



250th
Army Birthday Festival
Corporate Sponsorship Opportunities



#ARMYBDAY

U.S. ARMY FAMILY AND MWR CORPORATE PARTNERSHIPS



U.S. ARMY

© U.S. Army MWR 2025

250th U.S. Army Birthday



In 2025, the U.S. Army proudly commemorates 250 years of distinguished service to our nation, tracing its legacy from June 14, 1775, to the present. Older than the nation itself, the Army has been a shield of our country, democracy and way of life. The central theme for the 250th Army Birthday *"This We'll Defend"* highlights the Army's commitment to protecting our nation's values, security and people.



#ARMYBDAY

U.S. ARMY FAMILY AND MWR CORPORATE PARTNERSHIPS



U.S. ARMY

© U.S. Army MWR 2025



250th Army Birthday Festival



The Army Birthday Festival is the *marquee* and culminating event of Army Birthday Week activities in the National Capital Region. This year's Festival will be held Saturday, June 14 on the National Mall with a day long agenda featuring traditional ceremonies, family friendly activities, patriotic music, and thrilling military demonstrations.

*National Mall Agenda (between 3rd & 7th streets)

- 11:00-5:00** Music Entertainment, Festival Activities, Sponsor booths
- 5:00-6:00** Recognition Ceremony
- 6:00-7:00** Enlistment/Reenlistment Ceremony
- 6:00-7:00** ASL/Sponsor Reception & Cake Cutting
- 6:00-7:00** Preshow Music & Trivia
- 7:00-8:30** ASL hosted Army Birthday "Twilight Tattoo Plus" with Golden Knights Flyover

** Tentative. Schedule subject to change.*



#ARMYBDAY

U.S. ARMY FAMILY AND MWR CORPORATE PARTNERSHIPS



U.S. ARMY

© U.S. Army MWR 2025

Brand Exposure At-A-Glance

[Festival Signage]



Step N Repeat



Thank You Sponsor Sign



Feather Flags



Event Signage



Thank You Sponsor Video



Welcome Signage



#ARMYBDAY

U.S. ARMY FAMILY AND MWR CORPORATE PARTNERSHIPS



U.S. ARMY

Brand Exposure At-A-Glance

[On-site Activation]



#ARMYBDAY

U.S. ARMY FAMILY AND MWR CORPORATE PARTNERSHIPS



U.S. ARMY

© U.S. Army MWR 2025

Brand Exposure At-A-Glance

[VIP Reception & Signage]



#ARMYBDAY

U.S. ARMY FAMILY AND MWR CORPORATE PARTNERSHIPS



U.S. ARMY

Sponsorship Opportunities

Presenting Sponsor - \$75,000

(Limited to 2)



- Premium logo placement featured under the Army Birthday Festival logo.
- Presenting sponsor logo placement on ABF event coin. (1/2 of total produced)
- Presenting sponsor recognition, logo and hyperlink on the ArmyMWR.com ABF Sponsor Appreciation Page.
- Sponsor "Happy Birthday to the Army" type ad featured on the Army MWR HQ enterprise web for first two weeks in June.
- Opportunity to display ABF info on company website and internal publications. (Subject to DoD approval of content)
- Two organic content posts with tag on Army MWR HQ social media channels (Facebook and X) in first two weeks of June. (Content & scheduling subject to approval)
- Presenting sponsor recognition in ABF press release that recognizes all event sponsors.
- On stage recognition during official Opening Ceremony to include opportunity to provide two-minute verbal address. (Script review and approval required)
- Presenting sponsor recognition and logo in "thank you" video aired during Opening Ceremony. (Video produced internally by DoD.)



