

249th

ARMY BIRTHDAY



SPONSORSHIP
OPPORTUNITIES

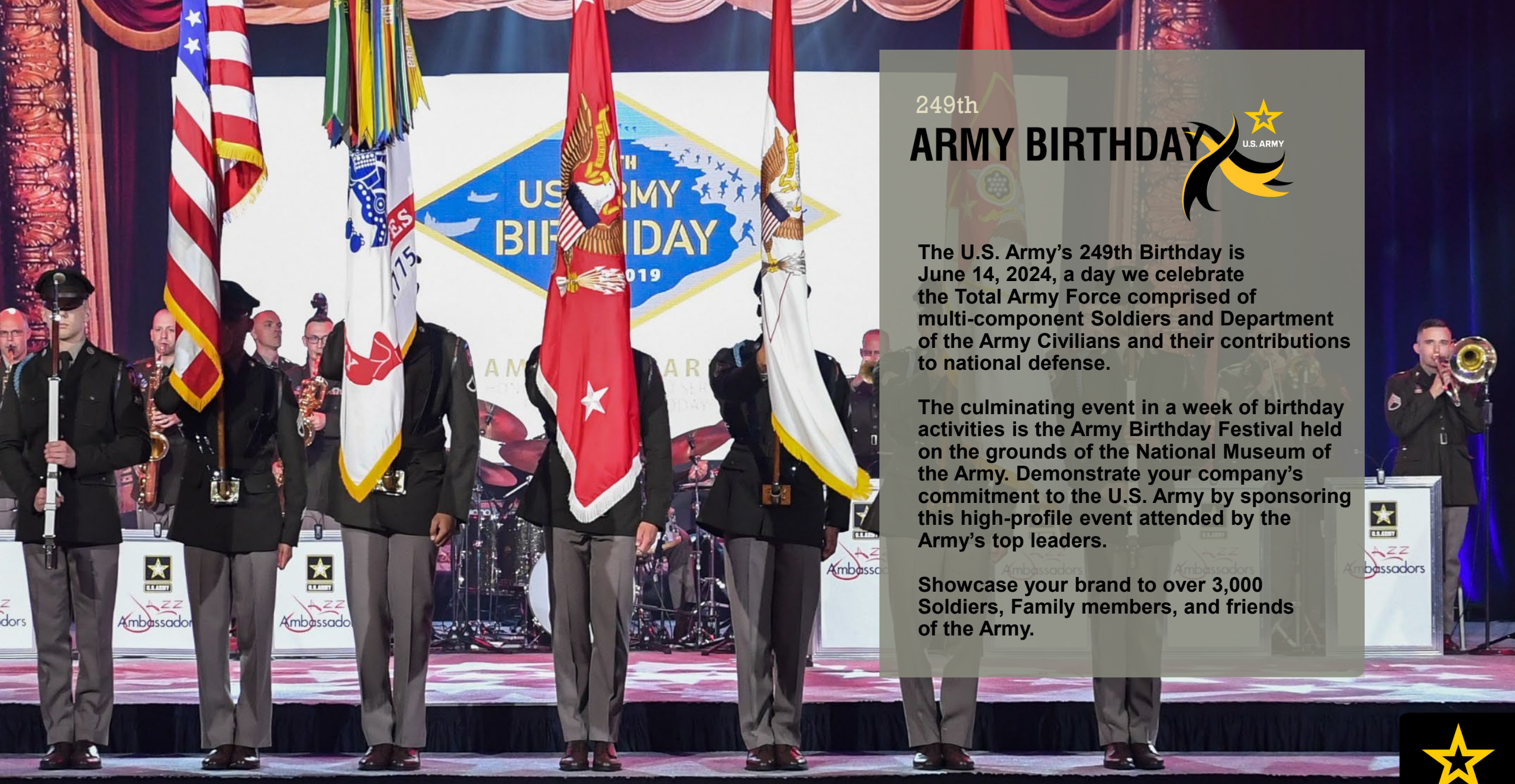


U.S. ARMY FAMILY AND MWR CORPORATE PARTNERSHIPS



U.S. ARMY

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249th

ARMY BIRTHDAY

The U.S. Army's 249th Birthday is June 14, 2024, a day we celebrate the Total Army Force comprised of multi-component Soldiers and Department of the Army Civilians and their contributions to national defense.

The culminating event in a week of birthday activities is the Army Birthday Festival held on the grounds of the National Museum of the Army. Demonstrate your company's commitment to the U.S. Army by sponsoring this high-profile event attended by the Army's top leaders.

Showcase your brand to over 3,000 Soldiers, Family members, and friends of the Army.



U.S. ARMY FAMILY AND MWR CORPORATE PARTNERSHIPS



U.S. ARMY



249th

ARMY BIRTHDAY



You are invited to join us as a sponsor of the 249th Army Birthday Festival. This marquee event in the National Capital Region combines traditional celebration ceremonies with family-friendly activities, patriotic music, and thrilling military demonstrations

Date: Saturday, June 15, 2024

Time: 9:00 a.m. to 5:00 p.m. *

Venue: National Museum of the United States Army, Fort Belvoir, VA

*Times are tentative



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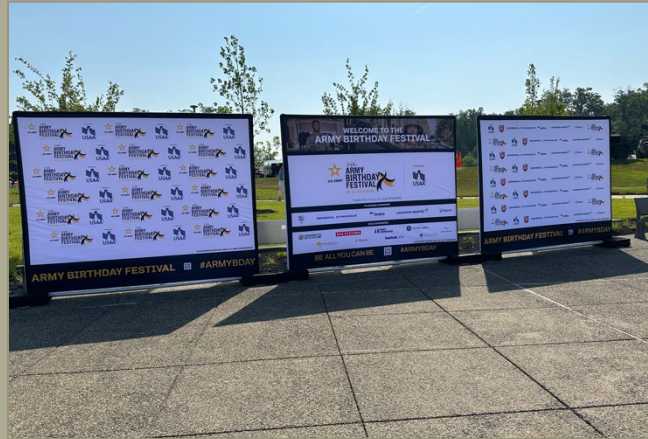


