Sponsorship Opportunities

Supporting Our Warfighter Families
Support the Navy through Sponsorship

Navy Region Southwest, from San Diego to Fallon, NV, is the fastest growing concentration of naval facilities and personnel in the world. San Diego’s total ship count is projected to grow to 84 by 2023, as national security needs shift attention to the Pacific Ocean, increasing necessary infrastructure and personnel.

Morale, Welfare and Recreation (MWR) programs serve our current and growing population of warfighters, family members and retirees. As an MWR Sponsor you will receive customized Sponsorship packages focused directly at your target audience, our military customers. Build your brand awareness with the military market by contacting us today for information on how Sponsorship entitles you to marketing, advertising and direct promotion opportunities on any of our regional bases.

MWR Sponsorship is a WIN-WIN opportunity.

Sponsorship enables you to use emotional and personally relevant marketing media to improve your brand’s relationship with our military personnel and, more importantly, improve their relationship to your services, brand or product.

100% of your Sponsorship dollars support our warfighter families who sacrifice so much for our freedom. Your Sponsorship helps MWR provide our service members and their families with:

- Military Family Appreciation Special Events
- Gymnasiums and Fitness Centers
- Single Sailor Programs
- Youth Recreation Centers
- Child Care Centers
- Auto Skills Centers
- Dining Facilities

MWR Sponsorship also supports Fleet & Family Support Programs which include:

- Navy Gold Star Programs
- Job Fairs
- New Parent Support
- Counseling
- Financial Management
- Retiree Resources
- Sexual Assault Prevention
100% military patrons shop at off-base department stores
95% plan on furthering their education
93% average 2.5 trips per year on civilian airlines
91% have major credit cards
74% are ranked E-4 and above

NAWS CHINA LAKE – WEAPONS SUPPORT / PREMIER WEAPONS RESEARCH
- $986.5 million economic impact, cities of Ridgecrest and Inyokern
- $303 million wages associated with NAWS China Lake
- $9 million income generated by military retirees & veterans

NAF EL CENTRO – BLUE ANGELS / INTERNATIONAL TRAINING
- $115.5 million economic impact, Imperial County
- $22.9 million wages associated with NAF El Centro
- $11 million income generated by military retirees & veterans

NAS FALLON – TOP GUN AIRCRAFT WING TRAINING
- $573 million economic impact, Churchill, Lyon and Washoe counties
- $64 million wages associated with NAS Fallon
- $8.1 million income generated by military retirees & veterans

NAS LEMOORE – MASTER JET BASE
- $654 million economic impact, Kings and Fresno counties
- $472 million wages associated with NAS Lemoore
- $51.9 million income generated by military retirees & veterans
73% active duty live off base
73% active duty are millennial males; average age 26
61% plan on buying a new vehicle in 12 months
55% are married
15% are officers

Get your military market share

SAN DIEGO NAVAL BASES – SURFACE SHIPS, CARRIERS, SEALS, SUBS & HELOS
• $24.8 billion economic impact, San Diego county
• $8.4 billion wages associated with San Diego Naval bases
• $4.3 billion income generated by military retirees & veterans

NWS SEAL BEACH – WEAPONS SUPPORT
• $136.2 million economic impact, Los Angeles and Orange counties
• $38 million wages associated with NWS Seal Beach
• $12.9 million income generated by military retirees & veterans

NB VENTURA COUNTY – E2 HAWKEYES, SEABEES
• $2 billion economic impact, Ventura County
• $711.1 million wages associated with NB Ventura County
• $302.1 million income generated by military retirees and veterans

NSA MONTEREY – GRADUATE STUDIES PROGRAM
• $762 million economic impact, Monterey County
• $365.7 million wages associated with NSA Monterey
• $17.8 million income generated by military retirees & veterans

*Figures derived from various economic impact studies by the DoD, Chamber of Commerce organizations and State and Local government organizations.
Facts About San Diego’s Military Community

Sponsorship with MWR puts you in direct contact with 500,000+ military members and their families in their workplaces, their homes and online.

Annually, the San Diego Metro economic impact from defense dollars represents:
- $25.2 billion direct military spending in the local economy
- $19.6 billion salaries and other compensation for active-duty, reservists and civilians
- $9.5 billion procurement outlays
- $4.9 billion retirement and veterans benefits
- $51.7 billion ripple effect of gross regional product (GRP) for local economy
- $151 billion tourism revenue 300,000+ military sector jobs
  (one in five jobs in San Diego county)

Military MWR patrons in San Diego include:
- 55,239+ Sailors
- 51,325 Marines
- 6,278 Reservists
- 21,549 Civilian Employees
- 71,000 Military Retirees
- 250,000+ Family Members
- 500,000+ in the San Diego Metro military market!

Homeport to Navy San Diego Fleet of 59 operational ships:
- 2 Aircraft Carriers - USS Carl Vinson & USS Franklin D. Roosevelt
- 5 Submarines
- 52 Surface Combatants
  - 18 Destroyers (DDG)
  - 9 Guided Missile Cruisers (CG)
  - 9 Littoral Combat Ships (LCS)
- 4 Amphibious Assault Ships (LHA-LHD)
- 5 Amphibious Transport Ships (LPD)
- 4 Dock Landing Ships (LSD)
- 3 Mine Countermeasure Ships (MCM)

*Sth Annual SDMAC Economic Impact Study, November 1, 2017
## Sponsorship Benefits

*Considerations and monetary levels vary based on estimated participation and exposure at specific events or programs*

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Presenting</th>
<th>Supporting</th>
<th>Associate</th>
<th>Official</th>
<th>Corporate Team</th>
<th>Benefactor</th>
<th>Navy Team</th>
<th>Booth</th>
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<tbody>
<tr>
<td>“Presented by” tagline in event ads, on digital screens, theater slides, publications and event marketing materials</td>
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<td>Logo on event participant and volunteer T-shirts <em>(when applicable)</em></td>
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<td>Logo or name on event promotion theater slides and “Thank You to Our Sponsors” ads in base theaters <em>(when applicable for major events)</em></td>
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<td>Recognition in “Thank You to Our Sponsors” ad in MWR magazine printed and mailed directly to military housing residents, and available online at <a href="http://www.navylifesw.com">www.navylifesw.com</a></td>
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**BASE KEY**

SD METRO - All San Diego Metro Area bases  
NAB - Naval Amphibious Base  
NASNI - Naval Air Station North Island  
NBC - Naval Base Coronado  
NBPL, A - Naval Base Point Loma, Harbor Drive Annex  
NBPL, MB - Naval Base Point Loma, Main Base  
NBSD - Naval Base San Diego  
NMCSD - Naval Medical Center San Diego

**WELCOME HOME PIZZA**  
SD METRO - Welcome Sailors returning from deployment! This program provides returning ships, aircraft carriers and submarines with an individualized (10w x 4h) “Welcome Home” banner and pizzas for Sailors standing watch their first night back in San Diego. The banner, which features the Presenting Sponsor’s logo, is prominently placed to greet returning Sailors. The Welcome Home program serves over 125,000 Sailors annually.

| Sponsorship Levels | Presenting: $10,000  
| Support: $5,000 / Navy Team: $2,500  

**LIBERTY CENTER PROGRAMS**  
SD METRO - Liberty Centers are Sailors’ home-away-from-home where they enjoy luaus, BBQs, barbecues, comedy nights, video game tournaments and other events complete with food and games. Organized trips to Big Bear, Las Vegas, camping and more are planned throughout the year. Liberty Centers serve 185,000 Sailors annually.

| Presenting: $10,000  
| Supporting: $7,500 / Navy Team: $2,500  

**CHILD & YOUTH PROGRAMS**  
SD METRO - Eight San Diego Youth Centers provide sports programs, field trips, movie nights, dances, holiday celebrations and before and after school care and drop-in service available to our active duty military. Youth Programs support approximately 480,000 annually.

| Sponsorship Levels - Presenting: $15,000  
| Support: $10,000 / Navy Team: $2,500  

**WOUNDED WARRIOR - SAFE HARBOR & NAVY GOLD STAR PROGRAMS**  
SD METRO - These programs provide counseling and support services to active duty, their family members and families who have lost a loved one who served. These programs provide resources to approximately 3,000 families annually, region-wide.

| Sponsorship Levels (per program) - Presenting: $10,000  
| Support: $7,500 / Navy Team: $2,500  

**LEAGUES, COMPETITIONS, TOURNAMENTS & ALL STAR EVENTS**  
SD METRO - San Diego Navy sports leagues serve over 6,000 patrons monthly through softball, flag football, basketball, volleyball, soccer, dodgeball, tennis and racquetball tournaments. All-Star events build morale and help military members maintain peak physical fitness. Expected participation is 100-500 for each event serving over 72,000 annually.

| Sponsorship Levels - Presenting: $10,000  
| Support: $7,500 / Navy Team: $2,500  

**BOWLING TOURNAMENTS & EVENTS**  
SD METRO - Bowling tournaments and events attract 600 to 1,000 participants per event and are held at MWR recreation centers on Naval Air Station North Island and Naval Base San Diego throughout the year. These facilities are equipped with bowling lanes, cafes, billiard and pool tables, computer games and free WiFi.

| Sponsorship Levels (per event) - Presenting: $1,000  
| Support: $750 / Navy Team: $200  

**FREE ACTIVE DUTY BOWLING & BILLIARDS**  
SD METRO - Tuesdays - Active duty Sailors enjoy free lunchtime bowling at the two MWR Recreation Centers. Billiards is also free on Tuesdays at NBSD. The events attract approximately 400 per facility weekly or 41,600 annually.

| Sponsorship Levels (for two months, two centers)  

**AUTO MAINTENANCE TRAINING PROGRAM**  
NBSD • Monthly, Second Saturday - Professional mechanics provide interactive demonstrations to Sailors and their families teaching basic repairs or maintenance on their personal vehicles and how to recognize and avoid automotive scams. This program attracts 500 participants annually.

| Sponsorship Levels - Presenting: $1,000 / Support: $750  
| Official: $500 / Navy Team: $250 / Table: $100  

**LIBERTY HOLIDAY & BBQ PARTIES**  
SD METRO - The six San Diego Metro Liberty Centers organize themed entertainment, games, movies and refreshments throughout the year. Each event attracts 100-300 Sailors per center.