#ARMYBDAY

U.S. ARMY FAMILY AND MWR CORPORATE PARTNERSHIPS



U.S. ARMY

© U.S. Army MWR 2025

Sponsorship Opportunities



Presenting Sponsor - Continued (Limited to 2)

- Presenting sponsor recognition and logo placement on large scale entry point signage, large scale stage signage and step and repeats.
- Presenting sponsor recognition in verbal announcements at the Festival.
- Presenting sponsor recognition and logo on feather flags, directional signs, "thank you" signs and digital monitors.
- Presenting sponsor recognition and logo in event program.
- 10' x 30' Company on-site booth activation and display space.
- Access to Sponsor Hospitality Tent.
- Presenting sponsor recognition and logo on Festival photo booth framing.
- Invitation for twenty (20) guests to attend the VIP Reception hosted by SA/CSA at the Festival.
- Opportunity to participate in Sponsor Group Photo with SECARMY at VIP Reception.
- Presenting sponsor recognition and premium logo placement on Step and Repeats and tablespots at VIP Reception.



#ARMYBDAY

U.S. ARMY FAMILY AND MWR CORPORATE PARTNERSHIPS



U.S. ARMY

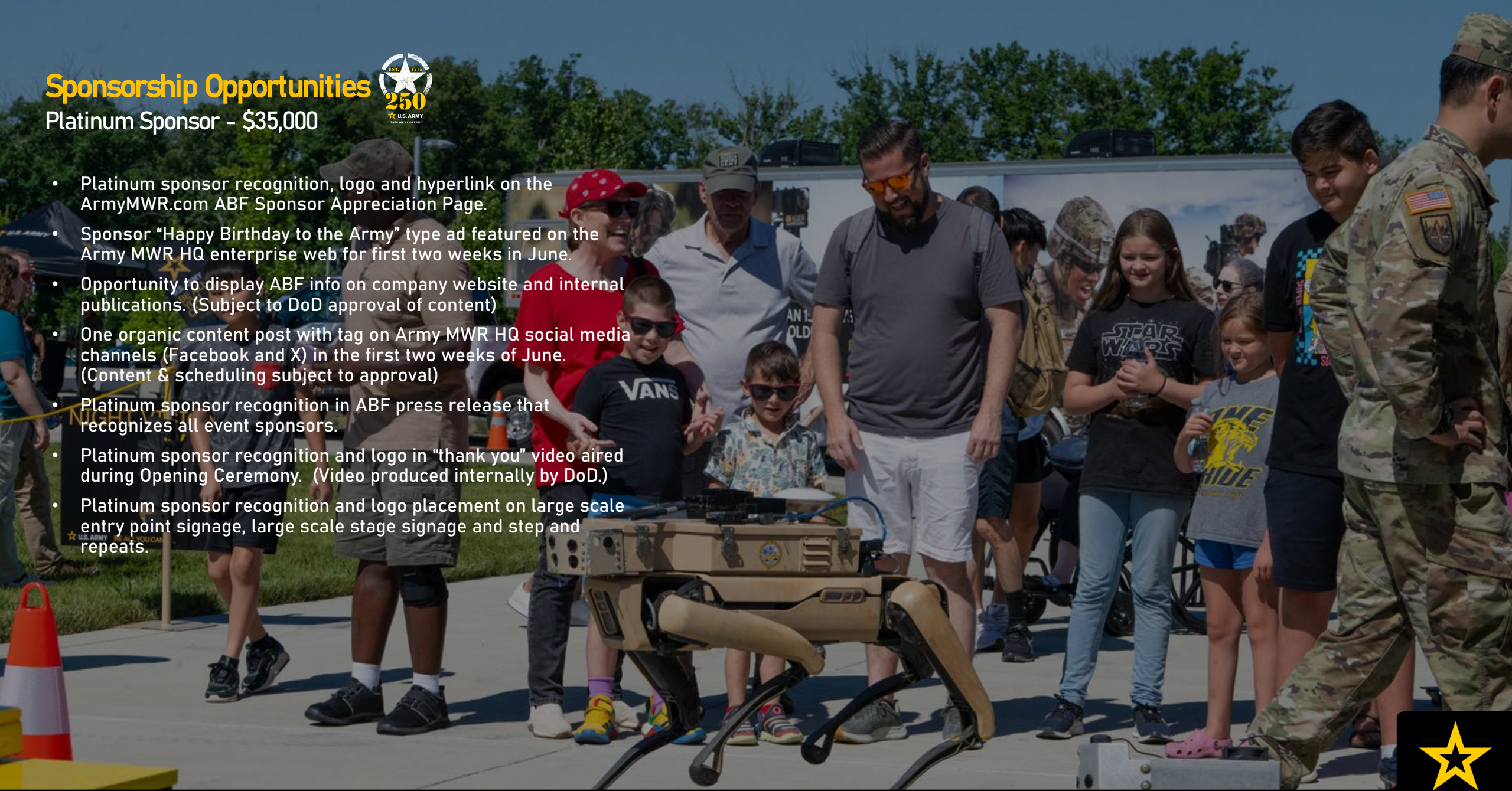
© U.S. Army MWR 2025

Sponsorship Opportunities



Platinum Sponsor - \$35,000

- Platinum sponsor recognition, logo and hyperlink on the ArmyMWR.com ABF Sponsor Appreciation Page.
- Sponsor "Happy Birthday to the Army" type ad featured on the Army MWR HQ enterprise web for first two weeks in June.
- Opportunity to display ABF info on company website and internal publications. (Subject to DoD approval of content)
- One organic content post with tag on Army MWR HQ social media channels (Facebook and X) in the first two weeks of June. (Content & scheduling subject to approval)
- Platinum sponsor recognition in ABF press release that recognizes all event sponsors.
- Platinum sponsor recognition and logo in "thank you" video aired during Opening Ceremony. (Video produced internally by DoD.)
- Platinum sponsor recognition and logo placement on large scale entry point signage, large scale stage signage and step and repeats.



#ARMYBDAY

U.S. ARMY FAMILY AND MWR CORPORATE PARTNERSHIPS



U.S. ARMY

© U.S. Army MWR 2025

