

Directorate of Morale, Welfare, and Recreation
US Army Garrison-XXXXXX
XXXXXX

SOP 1-0-46

01 November 2008

MORALE, WELFARE, AND RECREATION, SALES AND MARKETING
REQUESTING MWR SPONSORSHIP SUPPORT
Standard Operating Procedures (SOP)

1. **PURPOSE.** The purpose of this SOP is to establish steps in submitting MWR Sponsorship Requests to the MWR Sales and Marketing Office and receipt of said sponsorship (enclosure 1).
2. **APPLICABILITY.** This SOP applies to MWR managers and points of contacts (POCs) that need sponsorship for MWR activities and events. Commercial sponsorship when secured is reserved for MWR activities and events. Non-MWR activities and events are excluded from this support.
3. **SCOPE.** This SOP establishes procedures for requesting sponsorship support for MWR activities and events.
4. **GENERAL.** This SOP outlines the steps MWR managers/event points of contacts must take to ensure the full support of the MWR Commercial Sponsorship Coordinator for MWR events. The MWR Commercial Sponsorship Coordinator will make every attempt to receive the amount of sponsorship requested. Sponsorship is designed to support your event by absorbing some of the cost, but it is not designed to totally cover the costs of your event. Failure to follow the steps outlined in this SOP will result in the limited capability or denial of sponsorship support
5. **PROCEDURES.**
 - a. The MWR POC requesting sponsorship must completely fill out the Sponsorship Request form, and have it signed by the MWR manager, if applicable. The completed form is due to the MWR Sales and Marketing office no later than 120 days prior to the event. If the manager/POC fails to get the request to the Commercial Sponsorship Coordinator 120 days prior to the event, the Sales and Marketing Director may deny the request. Disputes may be addressed to the Chief of NAF Resource Management.
 - b. All sponsorship requests are to be sent directly to the MWR Sales and Marketing Office, ATTN: xxxxxxxx. Once xxxxxxxx receives the request, xxxxxxxx will set up a time and date for a meeting to go over what type sponsorship the event requires, the Sponsorship regulation (enclosure 2), and to determine the "benefits" sponsors will receive for supporting the event. There must be a balance between what the event will get from the sponsors and the subsequent return on investment sponsors will see from the event. All event sponsorship request forms will then be reviewed by the MWR Sales and Marketing Director.
 - c. The MWR Sponsorship Coordinator will then solicit sponsorship for the event, keeping the manager/POC informed of progress. If all requested sponsorship is not acquired, the manager/POC will be notified in a reasonable amount of time to buy the needed items.
 - d. The MWR Commercial Sponsorship Coordinator works as the liaison between MWR managers/event POCs and the Sponsors during the entire solicitation process, as well as during the event. If there is an issue that arises, the Sponsorship Coordinator will be contacted to work the issue with the sponsor.

e. After the activity/event the manager or POC will provide requested feedback to the MWR Commercial Sponsorship Coordinator, to be included in the event After Action Report (AAR).

SOP 1-0-46

Date

4. REFERENCE, AR 215-1

1 Encl

Chief, NAF Resource
Management Division



**U.S. Army Community and Family Support Center
4700 King Street, Alexandria, Virginia 22302-4401**

January 23, 2006

Sylvia
Dear Mrs. Kidd:

On behalf of the U.S. Army Community and Family Support Center, I would like to thank you and the Association of the United States Army for your excellent support as a sponsor of the Army Family Action Plan program. Your commitment enables us to enhance the well-being of Soldiers and their families. The Association of the United States Army plays an integral part in the success of the program.

Again, thank you for your dedicated support. We look forward to continuing our strong relationship with you and the Association of the United States Army.

"MWR For All of Your Life!"