- January 1 - New Year’s Day Backyard BBQ  
- January 21 - Dr. Martin Luther King Jr. BBQ  
- February 3 - Super Bowl Party  
- February 18 - Presidents Day BBQ  
- March 5 - Fat Tuesday/Mardi Gras Festival  
- March 14 - St. Patrick’s Day BBQ  
- May 5 - Cinco de Mayo Fiesta  
- May 27 - Memorial Day BBQ  
- June 21 - First Day of Summer BBQ  
- July 4 - Independence Day BBQ  
- July 25 - Christmas in July Party  
- September 2 - Labor Day BBQ  
- September 25 - Summer Luau  
- October 14 - Columbus Day BBQ  
- November 11 - Veterans Day BBQ  
- December 5 - White Elephant Christmas Party  
- December 17 - Holiday Cookie Decorating

| Series Sponsorship Levels - Presenting: $10,000  
| Support: $7,500 / Navy Team: $2,500  
| Booths: $1,500  

| Individual Event Sponsorship Levels (per Liberty Center)  
| Presenting: $1,500 / Support: $1,000 / Official: $500  
| Navy Team: $250 / Table: $100  

**PRE-PAYDAY GRUB @ LIBERTY**  
SD METRO • Monthly - The six San Diego Metro Liberty “Home Away from Home” Centers host monthly Pre-Payday Grub events throughout the year. Junior enlisted Sailors enjoy a free dinner to help save money between paydays. Each event attracts 100-200 per center.

| Sponsorship Levels (per event per Liberty Center)  
| Presenting: $1,500 / Support: $1,000 / Official: $500  
| Navy Team: $250 / Table: $100  

**UFC FIGHT NIGHT SERIES @ LIBERTY**  
SD METRO • Monthly - The Liberty Centers host monthly UFC Fight Night events throughout the year. Single Sailors gather to watch the fights while eating pizza and wings. The Liberty Centers are the only on-base hosts of free fight nights, making it a huge attraction for our Sailors. Each event attracts 300 Sailors per center.

| Sponsorship Levels (per event per Liberty Center)  
| Presenting: $1,500 / Support: $1,000 / Official: $500  
| Navy Team: $250 / Table: $100  

**FITNESS CHALLENGES**  
NMCSD - Participants strengthen themselves with fitness challenges designed to get their blood pumping and heart racing. Each event is expected to attract 100-150 participants.
**SAILOR OF THE YEAR PROGRAM**

**SD METRO • February** - Be part of the recognition of outstanding Sailors who have shown exceptional honor, valor and dedication to fellow Sailors and the community. These Sailors embody the finest qualities of the men and women serving in today's U.S. Navy. MWR honors selectees with events and activities. Approximately 100 Sailors are honored.

**Sponsorship Levels (per event) - Presenting:** $1,500  
**Supporting:** $1,000 / Official: $500 / Navy Team: $250  
**Booth:** $150

**FITNESS SERIES**

**NBC** - This popular series challenges and strengthens Sailors' fitness ability while promoting health and well-being. Events feature exhibitor booths, drawings for giveaways and a presentation of awards for winning individuals and commands. Expected participation for each event is 100-300.

- **February 22 - Polar Bear Swim**  
- **March 15 - Saint Patrick's Day Command Cardboard Boat Regatta**  
- **April 19 - Easter Egg Swim**  
- **June 26 - Aquathon**  
- **July 4 - Independence Day Family Cardboard Boat Race**  
- **October 1 - Wet and Wild Miles Club**  
- **December 13 - Short and Sweet Swim/Run**

**Sponsorship Levels (per event) - Presenting:** $5,000  
**Supporting:** $3,500 / Official: $2,500 / Navy Team: $2,000  
**Boots:** $1,000

**NBSD COMMUNITY RECREATION EVENTS**

**NBSD** - Community Recreation offers themed, monthly, community-based events and activities for active duty and their families, retired military and DoD civilians. Expected participation for each event is 100-300.

- **February 16 - Breakfast with Fairytales**  
- **May 5 - Mommy & Me Tea Party**  
- **September 21 - Superhero Challenge**  
- **December 13 - Holly Jolly Holiday Lights Tour**

**Series Sponsorship Levels - Presenting:** $5,000  
**Supporting:** $3,500 / Official: $2,500 / Navy Team: $2,000

**Navy Team:** $200

**FITNESS RUN/WALK SERIES**

**NBSD** - Themed run/walk events feature exhibitor booths and a presentation of awards for winning individuals and commands. Each event attracts 100-600.

- **January 18 - Dr. Martin Luther King 5K Run/Walk**  
- **February 15 - Presidents Day 8K Run/Walk**  
- **March 15 - St. Patrick's Day 5K Run/Walk**  
- **April 19 - Easter Egg Swim**  
- **May 11 - Ultimate Fitness Challenge Race - NASNI**  
- **May 30 – Solar Bear Swim and Run - NASNI**  
- **June 21 - Flag Day Ruck Run**  
- **June 26 – Aquathlon**  
- **July 4 - Independence Day Family Cardboard Boat Race**  
- **July 8 - Breakers Beach 5K Sand Run - NASNI**  
- **July 12 - Freedom 5K - NASNI**  
- **July 18 - Breakers Beach 5K Sand Run - NASNI**  
- **July 21 - Longest Day of the Year 5K Sun Run/2-Mile Walk - NASNI**  
- **August 2 - Bootcamp Challenge - NASNI**  
- **August 9 - Trident Challenge - NASNI**  
- **August 15 - Camp Pendleton Beach 5K Run/Walk - NASNI**  
- **August 16 - Camp Pendleton Beach 5K Run/Walk - NASNI**  
- **August 18 - Camp Pendleton Beach 5K Run/Walk - NASNI**  
- **August 22 - Military New Student Welcome - NBPL, A**  
- **August 29 - Back to School Bowling - NASNI**  
- **September 7 - Trident Challenge Race - NASNI**  
- **September 14 - Camp Pendleton Beach 5K Run/Walk - NASNI**  
- **September 15 - Camp Pendleton Beach 5K Run/Walk - NASNI**  
- **September 17 - Camp Pendleton Beach 5K Run/Walk - NASNI**  
- **September 18 - Camp Pendleton Beach 5K Run/Walk - NASNI**  
- **September 21 - Superhero Challenge**  
- **October 1 - Wet and Wild Miles Club**  
- **October 9 - Camp Pendleton Beach 5K Run/Walk - NASNI**  
- **October 15 - Preschool to Kindergarten Transition Workshop - NBPL, MB**  
- **November 12 - Military Spouse Appreciation Breakfast - NASNI**  
- **November 14 - Warrior Care 5K Run/Walk**  
- **December 13 – Short and Sweet Swim/Run**  
- **December 19 - Military Social Media Challenge**  
- **December 23 - Military Spouse Appreciation Breakfast - NASNI**  
- **December 26 – Camp Pendleton Beach 5K Run/Walk - NASNI**  
- **December 30 – Camp Pendleton Beach 5K Run/Walk - NASNI**

**Sponsorship Levels (per event) - Presenting:** $1,500  
**Supporting:** $1,000 / Official: $500 / Navy Team: $250  
**Booth:** $150

**NAVY’S GOTTALENT**

**NASNI • March 23** - Sailors are the stars and show off their singing, dancing, comedy, family act or hidden talent in this competition! 200 spectators are expected.

**Sponsorship Levels - Presenting:** $1,500  
**Supporting:** $1,000 / Official: $500 / Navy Team: $250  
**Table:** $150

**FARM DAY**

**NBSD • March 23** - Military families get up close and personal with farm animals at Admiral Baker Picnic Grounds. The event offers a controlled hands-on environment for children to learn proper socialization with different animals. Expected attendance is 700.

**Sponsorship Levels - Presenting:** $5,000 / Supporting: $2,500 / Official: $1,500 / Navy Team: $1,000  
**Booth:** $200

**5K RUN/WALK SERIES**

**NMCSD** - Themed run/walk events feature exhibitor booths and a presentation of awards for winning individuals and commands. Each event attracts 100-200 attendees.

- **January 18 - Core & More 5K Healthy Fitness Challenge**  
- **March 15 - St. Patrick’s Day 5K Run/Walk**  
- **May 3 - Cinco de Mayo 5K Run/Walk**  
- **October 20 - Oktoberfest 5K Run/2-Mile Walk – NASNI**  
- **November 14 – Warrior Care 5K Run/Walk**

**Sponsorship Levels (per event) - Presenting:** $500  
**Supporting:** $250 / Official: $200 / Navy Team: $150  
**Booth:** $100

**FAMILY FITNESS & MOVIE NIGHT**

**NBPL, A • August 30** - Military children and parents train together in this very popular family group exercise class and competition. The event include awards, refreshments and an outdoor family-friendly movie. Expected participation is 250.

**Sponsorship Levels - Presenting:** $750 / Supporting: $350 / Official: $300 / Navy Team: $250  
**Booth:** $150

**AUTO EXPO & CAR SHOW SERIES**

**NBSD** - Everyone is invited to show off their ride and admire those on display. Event features a multiple-class car show competition, demonstrations of vehicle care and an exhibitor expo. Each car show attracts approximately 1,000 patrons.

- **April 14 - All Hands Car Show - NBSD, in conjunction with Spring Fling**  
- **TBD - Automotive Expo - NBSD**

**Sponsorship Levels - Presenting:** $6,000
**Supporting:** $5,000 / Official: $3,000 / Navy Team: $2,000  
**Booth:** $500

**AQUATICS SERIES**

**NBSD** - Aquatic exercise, water safety and friendly competition test Sailors’ fitness abilities while providing fast-paced competitions and team building fun. Prizes will be given to individual, Command Spirit Award and Titanic Award winners and will attract 100-800 per event.

**FITNESS RUN/WALK SERIES**

**NBSD** - Themed run/walk events feature exhibitor booths and a presentation of awards for winning individuals and commands. Each event attracts 100-300.

- **January 18 - Dr. Martin Luther King 5K Run/Walk**  
- **February 15 - Presidents Day 8K Run/Walk**  
- **April 12 - Purple Up! for Military Kids**  
- **May 10 – Military Spouse Appreciation Breakfast - NASNI**  
- **May 1-October 1 - Military Student Deployment Club - NBPL, MB**  
- **August 19 - Back to School Bowling - NASNI**  
- **August 20 - Back to School Ice Cream Social - NASNI**  
- **August 22 - Military New Student Welcome – NBPL, MB**  
- **October 15 - Preschool to Kindergarten Transition Workshop - NBPL, MB**  
- **November 13 - Kindergarten Readiness Boot Camp - NBSD**

**Sponsorship Levels - Presenting:** $10,000  
**Supporting:** $7,500 / Official: $5,000 / Navy Team: $2,500

**ROCK THE BOAT SERIES**

**NASNI • May, July, October** - Sailors enjoy a rock concert featuring local bands aboard the USS Carl Vinson and USS Theodore Roosevelt, during their lunch break while in port. The events include inflatable games, meet and greet opportunities, vendor tables, door prizes and give-a-ways. Each event is expected to attract 2,500 Sailors.

