

# WHAT IS MWR?

The mission of the Navy's MWR is to maximize the physical, emotional and social development of our sailors and their families. The programs and services offered by MWR are critically essential to the health and well-being of the armed forces family. Without YOUR patriotic support of our programs we cannot continue to provide these outlets for entertainment, relaxation and quality family time.



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# MWR

Naval Construction  
Battalion Center Gulfport

## Sponsorship & Advertising Opportunities



# Why should you market your business onboard NCBC Gulfport?

## Self-Renewing Target Market

*First contact with military personnel and families transitioning to the Gulf Coast*

**EXPOSURE TO A SALES MARKET VALUED AT \$1 MILLION**

## Focused Audience

*50,000 patrons RELY on BASE sources for information about “outside the gate” products and services*

## Support the Armed Forces

*All proceeds directly fund MWR activities (critically essential for the well being of military families)*

# How do you market your business onboard NCBC Gulfport?

There are two ways to market your products and services to NCBC patrons – Sponsorship or Advertising via MWR. Please contact the NCBC MWR Marketing Department TODAY to schedule a meet and greet and discuss either choice in depth.

## SPONSORSHIP – INTENSIVE EXPOSURE

- On-site presence at event with premium location
- Product promotion & face-to-face connections
- Collect information from event attendees
- Sponsor banner displayed at event
- Two ‘thank you’ announcements during event
- Potential for additional benefits

### MWR Special Events

End of Summer Bash, August  
Volkslauf Mud Run, September  
Fright Night, October  
Liberty Thanksgiving, November  
Christmas Tree Lighting, December  
Liberty Taste of Home, December  
Super Bowl Parties, February  
Easter Egg Hunt, March/April  
Seabee Day Expo, April  
Multiple miscellaneous events occurring year round



## ADVERTISING – EXTENDED PRESENCE

Six Months exposure using multiple media outlets

Advertisement in the BASE MWR Map

Your ad & logo distributed base wide

Recognition of your support on marketing materials distributed via bag stuffers  
Reach up to 25,000 weekly

Your banner displayed at prime traffic location on BASE  
Reach up to 5,000 patrons daily

Featured company recognition  
Choice of two high-exposure selections during month as feature!

NCBC MWR Facebook acknowledgment posts  
Your ad & logo displayed

Weekly Indoc  
All new troops reached!

Opportunities to fit every budget!