*We could not do this
without you.*

Sincerely,

**John A. Macdonald
Brigadier General, U.S. Army
Commanding**

**Mrs. Sylvia Kidd
Association of the United States Army
2425 Wilson Boulevard
Arlington, VA 22201**

Communications Record

Time: _____ Date: _____

Taken by: _____

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Subject: _____

Details: _____

Action: _____

Army Morale Welfare and Recreation Fund
 PO Box 340309
 Fort Sam Houston TX 78234

INVOICE	IVC0000798
Type	
Date	2/24/2014
Page	1

Bill to:

ZEPHYR MEDIA INC
 13601 PRESTON RD
 SUITE W311
 DALLAS TX 75240

Ship to:

ZEPHYR MEDIA INC
 13601 PRESTON RD
 SUITE W311
 DALLAS TX 75240

Purchase Order ID	Customer ID	Salesperson ID	Shipping Method	Payment Terms ID		
ADVERTISING FY14-012	ZEPHYR			N30		
Quantity	Item Number	Description	U. Of M.	Discount	Unit Price	Ext. Price
1	DIGITAL SIGNAGE	One Main Screen Slot for 3 months at an exposure rate of 1x per 10 minutes. Global Digital Signage. (on behalf of State Farm)	Each	\$0.00	\$7,500.00	\$7,500.00

EFT Information:
 Routing# - 121000248
 Acct # - 002000014869992
 **Please include H45187 and Invoice Number in Remittance

Subtotal	\$7,500.00
Misc	\$0.00
Tax	\$0.00
Freight	\$0.00
Trade Discount	\$0.00
Total	\$7,500.00

Zephyr-IVC0000798
 *Please remit payment to the above address, ATTN: IMWR-FMA and Include Invoice number in remittance

Army Morale Welfare and Recreation Fund
 Attn: Accounts Receivable
 PO Box 340309
 JBSA Fort Sam Houston TX 78234

Invoice	INV0000831
Date	11/24/2014
Page	1

Bill To:

ICE
 ATTN: JOHN CULLY
 11 TABBY RD
 HILTON HEAD SC 29928

Ship To:

ICE
 ATTN: JOHN CULLY
 11 TABBY RD
 HILTON HEAD SC 29928

Purchase Order No.		Customer ID	Shipping Method	Payment Terms	Due Date	Master No.
FY14009 AUG-NOV14		ICE		N30	12/24/2014	577
Fulfilled	Qty	Item Number	Description	Discount	Unit Price	Ext Price
1	Each	DIGITAL SIGNAGE	DIGITAL SIGNAGE	\$0.00	\$6,300.00	\$6,300.00
1	Each	ADVERTISING	ADVERTISING Army MWR Media-WebBanner/Main Homepage/ Off Duty Travel Homepage/Social Media (Facebook) Digital Signage (Worldwide)	\$0.00	\$7,200.00	\$7,200.00

Subtotal	\$13,500.00
Misc	\$0.00
Freight	\$0.00
Amount Received	\$0.00
Trade Discount	\$0.00
Total	\$13,500.00

*Please remit payment to the above address and
 include the invoice number in remittance

Army Morale Welfare and Recreation Fund
 PO Box 340309
 Fort Sam Houston TX 78234

Invoice	INV0000487
Date	7/21/2014
Page	1

Bill To:

GENERAL MOTORS CORPORATION
 ROSE SPAULDING
 GENERAL MOTORS CORP. MAIL CODE 482-A1
 DETROIT MI 48265-1000

Ship To:

GENERAL MOTORS CORPORATION
 ROSE SPAULDING
 GENERAL MOTORS CORP. MAIL CODE 482-A1
 DETROIT MI 48265-1000

Purchase Order No.	Customer ID	Salesperson ID	Shipping Method	Payment Terms	Req Ship Date	Master No.	
FY14-0011	GENERAL MOTO			N30	7/31/2014	403	
Ordered	Shipped	B/O	Item Number	Description	Discount	Unit Price	Ext. Price
2	1	0	SPONSORSHIP	2014 Soldier Show/ Ride&Drive/Interactive Car Display Tour	\$0.00	\$75,000.00	\$75,000.00
EFT Information: Routing# - 121000248 Acct # - 002000014869992 **Please include H45187 and Invoice Number in Remittance							

*Please remit payment to the above address, ATTN:
 IMWR-FMA and include invoice number in remittance

Subtotal	\$75,000.00
Misc	\$0.00
Tax	\$0.00
Freight	\$0.00
Trade Discount	\$0.00
Total	\$75,000.00

Generate Revenue With Social Media

BLUF: Run sponsored contests on Facebook and generate revenue.