**Sponsorship Levels (per event) - Presenting:** $1,500  
**Supporting:** $1,000 / Official: $500 / Navy Team: $250  
**Booth:** $150

**CONTACT US TODAY! • SPONSORSHIP@MWRSW.COM**
**Spring Fling**

**NBSD • April 14** - Popular and free family event includes an egg hunt with 30,000 eggs, an amusement fun zone with inflatables and rides, face painters, balloon artists, art and crafts, train rides, video games, a puppet show and a family resource fair and expo. Expected attendance is 5,000.

**Sponsorship Levels**
- **Presenting:** $10,000
- **Supporting:** $7,500
- **Associate:** $5,000
- **Official:** $2,500
- **Benefactor:** $1,000
- **Navy Team:** $750
- **Booth:** $500

**NBSD COMMUNITY RECREATION EVENTS**

- **Ultimate Athletic Challenge Series**
- **NBSD** - Athletic challenges include flipping tractor tires, dog walks, chain weight pulling contests, high intensity group spin, yoga, and nutrition classes. These events feature exhibitor and information displays. Awards are presented to the winners. Each event attracts 100-500 participants and spectators.
  - March 30 - St. Patrick’s Day Woof Walk
  - October 31 - Wicked Workout
  - December 21 - Winter Solstice Dawn and Dusk Run

- **Nasni Community Recreation Events**
- **Nasni** - Community Recreation offers themed, monthly, community-based events and activities for active duty and their families, retired military and DoD civilians. Expected participation for each event is 100-300.
  - March 30 - Comedy Night
  - April 20 - Spouse Appreciation Day at the Spa
  - April 11 - SAPR Sandcastle Competition
  - June 9 - Daddy Daughter Dance
  - July 1-August 31 - Summer Sunset Yoga Series
  - August 16-17 - Beach Campout
  - September 29 - Little Sailor Baby Shower
  - December 8 – Holiday Concert and Tree Lighting

**NBSD Recreational Activities**

- **NAB** - Community Recreation offers themed, monthly, community-based events and activities throughout the year for active duty and their families, retired military and DoD civilians. Expected participation for each event is 100-300.
  - March 30 - Comedy Night
  - April 20 - Spouse Appreciation Day at the Spa
  - April 11 - SAPR Sandcastle Competition
  - June 9 - Daddy Daughter Dance
  - July 1-August 31 - Summer Sunset Yoga Series
  - August 16-17 - Beach Campout
  - September 29 - Little Sailor Baby Shower
  - December 8 – Holiday Concert and Tree Lighting

**Formation Sponsorship Levels**

- **Presenting**
- **Supporting**
- **Associate**
- **Official**
- **Benefactor**
- **Navy Team**
- **Booth**

**Fidder’s Cove Marina Events**

- **Fidder’s Cove Marina Events**
- **NBSD** - Marina events and fishing tournaments are offered throughout the year for active duty and their families, retired military and DoD civilians. Expected attendance is 100-300 participants.
  - June 9 - National Marina Day
  - August 25 & 26 - Fins & Tails Fishing Tournament

**Sponsorship Levels**

- **Presenting**
- **Supporting**
- **Associate**
- **Official**
- **Navy Team**
- **Booth**

**Family Fun Dive-In Movie Nights**

- **Family Fun Dive-In Movie Nights**
- **NMCSD** - June 14, July 19, August 16, September 13 - Enjoy refreshments and entertainment on the pool deck along with games in the gym and field. The movie is projected on a large screen so patrons can watch from the pool deck or while floating in the pool. The expected participation is 100 patrons per event.

**Sponsorship Levels**

- **Presenting**
- **Supporting**
- **Associate**
- **Official**
- **Navy Team**
- **Table**

**101 Days of Summer**

- **101 Days of Summer**
- **NASNI** - May 10-August 22 - These are a variety of recreational activities and programs focused on safe summer habits and lowering alcohol and drug-related incidents within our military community. Participants unite to make it a fun and safe summer for all with activities hosted by Bowling, Liberty, Sports, Fitness, Aquatics and SAPR programs. Expected participation for this series of events is 25,000.

**Sponsorship Levels**

- **Presenting**
- **Supporting**
- **Associate**
- **Official**
- **Navy Team**
- **Table**

**Woof Walk**

- **Woof Walk**
- **NBSD** - March 30 - The whole family walks 1-mile with their pooches. Event includes dog demonstrations, a pet expo, live music, trick and costume contests. Event attracts 300 participants.

**Sponsorship Levels**

- **Presenting**
- **Supporting**
- **Associate**
- **Official**
- **Navy Team**
- **Booth**

**Spring Fling**

- **NASNI • April 14** - Popular and free family event includes an egg hunt with 30,000 eggs, an amusement fun zone with inflatables and rides, face painters, balloon artists, art and crafts, train rides, video games, a puppet show and a family resource fair and expo. Expected attendance is 5,000.

**Sponsorship Levels**

- **Presenting:** $10,000
- **Supporting:** $7,500
- **Associate:** $5,000
- **Official:** $2,500
- **Benefactor:** $1,000
- **Navy Team:** $750
- **Booth:** $500
MOVIES UNDER THE STARS SERIES
SD METRO • June, July, August, September - Outdoor movies are held throughout the summer at various locations. This summer series is expected to attract approximately 200-500 patrons per event.

Series Sponsorship Levels - Presenting: $1,000
Supporting: $750 / Official: $500 / Navy Team: $350
Booth: $250

GREAT NAVY CAMPOUT
SD METRO - Military families spend the night under the stars with family-oriented campout entertainment such as a scavenger hunt, craft station, inflatable slide and outdoor games, all ending with a movie on our giant inflatable movie screen. Dinner, dessert and breakfast the next morning are provided to all attendees. Expected participation is 500.

- June 23 & 24 - Admiral Baker Picnic Grounds - NBSD
- August 17 & 18 - Breakers Beach - NASNI

Sponsorship Levels (per event) - Presenting: $500
Supporting: $250 Official: $200 / Navy Team: $150

POW/MIA MEMORIAL 5K RUN/1-MILE WALK
NBSD • September 13 - This Run/Walk is a tribute to POWs and MIAs. It includes exhibit booth and a presentation by a former Prisoner of War. Over 900 runners participate.

Sponsorship Levels - Presenting: $3,500
Supporting: $2,500 / Official: $1,500 / Navy Team: $1,000
Booth: $300

WOOF WALK
NAB • October 20 - The whole family walks 1-mile with their pooches. Event includes dog demonstrations, a pet expo, live music, trick and costume contests. Event attracts 300 participants.

Sponsorship Levels - Presenting: $5,000
Supporting: $3,000 / Official: $2,000 / Navy Team: $1,000
Navy Team: $400 / Booth: $250

ROCKIN’ BEACH BASH
NASNI • September 14 - Breaker’s Beach turns into an all-day rocking concert venue with multiple bandstands, beach games, sandcastle building competitions, henna tattoo artists, hair braiding and tons more summer fun. Event attracts approximately 4,000 participants.

Presenting Sponsor: $10,000 / Supporting: $7,500
Associate: $5,000 / Official: $2,500 / Benefactor: $1,000
Navy Team: $750 / Booth: $500

PINK IT OUT! SERIES
NBC • October TBD - During this month-long series, participants partake in breast cancer and domestic violence awareness.

- Pink It Out! Golf Scramble - NASNI
- Pink It Out! Powder Puff Football Tournament - NASNI
- Pink It Out! Make a Difference Day Walk & Wellness Expo - NAB events honoring survivors and their family members.

Expected participation is 500.

Series Sponsorship Levels - Presenting: $2,500
Supporting: $2,000 / Official: $1,500 / Navy Team: $1,000
Booths: $500

Sponsorship Levels (per event) - Presenting: $1,000
Supporting: $500 / Official: $350 / Navy Team: $200
Booth: $150

TIDELANDS PARK • May 19 - This is the only run/walk that crosses the majestic Coronado Bay Bridge. The run begins downtown, continues over the bridge and ends in Coronado. Participants of all ages compete in various age divisions for unique prizes. The event includes an exhibitor expo, entertainment, awards ceremony and door prizes. This event is open to the public and attracts over 10,000 participants and 1,000 spectators.

Sponsorship Levels - Presenting: $30,000 / Supporting: $24,000 / Associate: $19,000
Official: $14,000 / Corporate Team: $9,000 / Benefactor: $4,000 / Navy Team: $2,400
Commercial Booth: $1,000 / Door Prize: verbal recognition at event

The Navy’s 33rd Annual Bay Bridge Run/Walk
NAVY REGION SOUTHWEST MORALE, WELFARE AND RECREATION SPONSORSHIP OPPORTUNITIES

- **PUMPKIN CHUNKIN FESTIVAL**
  - NASNI • October 29 - Sailors compete in this annual pumpkin chunkin contest to see who can slingshot pumpkins the farthest to claim the grand prize. The event features tarot card readers, zombie caricature artist, contests, live music, entertainment, American-style carnival food and prizes. Expected attendance is 400.
  - Sponsorship Levels - Presenting: $500 / Supporting: $350

- **THE CURSED COVE**
  - NBPL, MB • October 24-26 - Sailors are greeted by the Haunted Host who builds a scary narrative before the groups depart and navigate through the interactive haunted motel for the scare of their life. The event attracts approximately 1,000 patrons.
  - Sponsorship Levels - Presenting: $3,000
  - Supporting: $2,500 / Official: $1,500 / Navy Team: $1,000/ Booth: $300

- **TRICK OR TREAT VILLAGE**
  - NBPL, MB • October 26 - This fun-filled event features an exhibitor fair, arts and crafts, costume contest, entertainment, ghost stories, carnival games, and lots and lots of Halloween candy! The event attracts approximately 1,200 patrons.
  - Sponsorship Levels - Presenting: $3,000
  - Supporting: $2,500 / Official: $1,500 / Navy Team: $1,000 / Booth: $300

