

Personal Commercial Solicitation versus Commercial Sponsorship Solicitation

There seems to be confusion regarding the terms Personal Commercial Solicitation and Commercial Sponsorship Solicitation. These are two completely different subjects, although DoDI 1344.07 includes a paragraph on Advertising and Sponsorship with MWR in Chapter 6.6. Personal Commercial Solicitation falls under the ACS responsibility; Commercial Sponsorship Solicitation must be for MWR and NAF.

Personal Commercial Solicitation Definition:

Personal Commercial Solicitation on military installations includes businesses or their agents coming onto the installation for the sole purpose of SELLING their products and/or services to Soldiers, Families and Civilians. Most often those businesses include insurance companies. To do so, they need specific authorization from Manpower and Reserve Affairs and the Garrison Commander in order to sell their products on an installation. The request for authorization is initiated by the Commercial Solicitor.

Army and DoD regulations apply to all commercial solicitors and there are restrictions as to what products may be offered to the installation population (i.e. financial products and services; educational products and services etc.)

Commercial Sponsorship Definition:

Commercial Sponsorship is the act of providing support for MWR programs either with cash, products or services. It is an exchange of value for promotional opportunities. The garrison MWR Sponsorship Manager approaches commercial businesses and solicits support for Army MWR. A sponsorship agreement that outlines the sponsors and MWR's rights and obligations is reviewed by SJA and usually signed by the DFMWR prior to being sent to the sponsor for signature. Sponsors may attend MWR events at the garrisons but may NOT sell their products. They are allowed to obtain personal information from MWR patrons but only with the explicit written permission from the individual. Any publications with sponsor logos/names must include the appropriate disclaimers such as No Federal Endorsement Implied.

If commercial sponsors want to sell products on an installation they can do so only through a concessionaire's contract issued by NAF Contracting.

In case of questions, your garrison SJA should be your first source for information/answers.