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BRAND ENGAGEMENT OPPORTUNITIES

249th



Sponsor Brand on VIP Reception Step and Repeat



Formal Remarks by Army Senior Leadership



VIP Reception



Sponsor Recognition during Ceremonies



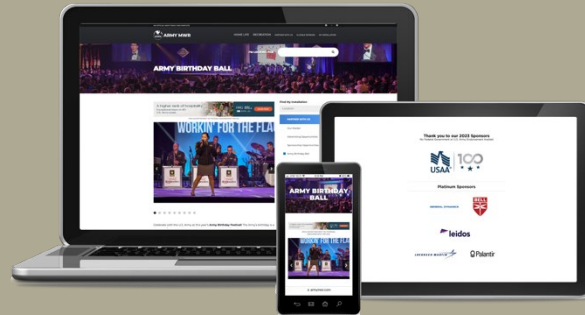
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BRAND ENGAGEMENT OPPORTUNITIES



Sponsor Brand Recognition on ArmyMWR.com



Sponsor Brand Recognition on Thank You video



Logo Recognition on Event Signage



Join in Celebrating our Army Birthday Traditions

SPONSORSHIP OPPORTUNITIES

249th



PRESENTING SPONSOR \$65K

Exclusive to one Presenting Sponsor

Recognition as the only Presenting level sponsor of the Army Birthday Festival on all marketing collateral that features other sponsors to include entrance Welcome Arch, feather flags, tabletops, bleacher banners, sponsor “thank you” video, and other event signage.

Premium logo placement featured under the Army Birthday Festival logo

Premium logo placement on the VIP Reception Step and Repeat

Exclusive sponsor logo placement on the Army Birthday Festival event coin

On-stage recognition during official Opening Ceremony to include a special mention and the opportunity to provide a two-minute verbal address to the audience (address must be pre-approved by OAA)

Premium logo placement featured on Welcome Arch as Presenting Sponsor

Recognition with logo placement as Presenting level sponsor in event program

Sponsor mention as “Presenting Sponsor” during verbal announcements

One (1) 10' x 30' premium booth space at Festival available for use as display area or staffed booth (with up to 8 booth staff)

Invitation for twenty (20) guests to attend the Army Birthday Festival VIP Reception, hosted by SA/CSA, evening prior to the Festival

Premium logo placement on the ArmyMWR.com Sponsor Appreciation page and recognition as “Presenting Sponsor”

Sponsor “Happy Birthday to the Army” type ad featured on the Army MWR enterprise web prior to the Army Birthday Week

Unique opportunities to engage with Army Senior Leadership and distinguished guests at the Army Birthday Festival

* Presenting Sponsor Commitment Deadline: January 31, 2024,



SPONSORSHIP OPPORTUNITIES

249th



PLATINUM SPONSOR \$25K

Recognition as Platinum level sponsor at Festival on all marketing collateral that features other sponsors including Welcome Arch, feather flags, tabletops, bleacher banners, sponsor “thank you” video, and other on-site event signage

Premium sponsor logo placement featured on VIP Reception Step and Repeat

Recognition with logo placement as Platinum level sponsor in event program

Sponsor mention as “Platinum Sponsor” during verbal announcements

One (1) 10’ x 20’ booth space at Festival available for use as display area or staffed booth (with up to 6 booth staff)

Invitation for ten (10) guests to attend Army Birthday Festival VIP Reception, hosted by SA/CSA, evening prior to the Festival

Premium logo placement on the ArmyMWR.com Sponsor Appreciation page and recognized as “Platinum Sponsor”

Sponsor “Happy Birthday to the Army” type ad featured on Army MWR enterprise web for four (4) weeks, prior to the Army Birthday Week

Unique opportunities to engage with Army Senior Leadership and distinguished guests at the Army Birthday Festival

* Sponsorship Commitment Deadline: March 31, 2024



SPONSORSHIP OPPORTUNITIES

249th



GOLD SPONSOR \$15K

Recognition as Gold level sponsor at Festival on all marketing collateral that features other sponsors to include entrance Welcome Arch, feather flags, tabletops, bleacher banners, sponsor "thank you" video, and other on-site event signage

Recognition with logo placement as Gold level sponsor in event program

Sponsor mention as "Gold Sponsor" during verbal announcements

One (1) 10' x 10' booth space at Festival available for use as display area or staffed booth (with up to 4 booth staff)

Invitation for six (6) guests to attend Army Birthday Festival VIP Reception, hosted by SA/CSA, evening prior to the Festival

Logo on the ArmyMWR.com Sponsor Appreciation page and recognition as "Gold Sponsor"

Unique opportunities to engage with Army Senior Leadership and distinguished guests at the Army Birthday Festival

** Sponsorship Commitment Deadline: March 31, 2024*



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SPONSORSHIP OPPORTUNITIES



FESTIVAL BOOTH SPONSOR \$5K

One (1) 10' x 10' booth space at Festival available for use as display area or staffed booth (with up to 2 booth staff)

** Sponsorship Commitment Deadline: March 31, 2024*



SPONSORSHIP OPPORTUNITIES

Thank you for your interest in advertising with Family & MWR and sponsoring our programs and events.



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