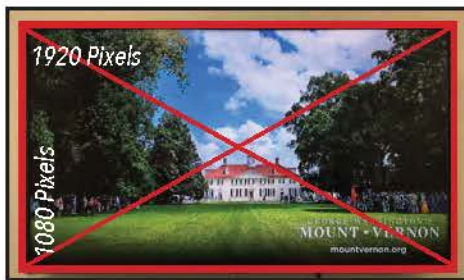
Your company provided advertisement will be placed in one of our indoor banner frames featured at the Red Brick Fitness Center. The advertisement must be provided to MWR in the final printed format. The advertisement may be changed once annually. *Approved on a space available basis.*

# ADVERTISING PROGRAMS

## FACILITY ADVERTISING

**DIGITAL DISPLAY ADVERTISING** SAVE IN RGB COLOR MODE / .JPEG FORMAT / NO LARGER THAN 3MB

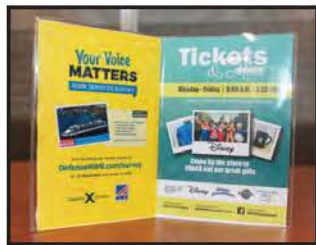
\$600/3-Months | \$1,200/6-Months | \$2,160/12-Months



Feature your company provided advertisement on our digital monitors. Monitors are featured in high-traffic facilities throughout the DSCR installation. Advertisements will continuously scroll on a 5-10 minute loop. The images will be updated on the 1st business day of each month. Digital messaging can be changed up to once per month.

## PRINT DISPLAY ADVERTISING

\$450/3-Months | \$900/6-Months | \$1,620/12-Months



### TABLE TENTS (5in x 7in)

Company provided printed copies of 5in. x 7in. table tent to be advertised on 40 dining tables in the Centre Bistro 46. The prints can be single or double sided.



### FACILITY POSTERS (28in x 22in)

Company provided printed copy of 28in. x 22in. poster advertisement will be placed in one of the frames featured in your company's selected location. Wall mount and stand frames available in select locations.



### PROMOTIONAL FLIERS

Company provided printed copies of advertisements will be placed in one of the frames featured in your company's selected location. *Select sizes available in select locations: Trifolds, 8.5in. x 11in. horizontal or vertical prints, etc.*





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