



DEPARTMENT OF THE ARMY
FAMILY AND MORALE, WELFARE AND RECREATION COMMAND
4700 KING STREET
ALEXANDRIA VA 22302-4408

**MEMORANDUM OF AGREEMENT (MOA) FY11-0014
BETWEEN
FAMILY AND MORALE, WELFARE AND RECREATION COMMAND (FMWRC)
AND
US2 ON BEHALF OF THE ARMY G-1, SEXUAL HARASSMENT/ASSAULT
RESPONSE AND PREVENTION (SHARP) PROGRAM**

SUBJECT: 2011 U.S. Army Soldier Show Sponsorship

1. Purpose. To establish a Memorandum of Agreement (MOA) which identifies the roles and responsibilities of the parties as it pertains to the sponsorship of the 2011 U.S. Army Soldier Show.

2. Authority. AR 215-1 Morale, Welfare, and Recreation Activities and Non-Appropriated Fund Instrumentalities, 31 July 2007.

3. Background. The U.S. Army Soldier Show (Soldier Show) is a professionally choreographed, family-style variety show featuring performances that span from Broadway musicals, to country, gospel, R&B and top 40 songs. The Soldier Show is performed annually at over 50 locations from April through mid December. Performances are held on post or in local community venues. Admission is free of charge and is always open to authorized patrons of Morale, Welfare and Recreation (MWR) programs and is often open to the general public.

4. Responsibilities of the parties:

A. FMWRC:

1) The FMWRC will recognize the Army G-1, Sexual Harassment/Assault Response and Prevention (SHARP) program as a premier sponsor of the 2011 U.S. Army Soldier Show.

2) The FMWRC will provide display space at a minimum of 40 venues. The display travels with the Soldier Show and will be set up by the crew of the Soldier Show.

3) The FMWRC will distribute, at each venue, all promotional materials and items provided by the Army G-1, Sexual Harassment/Assault Response and Prevention (SHARP) program.

4) The FMWRC will coordinate a link to the www.preventsexualassault.army.mil website from the Soldier Show webpage on Army MWR.com.

5) The FMWRC will place the I AM STRONG logo on all promotional materials, to include, but not be limited to posters, flyers and Soldier Show T-shirts. Additionally, the FMWRC will receive written approval from the Army G-1, Sexual Harassment/Assault Response and Prevention (SHARP) program prior to finalizing all proposed items and graphic designs for all promotional items.

6) The FMWRC will ensure the placement of the I AM STRONG logo on all local materials whenever possible. Additionally, the FMWRC will receive written approval from the Army G-1, Sexual Harassment/Assault Response and Prevention (SHARP) program prior to finalizing the Soldier Show template which will be provided to all garrisons.

7) The FMWRC will give the Army G-1, Sexual Harassment/Assault Response and Prevention (SHARP) program verbal recognition at each performance.

8) The FMWRC will place an I AM STRONG logo magnet on the Soldier Show bus.

9) The FMWRC will acknowledge the Army G-1, Sexual Harassment/Assault Response and Prevention (SHARP) program sponsorship in the Commanding General's letter printed inside the cover of the Soldier Show program.

10) The FMWRC will place the I AM STRONG logo on the front cover of the Soldier Show program.

11) The FMWRC will place two full-page 4-color advertisements provided by the Army G-1, Sexual Harassment/Assault Response and Prevention (SHARP) program in the 2011 Soldier Show program. The location of the advertisements will be the center spread. Specifications for the full-page advertisements are 5.75 width x 8.75 height with bleed.

12) The FMWRC will place a tear-out card in the program to direct audience members to the www.preventsexualassault.army.mil website to complete a survey and to sign up for a chance to win a contest per paragraph 13.

13) FMWRC will develop a contest (complete with rules and regulations) per the following: MWR patrons will be able to visit the www.preventsexualassault.army.mil website to complete a survey and register for a chance to win one (1) prize per Garrison (valued at \$200 per Garrison) and an overall Grand Prize (valued at \$5,000). Additionally, the FMWRC will procure prizes and coordinate distribution for each prize winner. Prize winners will be handled pursuant to section B6, below.

14) The FMWRC will include up to four (4) 30 to 60 second commercial videos in a video loop played before the show in the lobby and in the theatre.