- **THANKSGIVING & HOLIDAY BUFFETS @ LIBERTY**
  - SD METRO • November 28 & December 25 - A homestyle buffet is prepared and served in each of the six Liberty Centers for the enlisted Sailors who remain in San Diego during the holiday season. Along with the buffet will be games, activities and movies to fill the Sailors' holiday time with companionship and fun and will serve 2,000 Sailors.
  - Sponsorship Levels (per event per Liberty Center)
    - Presenting: $3,500 / Supporting: $2,500 / Official: $1,500 / Navy Team: $1,000

- **BREAKFAST WITH SANTA @ YOUTH CENTERS**
  - SD METRO • December, Various Dates - Youth Centers throughout San Diego organize breakfasts with holiday-themed events for military children. The events feature a special visit from Santa where wishes are whispered and little gifts are received. These activities serve nearly 4,000 military children.
  - Sponsorship Levels - Presenting: $3,500
  - Supporting: $2,500 / Official: $1,500 / Navy Team: $1,000

- **HOLIDAY GIFT BAGS FOR SAILORS**
  - SD METRO • December 25 - Gift bags are filled with special gifts and tokens and are given to Sailors who stand watch on Christmas Day. A total of 5,000 bags are stuffed with Sponsor-provided or funded goodies for our Sailors.
  - Sponsorship Levels - Presenting: $10,000
  - Supporting: $7,500 / Official: $5,000 / Navy Team: $2,500

- **FAMILY FUN NEW YEAR’S EVE BOWLING BASH**
  - NASNI • December 31 - Ring in the New Year with the best non-alcoholic event in the area. Competitive games, music, entertainment, dancing, and refreshments are included. Expected attendance is over 120 people.
  - Sponsorship Levels - Presenting: $1,500
  - Supporting: $1,000 / Official: $500 / Navy Team: $250

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Freedom Festival

NBPL, A • July 4 - An old-fashioned, Americana-themed carnival, with food trucks, arts and crafts, bounce houses, family resource fair and vendor booths to celebrate our freedom, won and maintained by our military. The day finishes with San Diego’s most spectacular fireworks display on the bay and attracts 4,000.

Sponsorship Levels - Presenting: $10,000
- Supporting: $7,500 / Associate: $5,000
- Official: $2,500 / Benefactor: $1,000
- Navy Team: $750 / Booth: $500

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Holiday Concert & Tree Lighting

NASNI • December 8: The Navy Band Southwest performs a seasonal selection of musical numbers for the enjoyment of all, followed by a visit from Santa and a holiday movie. Expected participation is 1,000.

Sponsorship Levels - Presenting: $3,000
Supporting: $2,500 / Official: $1,500
Navy Team: $1,000 / Table: $300

Holiday Party

NBSD • December 7 - Popular annual event celebrates the holiday season with carolers, crafts, seasonal refreshments, train rides, horse and buggy rides and visits with Santa Claus. Expected participation is 6,000.

Sponsorship Levels - Presenting: $10,000
Supporting: $7,500 / Associate: $5,000
Official: $2,500 / Navy Team: $1,000
Booth: $500
## ONGOING EVENTS:
- **WELCOME HOME PIZZA, SDM**
  - Presenting $10,000
  - Support $7,500
  - Official $5,000
  - Navy Team $2,500

- **LIBERTY CENTER PROGRAMS, SDM**
  - Presenting $10,000
  - Supporting $7,500
  - Official $5,000
  - Navy Team $2,500

- **CHILD & YOUTH PROGRAMS, SDM**
  - Presenting $15,000
  - Supporting $10,000
  - Official $5,000
  - Navy Team $2,500

- **WOUNDED WARRIOR-SAFE HARBOR & NAVY GOLD STAR PROGRAMS, SDM**
  - Presenting $10,000
  - Supporting $7,500
  - Official $5,000
  - Navy Team $2,500

- **SPORTS LEAGUES, COMPETITIONS, TOURNAMENTS & ALL STAR EVENTS, SDM**
  - Presenting $10,000
  - Supporting $7,500
  - Official $5,000
  - Navy Team $2,500

- **BOWLING TOURNAMENTS & EVENTS, SDM**
  - Presenting $1,000
  - Supporting $750
  - Official $500
  - Navy Team $200
  - Table $100

- **FREE ACTIVE DUTY BOWLING & BILLIARDS, SDM - WEEKLY (BI-MONTHLY FEE)**
  - Presenting $2,500
  - Supporting $1,500
  - Official $1,000
  - Navy Team $500

- **AUTO MAINTENANCE TRAINING PROGRAM, NBSD MONTHLY**
  - Presenting $1,000
  - Supporting $750
  - Official $500
  - Navy Team $250
  - Table $100

- **LIBERTY’S UFC FIGHT NIGHT, SDM - MONTHLY**
  - Presenting $1,500
  - Supporting $1,000
  - Official $500
  - Navy Team $250
  - Table $150

- **LIBERTY’S PRE-PAYDAY GRUB, SDM - MONTHLY**
  - Presenting $1,500
  - Supporting $1,000
  - Official $500
  - Navy Team $250
  - Table $150

## EVENTS BY SERIES:
- **AQUATIC SERIES, NBSD (7 EVENTS)**
  - Presenting $5,000
  - Supporting $3,500
  - Official $2,500
  - Navy Team $2,000
  - Booth $1,000

- **COMMUNITY RECREATION SERIES, NBC (11 EVENTS)**
  - Presenting $5,000
  - Supporting $3,500
  - Official $2,500
  - Navy Team $2,000

- **COMMUNITY RECREATION SERIES, NBSD (9 EVENTS)**
  - Presenting $5,000
  - Supporting $3,500
  - Official $2,500
  - Navy Team $2,000

- **FITNESS CHALLENGES & RUN SERIES, NBPL (5 EVENTS)**
  - Presenting $3,500
  - Supporting $2,500
  - Official $1,500
  - Navy Team $1,000
  - Booth $800

- **FITNESS RUN/WALK SERIES, NBSD (7 EVENTS)**
  - Presenting $3,500
  - Supporting $2,500
  - Official $1,500
  - Navy Team $1,000
  - Booth $800

- **FITNESS SERIES, NBC (10 EVENTS)**
  - Presenting $5,000
  - Supporting $3,500
  - Official $2,500
  - Navy Team $2,000
  - Booth $1,000

- **LIBERTY’S HOLIDAY BBQ SERIES, SDM (17 EVENTS)**
  - Presenting $10,000
  - Supporting $7,500
  - Official $5,000
  - Navy Team $2,500
  - Booth $1,500

- **STUDENT TRANSITION PROGRAMS, SDM (12 EVENTS)**
  - Presenting $10,000
  - Supporting $7,500
  - Official $5,000
  - Navy Team $2,500

- **ULTIMATE ATHLETIC CHALLENGE SERIES, NBSD (5 EVENTS)**
  - Presenting $5,000
  - Supporting $3,500
  - Official $2,500
  - Navy Team $2,000
  - Booth $1,000

- **MONTH OF THE MILITARY CHILD, SDM - APR 1-30**
  - Presenting $3,500
  - Supporting $2,500
  - Official $1,500
  - Navy Team $1,000
  - Booth $250

## EVENTS BY DATE:
- **SPRING FLING, NASD - APR 13**
  - Presenting $10,000
  - Supporting $7,500
  - Official $2,500
  - Navy Team $1,000
  - Booth $500

- **AUTEX CHALLENGE, NASD - APR 13**
  - Presenting $500
  - Supporting $350
  - Official $250
  - Navy Team $200
  - Booth $150

- **LIBERTY’S MEMORIAL DAY BBQ, SEP 13**
  - Presenting $500
  - Supporting $350
  - Official $250
  - Navy Team $200
  - Booth $150

- **LIBERTY’S ST. PATRICK’S DAY BBQ, SDM - MAR 14**
  - Presenting $1,500
  - Supporting $1,000
  - Official $500
  - Navy Team $250
  - Booth $150

- **LIBERTY’S ST. PATRICK’S DAY BBQ, MAR 14**
  - Presenting $750
  - Supporting $500
  - Official $350
  - Navy Team $300
  - Booth $150

- **LIBERTY’S DAY WOOF WALK, NASD - MAR 30**
  - Presenting $500
  - Supporting $250
  - Official $200
  - Navy Team $150
  - Booth $100

- **LIBERTY’S DAY WOOF WALK, NASD - MAR 30**
  - Presenting $500
  - Supporting $250
  - Official $200
  - Navy Team $150
  - Booth $100

- **ST. PATRICK’S DAY CARDBOARD FARM DAY, NBSD - MAR 23**
  - Presenting $500
  - Supporting $250
  - Official $200
  - Navy Team $150
  - Booth $100

- **ST. PATRICK’S DAY CARDBOARD FARM DAY, NBSD - MAR 23**
  - Presenting $750
  - Supporting $500
  - Official $350
  - Navy Team $300
  - Booth $150

- **PRIDE RUN, NASI - APR 26**
  - Presenting $3,500
  - Supporting $2,500
  - Official $1,000
  - Navy Team $300
  - Booth $300

- **SAAPER SANDCASTLE COMPETITION, NASI - APR 26**
  - Presenting $500
  - Supporting $350
  - Official $250
  - Navy Team $200
  - Booth $150

- **UNKNOWN**
  - Presenting $500
  - Supporting $350
  - Official $250
  - Navy Team $200
  - Booth $150

- **LIBERTY’S CINCO DE MAYO FIESTA, SDM - MAY 3**
  - Presenting $1,500
  - Supporting $1,000
  - Official $500
  - Navy Team $250
  - Booth $150

- **CINCO DE MAYO RUN, NMCSD - MAY 4**
  - Presenting $500
  - Supporting $250
  - Official $200
  - Navy Team $150
  - Booth $100

## ULTIMATE FITNESS CHALLENGE RACE, NASI - MAY 11**
  - Presenting $500
  - Supporting $350
  - Official $250
  - Navy Team $200
  - Booth $150

- **101 DAYS OF SUMMER, NASI - MAY 10-AUG 18**
  - Presenting $3,500
  - Supporting $2,000
  - Official $1,500
  - Navy Team $1,000

- **NAVY’S 3RD BAY BRIDGE RUN/WALK, PUBLIC EVENT - MAY 19**
  - Presenting $30,000
  - Supporting $24,000
  - Official $14,000
  - Navy Team $9,000
  - Benefactor $4,000
  - Navy Team $2,400
  - Booth $1,000

- **MEMORIAL DAY RUCK OUT, NAB - MAY 22**
  - Presenting $500
  - Supporting $350
  - Official $250
  - Navy Team $200
  - Booth $150