Sponsorship Opportunities



Platinum Sponsor - Continued

- Platinum sponsor recognition in verbal announcements at the Festival.
- Platinum sponsor recognition and logo on feather flags, directional signs, "thank you" signs and digital monitors.
- Platinum sponsor recognition and logo in event program.
- 10' x 20' Company on-site booth activation and display space.
- Access to Sponsor Hospitality Tent.
- Invitation for ten (10) guests to attend the VIP Reception hosted by SA/CSA at the Festival.
- Opportunity to participate in Sponsor Group Photo with SECARMY at VIP Reception.
- Platinum sponsor recognition and premium logo placement on Step and Repeats and tabletops at VIP Reception.



#ARMYBDAY

U.S. ARMY FAMILY AND MWR CORPORATE PARTNERSHIPS



U.S. ARMY

© U.S. Army MWR 2025

Sponsorship Opportunities

Gold Sponsor - \$20,000



- Gold sponsor recognition, logo and hyperlink on the ArmyMWR.com ABF Sponsor Appreciation Page.
- Gold sponsor recognition in ABF press release that recognizes all event sponsors.
- Gold sponsor recognition and logo in “thank you” video aired during Opening Ceremony. (Video produced internally by DoD.)
- Gold sponsor recognition in verbal announcements at the Festival.
- Gold sponsor recognition and logo on feather flags, directional signs, “thank you” signs and digital monitors.
- Gold sponsor recognition and logo in event program.
- 10’ x 10’ Company on-site booth activation and display space.
- Access to Sponsor Hospitality Tent.
- Invitation for six (6) guests to attend the VIP Reception hosted by SA/CSA at the Festival.
- Opportunity to participate in Sponsor Group Photo with SECARMY at VIP Reception.
- Gold sponsor recognition and logo placement on VIP Reception tabletops.



#ARMYBDAY

U.S. ARMY FAMILY AND MWR CORPORATE PARTNERSHIPS



U.S. ARMY



UNITED * STATES * ARMY * MEDAL * OF * HONOR



2024 Sponsor Photo with the 25th Secretary of the Army, Honorable Christine Wormuth

LET'S PARTNER!



#ARMYBDAY

Commitments required by 31 MAR 2025!



Corporate Sponsorship Contact
Jane Porto (jane.m.porto-turner.naf@army.mil)
US Army Installation Management Command
G9, Family and MWR Programs



U.S. ARMY