15) The FMWRC will coordinate with the garrison BOSS personnel to provide a minimum of two (2) BOSS Soldiers to man the Army G-1, Sexual Harassment/Assault Response and Prevention (SHARP) program display at each show.

17) The FMWRC will provide the Army G-1, Sexual Harassment/Assault Response and Prevention (SHARP) program with invitations to the VIP performances of the Soldier Show at the Wallace Theatre at Fort Belvoir, VA, on April 30, 2011 and the performance hosted by the Secretary of the Army at the Warner Theatre in Washington, DC tentatively scheduled for October 1, 2011.

18) The FMWRC will compile and submit to the Army G-1, Sexual Harassment/Assault Response and Prevention (SHARP) program the following periodic reports and metrics:

a. Monthly AAR's

Timing: Not later than the 7th business day of each month

Key Metrics: Key Metrics: To be included in each report for the activity conducted in the previous month

- Show location, dates, and times
- Show Attendance
 - Number of attendees at each show
- Materials Distribution
 - Approximate number of touch cards
 - Approximate number of black brochures
 - Approximate number of grey brochures distributed at each show
- BOSS Support
 - Number/Names with Rank of BOSS representatives working the display at each show
 - Names and contact information of BOSS representatives
- Sexual Assault Coordinators
 - Names and contact information
- Total Number of Shows during the month
- Total Show Attendance during the month
- Number of attendees at each show
- Total Materials Distribution during the month
 - Approximate number of touch cards and brochures distributed at each show
- Number of page views of the ArmyMWR.com Soldier Show webpage
- Notable successes, problems, or challenges encountered at each show if applicable (i.e. weather conditions, other acts of God, etc)
- Number of e-mails sent out (by garrison/show location) announcing the Soldier Show performances and the Army G-1, Sexual

Harassment/Assault Response and Prevention (SHARP) program's sponsorship of the program

- Number of page views of the garrison commercial websites including the I AM STRONG logo and link to the www.preventsexualassault.army.mil website and listing of any garrison that did not include the I AM STRONG logo and link
- Number of page views of the ArmyMWR.com Soldier Show webpage
- Circulation and number of issues of any publication that includes any advertising and/or press releases for the Soldier Show with I AM STRONG logos or mention of the Army G-1, Sexual Harassment/Assault Response and Prevention (SHARP) program's sponsorship (including copies of publicity)
- Number of posters and other collateral materials, such as banners, table tents, flyers, tickets etc., created at the garrisons

b. Quarterly Advertising and PR Report

Timing: Not later than 10 days after the end of every quarter (due 31 July, 31 October 2011)

Metrics: To be included in each report for the activity conducted in the previous quarter

- Number of e-mails sent out (by garrison/show location) announcing the Soldier Show performances and the Army G-1, Sexual Harassment/Assault Response and Prevention (SHARP) program's sponsorship of the program
- Number of page views of the garrison commercial websites including the I AM STRONG logo and link to the www.preventsexualassault.army.mil website
- Number of page views of the ArmyMWR.com Soldier Show webpage
- Circulation and number of issues of any publication that includes any advertising and/or press releases for the Soldier Show with I AM STRONG logos or mention of the Army G-1, Sexual Harassment/Assault Response and Prevention (SHARP) program's sponsorship (including copies of publicity)
- Number of posters and other collateral materials, such as banners, table tents, flyers, tickets etc., created at the garrisons

c. Final AAR

Timing: Due 31 January 2011

Report Information:

- Details of all metrics noted in a - c above
- Executive Summary – summarizing all key metrics

B. Army G-1, Sexual Harassment/Assault Response and Prevention (SHARP) program:

1) The Army G-1, Sexual Harassment/Assault Response and Prevention (SHARP) program will sponsor the 2011 U.S. Army Soldier Show for \$ **750,000**. US2, representing the Army G-1, I AM STRONG campaign, will provide payment to "AMWRF – Corporate Sponsorship". Payment of \$ **750,000** shall be made 5 days after US2 has received payment from the SHARP program and should be made either via check and mailed to:

Army Morale, Welfare & Recreation Fund
P.O. Box 107
Arlington, VA 22210-0107

or via electronic transfer to account number: 2000014869992, name of account: Credit Card Activity at Wachovia Bank, Oakton, VA, ABA 056007604.