- **AQUATHLON, NBSD - JUN 26**
  - Presenting $750
  - Supporting $500
  - Official $350
  - Navy Team $300
  - Booth $150

- **FAMILY DIVE IN MOVIE NIGHT, NMCSD - JUN 14, JUL 19, AUG 16, SEP 13**
  - Presenting $500
  - Supporting $250
  - Official $200
  - Navy Team $150
  - Table $100

- **LIBERTY’S MEMORIAL DAY BBQ, SDM - MAY 27**
  - Presenting $1,500
  - Supporting $1,000
  - Official $500
  - Navy Team $250
  - Booth $150

- **FIDDLER’S COVE MARINA EVENTS, NAB - JUN 8, AUG 20 & 26**
  - Presenting $500
  - Supporting $350
  - Official $250
  - Navy Team $200

- **OMBUDSMAN FAIR, NBSD AUG 22**
  - Presenting $3,500
  - Supporting $2,500
  - Official $1,500
  - Navy Team $1,000
  - Booth $300

*Per event, per center
## SAN DIEGO METRO AREA 2019 EVENT SPONSORSHIP

### TABLE OF SPONSORS

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Official</th>
<th>Supporting</th>
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<th>Booth</th>
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<tbody>
<tr>
<td>Flag Day Ruck Run, NBSD - JUN 21</td>
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<td>Liberty’s Labor Day BBQ, SDM - SEP 2</td>
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<td>Trident Obstacle Challenge, NAB - SEP 13</td>
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<td>POW/MIA Memorial Run, NBSD - SEP 13</td>
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<td>WOOF Walk, NAB - OCT 20</td>
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<td>Run the Runway, NASNI - NOV 16</td>
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<td>GOAT 5K Run, NBSD - OCT 11</td>
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<td>Pumpkin Chunkin Festival, NASNI - OCT 29</td>
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<td>The Cursed Cove, NBPL, MB - OCT 24</td>
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<td>Trick or Treat Village, NBPL, MB - OCT 26</td>
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<td>Broken’s First Day of Summer BBQ, SDM - JUN 21*</td>
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<td>Great Navy Campout, Admiral Baker Park, NBSD - JUN 22-23</td>
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<td>Freedom Festival, NBPL, A - JUL 4</td>
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<td>Breaker’s Beach Sand Run, NASNI - JUL 18</td>
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<td>Liberty’s Christmas in July, SDM - JUL 25*</td>
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<td>Liberty’s Luau, SDM - AUG 26*</td>
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<td>Family Fitness &amp; Movie Night, NBPL, A - AUG 30</td>
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<td>Zombie Run, NBPL, MB - OCT 25</td>
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<td>Longest Day of the Year, Sun Run, NASNI - JUN 21</td>
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<td>Sun Run, NASNI - JUN 21</td>
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<td>Sun Run, NASNI - NOV 11</td>
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<td>Pumpkin Chunkin Festival, NASNI - OCT 29</td>
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<td>Trick or Treat Village, NBPL, MB - OCT 26</td>
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<td>New Year's Eve Bowling Bash, NASNI - DEC 31</td>
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<td>Family Holiday Party, NBSD - Dec 7</td>
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<td>Holiday Concert &amp; Tree Lighting, NASNI - Dec 8</td>
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<td>Pearl Harbor Memorial Run, NBSD - DEC 13</td>
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<tr>
<td>Santa Run, NBPL, MB - DEC 13</td>
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### DISCOUNTS

- $250 Off for a $500 Donation
- $500 Off for a $1,500 Donation
- $1,500 Off for a $2,500 Donation
- $500 Off for a $3,500 Donation
- $2,500 Off for a $5,000 Donation
- $1,000 Off for a $2,000 Donation
- $150 Off for a $300 Donation

### PAYMENT INFORMATION

#### Card Number: [0x0] 0000 0000 0000 0000

#### Expiration Date: [0x0] 00/00

**Please charge my:**

- MasterCard
- Visa
- Pay with Check

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**Reservation Required 30 Days Prior to Event for Security Clearance.**

Return to: Regional Commercial Sponsorship Department
NAVY Region Southwest, Morale, Welfare, and Recreation (MWR)
937 N. Harbor Drive, Box 28 • San Diego, CA 92132-0058

---

**Company Name:**

**Contact Person:**

**Physical Address:**

**City:** ________ **State:** ________ **Zip:** ________

**Phone:** ________ **Fax:** ________ **Email:** ________

**Cardholder’s Signature:**

**Print Cardholder’s Name as it appears on card:**

**Card Number:** ________ **Expiration Date:** ________

**Authorized Amount:** ________ **Tax ID:** ________

**Door prize description and value:**
FLEET & FAMILY SUPPORT PROGRAMS
Ongoing - Family outreach programs, teen job fairs, relocation assistance, new parent support, deployment services, emergency preparedness resource fairs, clinical counseling services, financial management counseling, family employment services, family advocacy and the transition assistance program are available to active duty and their family members. Events provide resources and needed support services to approximately 70,000 military families monthly, 840,000 annually.

Sponsorship Levels (each base) - Presenting: $10,000 / Supporting: $7,500 / Official: $5,000 / Navy Team: $2,500

LIBERTY CENTER PROGRAMS
Ongoing - Liberty Centers support junior enlisted Sailors. Each center is an alcohol and tobacco-free facility designed to be the Sailors’ home away from home. Liberty Centers offer in-house activities from pool tournaments and free holiday BBQ events to life skill workshops, free Internet computer stations and gaming stations. Each Liberty Center also offers trips and adventures to destinations like Big Bear, Grand Canyon, Las Vegas and the Price is Right.

Sponsorship Levels for NAWS China Lake - Presenting: $1,000 / Supporting: $500 / Official: $200 / Navy Team: $100

Sponsorship Levels for NAF El Centro and NAS Fallon - Presenting: $2,000 / Supporting: $1,500 / Official: $500 / Navy Team: $150

Sponsorship Levels for NB Ventura County - Presenting: $8,000 / Supporting: $5,000 / Official: $2,500 / Navy Team: $1,000
Booth: $500

YOUTH PROGRAMS
Ongoing - Youth programs offer a wide variety of recreation for children ages 3-17. These programs offer physical activities, field trips to theme parks and local attractions, movie nights, dances, entertainment, holiday celebrations, after school programs and many more fun events for our military children. Sponsorship for Youth Programs supports activities for approximately 480,000 annually, region-wide.

Sponsorship Levels (each base) - Presenting: $3,000 / Supporting: $2,000 / Official: $1,000 / Navy Team: $500
NAF El Centro Air Show

March 16 - This annual event is held for both community and military families. Kicking off the air show season, the Navy’s Blue Angels attract an audience from California, Arizona and beyond. Entertainment, exhibitor expo, Air Show performer autograph opportunities, Kids’ Zone and preferred viewing areas make this a “must-attend” event. This “open house” event attracts 30,000 participants.

Sponsorship Levels - Presenting: $25,000  Naval Aviation: $12,000  
Air Boss: $7,500  
Flight: $5,000  
Detachment: $1,000  
Commercial Booth: $500  
Small Business Sponsorship: $100 (5 person min)

- WARRIOR RACE
  January 17 - This obstacle course race tests the fitness of competitors with a ladder climb, low crawl, squats, sandbag carrying, PLYO jumps, running, kettlebell swings, push-ups, and tire flips.
  Sponsorship Levels - Presenting: $1,000 / Supporting: $500  
  Official: $250 / Booth: $150

- BLUE ANGELS HALF MARATHON/10K FUN RUN
  February 23 - The 9th Annual Blue Angels Half Marathon/10K Fun Run is a family event for all ages. Participants can run, walk or bike the course and strollers are allowed. All participants receive an event t-shirt. Refreshments and live music are available. Expected participation is 500.
  Sponsorship Levels - Presenting: $1,000 / Supporting: $500  
  Official: $250 / Booth: $150

- ENTERTAINMENT & FOOD FESTIVAL
  March 9 - This event kicks off the NAF El Centro Air Show featuring the Navy’s Blue Angels and provides an opportunity to meet the Air Show performers. The event includes food from local Imperial Valley restaurants, Kids’ Zone, Sponsor expo, entertainment, awards ceremony and a fireworks display to top off the evening. Open to the public with 5,000 attendees.
  Sponsorship Levels - Event Sponsor: $500  
  Booth Sponsor: $250

- MURPH CHALLENGE
  May 30 - Participants compete in a workout memorializing LT Michael P. Murphy, a Navy SEAL killed in action in 2005: a one-mile run, 100 pull-ups, 200 push-ups, 300 squats, and another one-mile run. The event promotes friendly competition and team building among participants of all ages. Expected participation is 300.
  Sponsorship Levels - Presenting: $1,000 / Supporting: $500  
  Official: $250 / Booth: $150

- ROCK & BOWL TOURNAMENT
  August 2 - Participants rock out to classic rock music while they bowl, enjoy pizza, wings, and root beer floats. Bowling winners get a trophy and their picture on the Desert Hall-O-Fame and bowl for free to defend the title in the next challenge. Expected participation: 175
  Sponsorship Levels - Presenting: $1,000 / Supporting: $500  
  Official: $250 / Booth: $150

- SUMMER PALOOZA END OF SUMMER BASH
  August 16 - A summertime pool party filled with fun, refreshments, swimming, and live entertainment. Expected attendance is 400.
  Sponsorship Levels - Presenting: $5,000 / Official: $1,000  
  Booth: $200

- GLOW-IN-THE-DARK BIATHLON
  August 17 - Swimmers and runners compete to dive for glowing rings in our giant pool and then get sprayed with glow-in-the-dark paint throughout a 1.5 mile course. Expected participation: 1000.
  Sponsorship Levels - Presenting: $1,000 / Supporting: $500  
  Official: $250 / Booth: $150

- OCTOBER AWARENESS MONTH
  October 4 - Multiple events throughout the month that highlight health and safety concerns. Expected participation: 150 per event
  Sponsorship Levels - Presenting: $1,000 / Supporting: $500  
  Official: $250 / Navy Team: $150 / Booth: $150

- OKTOBERFEST
  October 11 - Modeled after the original German Oktoberfest, attendees enjoy activities, live music and traditional food and beverages. Expected attendance is 250.
  Sponsorship Levels - Presenting: $1,000 / Supporting: $500  
  Official: $250 / Booth: $150

- HOLIDAY PARADE
  December 1 - This parade attracts entries from all over the Imperial Valley including base organizations, school bands, police and fire departments and many other community organizations. The parade concludes with festive holiday music and seasonal refreshments. Open to the public with 1,200 attendees.
  Sponsorship Levels - Presenting: $1,000 / Supporting: $500  
  Official: $250 / Navy Team: $150 / Booth: $150

- WINTER WONDERLAND
  December 7 - Military families stroll through an authentic, life-sized Santa’s Village. A few steps along the way include Santa’s Grotto, Mrs. Claus’ Kitchen where children receive cookies and cocoa, and the Elves’ Workshop where every child will be surprised with a gift. Expected participation: 400.
  Sponsorship Levels - Presenting: $1,000 / Supporting: $500  
  Official: $250 / Navy Team: $150 / Booth: $150
**NAVY REGION SOUTHWEST MORALE, WELFARE AND RECREATION SPONSORSHIP OPPORTUNITIES**

**CONTACT US TODAY!**

**CAITLIN DOROW**
760-939-2602
caitlin.dorow@navy.mil

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**FLIGHT LINE BBQS**
January 15, April 15, August 5, November 15 - Host a BBQ on the Flight Line with MWR. Every quarter, these fun events provide Sailors and their families the ability to become familiar with all the programs MWR offers, and gives sponsors the opportunity to spend face-to-face time with our service members. Expected participation is 100 patrons.