How:

1. Research the price of holding a Facebook contest through a third party/ platform (there is a large number of companies available for use. If beneficial
2. Inquire a company to sponsor a contest for a month. Amount the sponsor would pay is based off= (price of contest+ cost or prize/in kind prize+ cost of marketing contest +our fee)
3. Then run contest (assuming rules, prizes, and all other official requirements/steps of a typical online contest conducted) and promote contest to Facebook users and customers on the web.
4. Collect money from sponsor and award contest prize.

Example: Fort Riley ran a Facebook contest sponsored by American Airlines. Marketed through information briefs (newcomers, command, FRG, etc.), website and Facebook posts (all advertising was through free channels). The customer was required to read and accept rules & information sharing policy, then had to submit a story no longer than (XX) number of words explaining why your soldier should win a trip to Chicago. All stories were on Facebook under the contest tab and could be read by anyone who wanted which was explained in the rules. Someone in the department would check daily on new stories to make sure all submissions were appropriate. Many stories were submitted and our marketing department narrowed down the best stories to a total of "the top ten". Then we asked (as a perk not written out in the contract) American Airlines if they would like to pick the Winner out of our top 10 stories. American Airlines loved being able to pick the winner because they actually got to read 10 compelling and often emotional stories from soldiers/spouses/family members and pick who they wanted to receive the prize they paid for. So the sponsor got to see exactly who reaped the benefit of their sponsorship. Then complete the proper steps of verification, prize awarding, and execution. (This is one example, we did many more contests like photo contests, stories of pre-deployment/redeployment favorite meals, and many others based on the sponsor and prizing.)

Benefits:

1. Generate revenue
2. Building sponsorship relationships requiring smaller amounts that may develop relationship in turn leading to large sponsorships.
3. Sponsor gets the emotional impact of who they are helping as opposed to just giving money us money and seeing a write up at the end of their sponsorship (I believe this motivates the sponsors to want to help this customer base more equaling more sponsorships)
4. Provides sponsorship opportunities for smaller start up businesses or businesses with a smaller budget

5A

PREPARED CARD

OK



**Register for a
FREE
PRIZE.**

Name: _____
 Last First Middle

Pay Grade/Rank: _____ Date of Birth: ____/____/____
 MM DD YYYY

My USAA Membership Status:
 I am a USAA member. USAA #: _____ (Please update my USAA information.)
 I authorize USAA to retain the personal information I am providing.

Military Status:
 Active Duty Drilling for Pay First Enlistment Date: ____/____/____
 Retired Separated Commission Date: ____/____/____
 - or - MM YYYY

Branch of Service:
 Army Marine Corps Navy Source of Commission: _____
 Air Force Coast Guard (if applicable)

Component:
 Active Guard Reserve Date Retired or Separated: ____/____/____
 (if applicable) MM YYYY

Are You a Military Family Member?
 Spouse Son/Daughter Discharge Status: (if applicable)
 Honorable General Other

Address: _____
 Street/P.O. Box City State Zip

Home Phone: (____) _____
 Cell Phone: (____) _____

*E-mail: _____

No purchase is necessary to enter or win. See Official Rules on reverse for details. Information provided for USAA use only and will not be sold or provided to non-affiliated third parties. Use of the term "member" does not convey any legal, eligibility or ownership rights. Membership rights are limited to eligible policyholders of United Services Automobile Association. Eligibility may change based on factors such as marital status, rank, or military status. Contact us to update your records.
 *Information provided for use by USAA and each of its affiliates to identify you and for permissible business purposes.

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CHECK THE BOXES for the products and services for which you would like to receive additional information. Learn more at usaa.com/military.