2) US2 on behalf of the Army G-1, Sexual Harassment/Assault Response and Prevention (SHARP) program will provide the FMWRC with a camera-ready art logo for use on program and other collateral materials no later than April 7, 2011. US2 on behalf of the Army G-1, Sexual Harassment/Assault Response and Prevention (SHARP) program will provide camera-ready logo and graphic guidelines for its correct staging no later than April 7, 2011. Such use shall be limited solely to the sponsorship of the show and advertising or promotional activities related thereto.

3) US2 on behalf of the Army G-1, Sexual Harassment/Assault Response and Prevention (SHARP) program will provide two full-page four-color camera-ready advertisement 5.75 inches width x 8.75 inches height in size, with bleed, on CD with two color printouts in a personal computer compatible camera ready format, for the 2011 U.S. Army Soldier Show official program and the size for the tear card is 4.5 inches (width) x 3.25 inches (height). Both must be delivered to the FMWRC by COB April 7, 2011.

4) US2 on behalf of the Army G-1, Sexual Harassment/Assault Response and Prevention (SHARP) program will develop and ship any I AM STRONG collateral directly to FMWRC as well as to all installations hosting the Soldier Show in quantities mutually agreed to by the parties.

5) US2 on behalf of the Army G-1, SHARP program will provide the finished commercials to FMWRC no later than April 7, 2011.

6) Garrison prize winners will be selected by the FMWRC within 30 days after US2 provides the list of sweepstakes entries. If a prize winner does not respond within fourteen (14) days of notification, another prize winner will be randomly selected from the list provided by US2. The Grand Prize winner will be selected within 30 days after the final show date.

5. Force Majeure. No party shall be responsible for events that are unforeseeable and beyond its reasonable control, such as acts of God, weather delays, government restrictions, or unforeseen commercial delays. Each party will assume and be responsible for its own costs associated with a force majeure event. The FMWRC will not reimburse the Army G-1, Sexual Harassment/Assault Response and Prevention (SHARP) program for any of its costs, nor will any portion of the Sponsorship fee paid be returned to the Army G-1, Sexual Harassment/Assault Response and Prevention (SHARP) program.

6. Agreement Limited to Advertising and Sponsorship Benefits. The FMWRC and US2 understand and acknowledge that this Agreement is for the exchange of advertising rights and sponsorship benefits delineated in this Agreement and nothing contained herein or the negotiations preceding the execution of this agreement shall prevent, deter, hinder, or restrict in any way the rights of the FMWRC to contract with other sponsors.

7. Points of Contact. The FMWRC POC for this MOA is Gabriele Drechsel, Sr. Client Relations Manager, Telephone (703) 681-1622, e-mail Gabriele.Drechsel@us.army.mil. The US2 POC is Chuck Roth, 12110 Sunset Hills Road, Suite 450, Reston, VA 20190, Telephone (571) 323-5672, e-mail CRoth@US2llc.com; the Army G-1, Sexual Harassment/Assault Response and Prevention (SHARP) program POC is Carolyn Collins Telephone (703) 693-0764, e-mail Carolyn.R.Collins@conus.army.mil.

8. Term and Termination. The terms of this Agreement shall commence on the date the signed Agreement is received by the FMWRC and shall continue until 31 January 2012. Any party may immediately terminate this Agreement upon a material breach of any term or condition set forth herein. Notice in writing shall be provided to the party in breach. In the event that the Army G-1, Sexual Harassment/Assault Response and Prevention (SHARP) program's I AM STRONG campaign is terminated, FMWRC will refund the fee on a pro-rata basis.

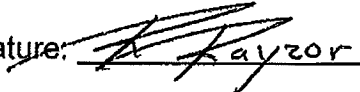
9. Entire Agreement. This Agreement contains the entire understanding between the parties hereto relating to the subject matter contained herein and supersedes any and all prior agreements, arrangements, communications, or representations, whether oral or written. This Agreement may not be amended, altered, modified, or changed except by an addendum signed by all parties hereto.

FMWRC:

US2 on behalf of the Army G-1,
SHARP Program:

By: Joseph A. Rayzor

By: _____

Signature: 

Signature: _____

Title: Director, Marketing

Title: _____

Date: 8 April 2011

Date: _____