Sponsorship Levels - Presenting (4 events): $450 / Per BBQ: $150

**MURDER MYSTERY DINNER PARTY**
February 1 - MWR patrons dine on a sumptuous meal at the Paradise Community Center as a professionally produced murder mystery party unfolds around them. Sponsor this evening out for military families filled with endless intrigue and fun. Expected participation is 150 patrons.

Sponsorship Levels - Presenting: $800 / Supporting: $400
Official: $250 / Booth: $150

**TOUCHDOWN AND TAILGATE SUPER BOWL SPECTACULAR**
February 3 - Catch every run, pass, touchdown and commercial with MWR! The biggest game of the year will be on the big TV, and our Sailors will bring their favorite game day dish to compete for special prizes. Sport your team colors and support over 50 military families who attend this event each year.

Sponsorship Levels - Presenting: $800 / Official: $300
Booth: $150

**MARDI GRAS COLOR RUN**
March 2 - Grown-ups and kids alike don their special Mardi Gras Color Run t-shirts and get blasted with gorgeous glitter colors as they run all over the China Lake Golf Course. Multiple stations around the course will give out colorful beads. Get maximum brand exposure during this popular event as runners post their “gram”-worthy pictures on social media. This event sells out nearly every year at 200 patrons.

Sponsorship Levels - Presenting: $800 / Supporting: $400
Official: $250 / Booth: $150

**GLITZ AND GLAM CLUB NIGHT**
March 8 - MWR rolls out the red carpet for our Sailors and their dates to step out in Old Hollywood style. Glitz and glamour reign supreme during an evening of fine food, fun cocktails and dancing. Your sponsorship of this stylish event lets our service members shine like the stars they are! Expected participation is 200 patrons.

Sponsorship Levels - Presenting: $600 / Official: $300
Booth: $100

**PIRATES POOL PARTY**
May 24, June 19 - ARRRRRGGGG, Matey! Captain Liberty invites you to walk the plank at MWR’s annual Pirates Pool Party. Buried treasure prizes for the best pirate swim costume, a cardboard boat race, pool games, lawn games, and music are only part of the fun. The dinner feast features an interactive pirate show! It’s sure to be a swash-buckling good time. Expected participation is 200.

Sponsorship Levels - Presenting: $800 / Supporting: $400
Official: $250 / Booth: $150

**MONTH OF THE MILITARY CHILD**
April 1-30 - During the month of April, the School Liaison Office recognizes military children through events that highlight military culture, and feature events for military children including games, goodies, snacks, bounce houses, and arts and crafts. Your generous Presenting sponsorship guarantees your business name and logo appears on all event advertising, the distributed goodie bags, and verbal recognition throughout the event. Three hundred children attend this event each year.

Sponsorship Levels - Presenting: $800 / Supporting: $400
Official: $250 / Booth: $150

**ALOHA BEACH POOL PARTY**
June 7 - Cool off from the triple-digit heat at the Aloha Beach Pool Party. Life is cool by the pool. Sailors relax with the Liberty staff, dance to island music, and BBQ our famous teriyaki chicken. Prizes are awarded for the best Hawaiian shirt. Expected participation is 200 patrons.

Sponsorship Levels - Presenting: $800 / Supporting: $400
Official: $250 / Booth: $150

**OASIS SUMMER FESTIVAL**
July 20 - Beat the heat at this all day, family-friendly festival which includes bounce houses, a dunk tank, pool games, refreshments at the Barefoot Bar, and an outdoor movie on the main stage in the afternoon. Three hundred active duty Sailors and their families come out for this annual event, including families newly stationed at NAWC China Lake. Sponsor this popular event for maximum summertime advertising exposure.

Sponsorship Levels - Presenting: $800 / Supporting: $400
Official: $250 / Booth: $150

**SUMMER SPLASH**
**Halloween House of Horror**

**October 25** - One of NAWS China Lake’s largest events of the year, this event has over 1,400 attendees. Sailors and their families walk through chilling dark trails, graveyards, other haunted spaces for maximum frights and screams! Scare your business competition by sponsoring this event and demonstrate your leadership in the Ridgecrest military community.

**Sponsorship Levels** - Presenting: $2,000 / Supporting: $1,000 / Official: $500 / Booth: $200

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**Winter Fest**

**December 6** - Winter Fest is NAWS China Lake’s largest event of the year. Over 1,700 military members, DoD civilian employees, and their families gather for a festive holiday celebration that ends with a visit from Old Saint Nick himself. Your business gets prime exposure on all event promotion materials leading up to the festival, as well as verbal recognition throughout the day. Enrich the holiday season for our active duty community!

**Sponsorship Levels** - Presenting: $2,000 / Supporting: $1,000 / Official: $500 / Booth: $200

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**Winter Wonderland**

**October 25** - This event features an old-fashioned Christmas tree lighting ceremony, along with a visit from Mr. & Mrs. Claus. There are activities for the whole family such as festive holiday games, music and children’s crafts. The Winter Wonderland is expected to attract 900.

**Sponsorship Levels** - Presenting: $2,000 / Supporting: $1,000 / Official: $500 / Booth: $200

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**Halloween House of Horror**

**October 11** - Thrill potential customers at MWR’s spooky Fright Night Halloween Ball. This event features a costume competition, ‘Thriller’ dance competition, Monster Mash and other creepy, crawly activities. Get your company logo on promotional materials all over base through sponsorship, or purchase booth space for a chance to interact with Sailors on this evening full of frights.

**Sponsorship Levels** - Presenting: $800 / Supporting: $400 / Official: $250 / Booth: $150

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**ADMIRALS GOLF OPEN**

**October TBD** - Take advantage of the high-visibility exposure that comes with this well-attended, friendly competition. Golfers tee-off against the Navy Region Southwest Admiral at the NAWS China Lake Golf course, enjoy a delicious lunch, and try their chances at fabulous prizes and giveaways. Presenting sponsorship includes two complimentary foursomes, and Supporting sponsorship includes one complimentary foursome. Expected participation is 144 golfers.

**Sponsorship Levels** - Presenting: $1,500 / Supporting: $700 / Official: $500 / Tee Sponsor: $200

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**CHRISTMAS DINNER COMEDY SHOW**

**December 20** - MWR's Liberty program serves a home-away-from-home meal and a lot of laughs to the Single Sailor population at NAWS China Lake who stay behind for the holidays. Various comedians put on a comedy show while Sailors enjoy delicious comfort food favorites. Your generous support of this incredibly important and necessary event ensures our young service members have a memorable holiday season. Make a difference in a Sailor’s life!

**Sponsorship Levels** - Presenting: $800 / Supporting: $400 / Official: $250 / Booth: $150

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**August 9** - Make an advertising splash at Liberty’s end-of-summer pool party. Your sponsorship guarantees targeted exposure to our Single Sailors stationed at NAWS China Lake. MWR pulls out all the stops for this event including dive contests, best dressed, and hula hoop contests. Expected participation is 150 Sailors.

**Sponsorship Levels** - Presenting: $300 / Supporting: $400 / Official: $250 / Booth: $150

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**FRIGHT NIGHT HALLOWEEN BALL**

**October 11** - Thrill potential customers at MWR's spooky Fright Night Halloween Ball. This event features a costume competition, ‘Thriller’ dance competition, Monster Mash and other creepy, crawly activities. Get your company logo on promotional materials all over base through sponsorship, or purchase booth space for a chance to interact with Sailors on this evening full of frights.

**Sponsorship Levels** - Presenting: $800 / Supporting: $400 / Official: $250 / Booth: $150

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Fleet & Family Support Center (FFSC) Military Family Year-Long Programs

FFSC hosts several "appreciation days" and cause-awareness months throughout the year. Some of the events include:

- February – Military Saves Week
- February – Military Children’s Ball
- March - Teen Dating Violence Awareness Month
- April - Sexual Assault Awareness and Prevention Month
- May - Gold Star Month
- September - Bells Across America
- October - Domestic Violence Awareness and Prevention Month

Each event draws approximately 250 participants. When you support FFSC programs, you support military families affected by these special issues as well as the first responders who facilitate these educational events.

Sponsorship Levels
- Presenting: $1,000

Military Kids Club

Throughout the year, military students at various schools meet to connect with each other and take part in games, activities, crafts, and support clubs. Sponsoring these events ensures you reach approximately 400 children and families a year. Presenting sponsors receive logo recognition on the gift bags and all promotional (digital and print) materials leading up to individual events.

Sponsorship Levels

Liberty Summer Sports & Recreation Learning Series

June 8, July 19, August 17 - The Summer Adventure sports series will include a paddle board lesson and tour, a horseback riding excursion, and an afternoon at a Tree Top ropes and challenge course including zip lines. Expected participants: 65

Sponsorship Levels
- Presenting: $1,000 / Supporting: $500 / Official: $750 / Navy Team: $500 / Booth: $150

Summer Kick-Off Concert

May 3 - Sponsorship Levels
- Presenting: $1,500 / Supporting: $1,000 / Official: $750 / Navy Team: $500 / Booth: $150

Sponsorship Levels
- Presenting: $1,500 / Supporting: $1,000 / Official: $750 / Navy Team: $500

July 4th Tahoe Vacation

July 3-5 - Hotel rooms on the lake for beachfront firework viewing. Take a lunch cruise on the famous M.S. Dixie and enjoy the scenery of Lake Tahoe! Expected attendance: 100

Sponsorship Levels
- Presenting: $1,000 / Supporting: $500 / Official: $250

8th Annual Navy Golf Tournament

October 4 - MWR will host its 8th Annual Navy Golf Tournament includes 18 holes, golf cart and a delicious buffet style deli lunch at Genoa Lake Golf course. Expected participants: 75

Sponsorship Levels

Turkey Bowling

November 11-17 - Bowl a turkey down the lanes at Sagebrush Bowling Center and win a voucher for a free turkey! Expected participants: 60

Sponsorship Levels
- Presenting: $1,000 / Supporting: $500 / Official: $250
**SUPERBOWL TAILGATE PARTY**  
**February 3** - Watch the Big Game on a big screen, enjoy food, beverages, door prizes, and friendly competition during the event. Something fun for the whole family including a Kids’ Zone filled with games, activities, and movies to keep the little ones entertained. Expected participation: 2,500  
Sponsorship Levels - Presenting: $500 / Supporting: $300  
Booth: $150

**MARDI GRAS**  
**March 7** - Watch the Big Game on a big screen, enjoy food, beverages, door prizes, and friendly competition during the event. Something fun for the whole family including a Kids’ Zone filled with games, activities, and movies to keep the little ones entertained. Expected participation:  200  
Sponsorship Levels - Presenting: $150 / Supporting: $100  
Booth: $50

**ST. PADDY’S DAY CELEBRATION**  
**March 15** - A celebration in the Trident Room to kick-off the St. Paddy's festivities. Patrons will enjoy traditional Celtic music and traditional Irish food. Fun for the whole family including giveaways. Expected participation: 300  
Sponsorship Levels - Presenting: $500 / Supporting: $300  
Booth: $150

**MOTHER OF THE MILITARY CHILD**  
**April 10** - Families will dress up as their favorite Superhero and enjoy an afternoon of family fun, music, arts and crafts, and arcade games. The event will conclude with a 3K Superhero Family Fun Run. Expected participation: 500  
Sponsorship Levels - Presenting: $500 / Supporting: $300  
Booth: $150

**CINCO DE MAYO**  
**May 3** - Patrons will be able to enjoy live mariachi music, traditional Mexican food, and decorations that transform the Trident Room into a Mexican Fiesta. Expected participation: 300  
Sponsorship Levels - Presenting: $500 / Supporting: $300  
Booth: $150

**DADDY DAUGHTER DANCE**  
**May 17** - Fathers and daughters enjoy an evening of music, refreshments, dance, and a photo booth. Expected participation: 260  
Sponsorship Levels - Presenting: $500 / Supporting: $300  
Booth: $150

**HISTORIC HOTEL DEL MONTE LAWN CONCERT**  
**May 27** - MWRS patrons and the Monterey community gather for a family-friendly concert featuring the Monterey Pops, patriotic music and recognition of our service members past and present. Expected participation: 2,500  
Sponsorship Levels - Presenting: $2,500 / Supporting: $1,000  
Booth: $500

**MOVIES ON THE LAWN**  
**June-August** - Family-friendly movies are shown under the stars during this six-part series with lawn games, face painting, and jump houses. Expected participation: 1,000  
Sponsorship Levels - Presenting: $1,500 / Supporting: $750  
Booth: $300

**ANNUAL LEISURE FAIR**  
**July 2** - This resource fair provides new students, continuing students, and families with 50+ vendors from on-base clubs, local attractions, and businesses in Monterey County. Expected participation: 500.  
Sponsorship Levels - Presenting: $500 / Supporting: $300  
Booth: $150

**DAY OF PLAY 3K COLOR FUN RUN**  
**September 14** - The Day of Play 3K Color Fun Run is the highlight of the NSA Monterey’s annual run series. Participants receive an event t-shirt, sunglasses, and a colored powder pack to release at the start of the race. The Day of Play provides families with fun activities, free food, games and outdoor activities. Expected participation: 600  
Sponsorship Levels - Presenting: $2,500 / Supporting: $1,000  
Booth: $500

**FLEET WEEK IN SAN FRANCISCO**  
**October 6** - Trip to Fleet Week in San Francisco. Expected participation: 30.  
Sponsorship Levels - Presenting: $1,500 / Supporting: $750

**PUMPKIN PAINTING**  
**October 12** - Pumpkin run and Pumpkin painting. Free pumpkins from the pumpkin patch to paint, glitter, and glue to take home and enjoy. Expected participation: 250  
Sponsorship Levels - Presenting: $500 / Supporting: $300  
Booth: $150

**5K PUMPKIN FUN RUN**  
**October 12** - The 5K Pumpkin Fun Run begins at the historic Hotel Del Monte and ends with Pumpkin Painting Night with free mini pumpkin pies, fresh fruit and beverages. Expected participation: 400.  
Sponsorship Levels - Presenting: $500 / Supporting: $300  
Booth: $150

**TERROR IN THE TRIDENT**  
**October 25** - Patrons dress as their favorite character and celebrate Halloween with live music, entertainment and costume contest. Expected participation: 300  
Sponsorship Levels - Presenting: $500 / Supporting: $300  
Booth: $150

**FREAKY FAMILY FRIDAY**  
**October 26** - Families enjoy a Halloween celebration with games, crafts, photo booths, face paint, and a DJ. Expected participation: 200  
Sponsorship Levels - Presenting: $500 / Supporting: $300  
Booth: $150

**SAN JOSE SHARKS GAME**  
**November 10** - Patrons take a trip to the city for a San Jose Sharks hockey game. Expected participation: 28  
Sponsorship Levels - Presenting: $500 / Supporting: $300  
Booth: $150

**5K TURKEY TROT**  
**November 16** - 5K Turkey Trot awards participants with turkeys and pumpkin pies. Expected participation: 240  
Sponsorship Levels - Presenting: $500 / Supporting: $300  
Booth: $150

**CHRISTMAS TREE LIGHTING**  
**November 30** - Families launch the holiday season with Christmas tree lighting, refreshments, holiday music, and a visit from Santa himself! Expected participation: 125  
Sponsorship Levels - Presenting: $500 / Supporting: $300  
Booth: $150

**ARMY NAVY GAME**  
**December 8** - Fans dress in Army gold and Navy Blue attire to support their team while they enjoy the game, game day food, free football pool, and a kid zone.  
Sponsorship Levels - Presenting: $1,000 / Supporting: $500  
Booth: $200

**TEDDY BEAR TEA**  
**December 9** - This holiday tea party is for children of all ages. Crafts, face painters, balloon twisters, and a picture with Santa as families enjoy holiday music, hot cocoa, refreshments, and a free toy giveaway. Expected participation: 300  
Sponsorship Levels - Presenting: $1,000 / Supporting: $500  
Booth: $200

**CONTACT US TODAY! • SPONSORSHIP@MWRSW.COM**
CONTACT US TODAY!

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NAS Lemoore
Sponsorship Opportunities

- **NAVAL AIR STATION LEMOORE AIR SHOW**
  September 21-22 - Come see the Blue Angels fly! This event is held for both community and military families and attracts audiences from California and beyond. Entertainment, exhibitors, and preferred viewing areas make this a can’t-miss event. This “open house event” attracts 80,000 participants. Expected attendance: 80,000
  
  Sponsorship Levels - Presenting: $30,000 / Naval Aviation: $25,000 / Air Boss: $20,000 / Flight: $15,000 / Detachment: $10,000 / Booth: $5,000

- **LIBERTY CENTER PROGRAMS**
  Ongoing - The Liberty Center, the Sailors’ home away from home, provides pool tournaments, free holiday BBQ events, life skill workshops, Internet and gaming stations. The Liberty Center also provides trips and adventures to Yosemite and San Francisco. Expected participation: 3,000
  
  Sponsorship Levels - Presenting: $2,500 / Supporting: $1,500 / Official: $750 / Navy Team: $400 / Booth: $250

- **SEXUAL ASSAULT PREVENTION AND RESPONSE (SAPR) 5K RUN**
  April TBD - The SAPR 5K event is held yearly to help raise awareness and reduce the number of incidents of sexual assaults in the Navy. The event offers booths with information and referral services and ends with an award ceremony. Expected participation: 1,000
  
  Sponsorship Levels - Presenting: $1,000 / Supporting: $750 / Official: $500 / Navy Team: $250 / Booth: $150

- **AUTISM AWARENESS WALK/RUN/MONTH OF THE MILITARY CHILD**
  April 2 - A carnival themed fun walk/run provides awareness and education about autism, special needs families, and prevention of child abuse. Games and activities are available for all military members and dependents with educational resources and materials available. Expected participation: 1,000
  
  Sponsorship Levels - Presenting: $1,000 / Supporting: $750 / Official: $500 / Navy Team: $250 / Booth: $150

- **SPRING EGGSTRAVAGANZA**
  April 20 - This base-wide event includes multiple egg hunts for the young and old. Each egg is stuffed with age-appropriate candy, penny prizes, a chance to find the golden eggs, games, activities, and a special visit from the Easter Bunny. Expected participation: 1,000
  
  Sponsorship Levels - Presenting: $2,000 / Supporting: $1,000 / Official: $500 / Booth: $250

- **JULY 4TH CELEBRATION & FIREWORKS SHOW**
  July 4 - The place to be in the Valley on July 4th to celebrate USA’s birthday! The day includes free games, live entertainment and activities the whole family can enjoy while celebrating our freedom. Food and concessions will be provided. The celebration is open to the public and is expected to attract 4,000+ attendees.
  
  Sponsorship Levels - Presenting: $9,500 / Supporting: $7,000 / Associate: $5,000 / Official: $2,500 / Booth: $500

- **END OF SUMMER POOL CLOSING PARTY**
  August 17 - A family friendly event at Spuds Pool that includes a BBQ dinner, kid’s activities, games, DJ, and fun in the pool. Expected participation: 2,000
  
  Sponsorship Levels - Presenting: $2,500 / Supporting: $1,500 / Official: $750 / Navy Team: $400 / Booth: $250

- **RETIREE APPRECIATION DAY**
  September TBD - The event brings service providers from the surrounding five counties together to assist the local retiree population. The base Commanding Officer provides opening remarks. A keynote speaker and various military retiree experts discuss changes in the military retirement system and news on other areas of interest. Expected participation: 500.
  

- **ZOMBIE RUN/DOMESTIC VIOLENCE AWARENESS MONTH**
  October TBD - A Halloween themed fun run providing awareness and education about the impact of domestic violence and command readiness. Expected Attendance: 1,000
  

- **OMBUDSMEN APPRECIATION DINNER**
  October TBD - Catered sit down dinner for NAS Lemoore Command Ombudsmen, spouses, and command leadership to recognize the Ombudsmen contributions for the year. Certificates, flowers, and small gifts are given to show appreciation in recognition of their selfless service to their commands and families. Expected Attendance: 250
  
  Sponsorship Levels - Presenting: $1,000 / Supporting: $750 / Official: $500 / Navy Team: $250 / Booth: $150

- **LIGHTING OF THE HOLIDAY JET**
  December 6 - Kick off the holiday season with lighting of the Holiday Jet. This family friendly event features pizza and holiday refreshments, music by the Teen Center Band and youth carolers. Mr. and Mrs. Claus will make a special appearance for the children and pass out small gifts. Expected participation: 1,500
  

- **HOLIDAY BOWLING**
  December 25 - Military families spend Christmas Day bowling with Santa! The event features a DJ, holiday themed games and a bowling pin decorating station. All children will receive a stocking and cookies after a special visit with Santa. Special prizes and activities for all. Expected participation: 300
  

- **ZOMBE RUN/DOMESTIC VIOLENCE AWARENESS MONTH**
  October TBD - A Halloween themed fun run providing awareness and education about the impact of domestic violence and command readiness. Expected Attendance: 1,000
  

- **ZOMBIE RUN/DOMESTIC VIOLENCE AWARENESS MONTH**
  October TBD - A Halloween themed fun run providing awareness and education about the impact of domestic violence and command readiness. Expected Attendance: 1,000
  
Children’s Holiday Party

December 6 - This annual event celebrates the holiday season with games and activities for the children. It features pictures with Santa and seasonal refreshments. Santa also passes out presents to the children. Expected participation is 200.

Sponsorship Levels - Presenting: $1,000 / Supporting: $750 Official: $500 / Booth: $250

SPRING FLING
April 13 - Egg hunt, activities for children, pedal race, and face painting. Expected participation: 200

Sponsorship Levels - Presenting: $1,000 / Supporting: $750 Official: $500 / Booth: $150

MILITARY FAMILY APPRECIATION GOLF TOURNAMENT
September 21 - One-day golf tournament supporting Quality of Life Programs for active duty military. Expected participation: 150

Sponsorship Levels - Presenting: $1,000 / Supporting: $750 Official: $500 / Booth: $150

TRUNK OR TREAT
October 25 - Halloween party with safe trick or treating with children’s costume contest and prize for best decorated vehicle trunk. Expected participation: 250

Sponsorship Levels - Presenting: $1,000 / Supporting: $750 Official: $500 / Booth: $150

GREAT NAVY CAMPOUT
August 23-24 - Families camp overnight and learn basic camping skills, followed by dinner and a movie under the stars. Expected participation: 250

Sponsorship Levels - Presenting: $1,000 / Supporting: $750 Official: $500 / Booth: $150

NWS Seal Beach
Sponsorship Opportunities
Point Mugu Surf Contest

August 24-25 - The Point Mugu Surf Contest hosts surfers and visitors from around the globe during this two day competition at the famous break of Point Mugu. The event features live music and entertainment as well as a vendor village. This not-to-be missed surf contest is open to the public and is expected to attract 5,000.

Sponsorship Levels - Presenting: $25,000 / Supporting: $5,000 / Official: $2,500
Navy Team: $1,000 / Booth: $300

COMMUNITY RECREATION FAMILY EVENTS

Monthly - Recreational trips and events include a Princess/Super-Hero Day, an Easter egg hunt, Jedi Day, comedy shows, and a haunted house. Expected participation: 3,700

Sponsorship Levels - Presenting: $10,000 / Supporting: $5,000 / Official: $2,500 / Navy Team: $1,000 / Booth: $150 per event

COMMUNITY RECREATION SPECIAL EVENTS

April-September - Many fun-filled special events include Summer Fest/Battle of Commands, Winter Wonderland/Evening with Santa, and monthly movie nights. Expected participation: 5,000

Sponsorship Levels - Presenting: $10,000 / Supporting: $5,000 / Official: $2,500 / Navy Team: $1,000 / Booth: $150 per event

ADMIRALS CLUB TRIATHLON, ARMED FORCES TRIATHLON, INTRAMURAL SPORTS LEAGUES, AND MONTHLY SPORTS TOURNAMENT

Monthly - The Admirals Club Triathlon and Armed Forces Triathlon are two different triathlons hosted on the same day.

The Admirals Cup is open to anyone looking for a challenging triathlon - swim in the Pacific Ocean, a flat bike course, and a flat run course. The Armed Forces Triathlon includes invited participants of the best from the Navy, Army, Air Force, Marines, Coast Guard, and Team Canada.

The Intramural Sports Leagues and Tournaments are open to all base personnel and include the following sports: Men's and Women's Basketball, Flag Football, Golf, Volleyball, Softball, and Soccer. Expected participation (per event): 800

Sponsorship Levels - Presenting: $5,000 / Supporting: $2,500 / Official: $750 / Navy Team: $500

AQUATICS PROGRAMS

Ongoing - Base Swim Team, Jr. Lifeguards, Splash and Dash, Surfing Classes, and Swim Lessons. Expected participation: 800

Sponsorship Levels - Presenting: $2,500 / Supporting: $2,000 / Official: $1,500 / Navy Team: $1,000

5K SERIES

Monthly - NBVC Fitness programs put on 12 structured, timed, 5K runs throughout the year featuring various causes and events. Expected participation: 800

Sponsorship Levels - Presenting: $2,000 / Supporting: $1,500 / Official: $1,000 / Navy Team: $750

YOUTH SPORTS PROGRAM

Ongoing - Youth programs host leagues, camps, classes, and events including soccer, basketball, baseball, flag football, and cheerleading. Other classes include volleyball, tennis, surfing, water polo and dance. Expected participation: 1,200

Sponsorship Levels - Presenting: $1,500 / Supporting: $1,000 / Official: $750 / Navy Team: $500

STRIKE OUT SEXUAL ASSAULT COSMIC BOWLING

April 6 - Bowling, lights, music, and wacky bowling ways make this a fun and colorful event. Adults are quizzed on their knowledge regarding sexual assault facts and resources, child bowlers are quizzed on safety questions designed to increase empowerment, encourage reaching out for help, and identifying trusted people in their lives. Expected participation: 200

Sponsorship Levels - Presenting: $1,500 / Supporting: $1,000 / Official: $750 / Navy Team: $500

SEXUAL ASSAULT PREVENTION AND AWARENESS MONTH 5K COLOR RUN

April 18 - Large-scale sexual assault awareness and prevention event open to all hands and all ages. Event includes pre-fun activities such as resource booths, music, t-shirt making table, bounce house, bubble soccer, Snag It Golf, and a soccer shout-out challenge. All runners can elect to run through color stations throughout the 5K. Expected participation: 300

Sponsorship Levels - Presenting: $1,500 / Supporting: $1,000 / Official: $750 / Navy Team: $500 / Booth: $150
SPRING AND FALL CAREER FAIRS
April 10 & October 23 - NBVC Career Fairs are vital opportunities for our job seekers at NBVC to network with companies who want to hire transitioning service members, spouses, retirees, and DOD civilians in a convenient on-base location. Expected participation: 1,000
Sponsorship Levels - Presenting: $1,500 / Supporting: $1,000 / Official: $750 / Navy Team: $500 / Booth: $150

MILITARY SPOUSE APPRECIATION
May 10 - This is a fun event honoring the sacrifices military spouses make to support their family and active duty service members. All military spouses are invited to enjoy refreshments, receive recognition and win prizes. Expected participation: 400
Sponsorship Levels - Presenting: $1,500 / Supporting: $1,000 / Official: $750 / Navy Team: $500 / Booth: $150

NBVC MUD RUN
May 11 - A 5k obstacle course designed by the Navy Seabees. The challenging run consists of mud hills, mud pits, and water hazards. A family friendly event attracts runners and non-runners alike focusing on family fun and bringing the community on base together. Many festivities, food, and beverages are available. Teams are encouraged to join and costumes are a common sight on the course. Expected participation: 1,000
Sponsorship Levels - Presenting: $5,000 / Supporting: $2,000 / Official: $1,500 / Navy Team: $750 / Booth: $300

DISASTER PREPAREDNESS RESOURCE FAIR
June 29 - This life-saving event prepares our military families for earthquakes, fires, and other natural disaster or emergencies. Participants receive preparedness information and materials to help families learn the importance of emergency readiness and provides the opportunity to experience the violent motions of an earthquake in a simulation. Expected participation: 500
Sponsorship Levels - Presenting: $1,500 / Supporting: $1,000 / Official: $750 / Navy Team: $500 / Booth: $150

FITNESS EVENTS
July & November - NBVC Fitness hosts competitions including bench press, Strongman, and Spring Festival. Expected participation: 1,000
Sponsorship Levels - Presenting: $1,500 / Supporting: $1,000 / Official: $750 / Navy Team: $500

RETIRED ACTIVITIES OFFICE TOWN HALL
November 1 - Military retirees attend this informative one-day event with presenters discussing changes in the military retirement system, news, and briefing by the NBVC Commanding Officer on areas of interest to retired personnel. Expected participation is 150
Sponsorship Levels - Presenting: $2,000 / Supporting: $1,500 / Official: $1,000 / Navy Team: $500 / Booth: $150
22nd District Agricultural Association • 5 Miles • Alaska Airlines
Ampirical Services • Anheuser-Busch • Armed Forces Bank
Armed Forces Dispatch • ASPCA Pet Health Insurance
Aunt Emma’s Pancakes • Banbu Sushi Bar & Grill
Better Business Bureau of San Diego, Orange & Imperial Counties
Big Block Realty • Brown Marketing Strategies • Buster’s Beach House
Café Coyote • Carat • Carnival Cruise Lines • Casa Guadalajara
Chipotle • Chiropractic Connection • Christ Church Day School
Coalition to Salute America’s Heroes • Dino Expedition • EDCO • EMG Media
First Command • Flagship • Fleet Science Center • Four Peaks
Gaglione Brothers • Gaslamp Plaza Suites • GEICO
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Lou & Mickey’s • MarineParents.com • Maritime Museum of San Diego
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