Auto/Property Insurance			
<input type="checkbox"/> Auto	252	Investments	
<input type="checkbox"/> Homeowners/Renters	253	<input type="checkbox"/> Mutual Funds	268
<input type="checkbox"/> Valuable Property Protection	253	<input type="checkbox"/> IRAs/Rollovers	261
<input type="checkbox"/> Renters	254	<input type="checkbox"/> Automatic Investment Plans	268
<input type="checkbox"/> Business ¹	255	<input type="checkbox"/> Brokerage Products	269
<input type="checkbox"/> Flood ²	256	<input type="checkbox"/> College Savings	270
Financial Planning Services		Life Events	
<input type="checkbox"/> Free Financial Assessment	257	<input type="checkbox"/> Deployment Assistance	275
<input type="checkbox"/> Complete Line of Financial Plans	258	<input type="checkbox"/> PCS	276/MAC01
Life Insurance		<input type="checkbox"/> Commissioning	277
<input type="checkbox"/> Life Insurance	259	<input type="checkbox"/> Military Separation	278/MAC02
<input type="checkbox"/> Long-Term Care Insurance ³	260	<input type="checkbox"/> Retirement	279/MAC03
<input type="checkbox"/> Annuities	261	<input type="checkbox"/> Survivorship Planning	281/MAC04
		<input type="checkbox"/> Getting Married	282/MAC05
		<input type="checkbox"/> Having a Baby	272/MAC06
Member Services-Special			
USAA Member Discounts On:			
<input type="checkbox"/> Home Security	271		
<input type="checkbox"/> Car Rental	273		
<input type="checkbox"/> Flowers	274		
Real Estate Services			
<input type="checkbox"/> USAA Movers Advantage ⁴	266		

Investment and insurance products are not deposits, not insured by FDIC or any government agency, and bank guaranteed investment and certain insurance products may lose value. Check your box above gives USAA authority to place the proposal in condition you are providing. Real estate assistance is provided through USAA Real Estate Services, Inc. (USAA Real Estate Services, Inc. is licensed real estate broker). Business insurance offered through the USAA Insurance Agency, Inc. or USAA of Texas Insurance Agency (CA Lic # 0078395, TX Lic # 70963) (USAA Insurance Agency, Inc. is licensed real estate broker). Company (through an arrangement with the Federal Emergency Management Agency, San Antonio, TX) each company has some financial responsibility for its own products. USAA Life General Agency, Inc. (USAA Life General Agency, Inc. is licensed in CA and NY for USAA Health and Life Insurance Agency), acts as the agent for select insurance companies to provide long-term care insurance to USAA members. USAA representatives are salaried and receive no commission. Some of these companies which can make compensation based on the total quantity and quality of insurance coverage purchased through USAA. Agents not available in all states. No purchase necessary to enter or win. A purchase will increase your chances of winning. Prize probability USAA (table of each) subject to change without notice and DOB or your USAA number (table of each) on prize and the responsibility of the sponsor. Prizes are not cashed in until you are present to win. Prizes are subject to change and no cash alternatives will be offered. Odds for USAA Sponsor (the sponsor) shall be based on the number of entries. Winner's name will be drawn at random at the end of the period. Winner will be notified by email, email or phone. If not present at drawing, mail the envelope to the drawing. For a list of winners, contact USAA Military Affairs, 9901 Fredericksburg Rd., San Antonio, TX 78268, or call (800) 533-USA1. *Part made of a non-proprietary and casualty insurance product does not establish liability or membership in USAA property and casualty insurance companies. USAA makes United Services Automobile Association and its affiliates. Property and casualty insurance provided by United Services Automobile Association and its affiliates companies. San Antonio, TX and is available only to persons eligible for P&C plans membership. Each company has some financial responsibility for its own products. Investments (USAA) provided by USAA Investment Management Company, and USAA Financial Advisors, Inc. (USAA Financial Advisors, Inc. is a registered broker-dealer. Financial planning services and financial advice provided by USAA Financial Planning Services, Inc. (USAA Financial Planning Services, Inc. is a registered broker-dealer. Life insurance and annuities provided by USAA Life Insurance Company, San Antonio, TX, and in New York by USAA Life Insurance Company of New York, Highland Falls, NY. Each company has some financial responsibility for its own products. Investments and Member Services provided by USAA Alliance Services LLC. No federal endorsement of sponsor. Approved by USAA 2/11/11 139-258-3751



Chapter 12: Appendices

- A Department of Defense Instruction 1015.10, Enc. 11 and 12
- B Army Regulation 215-1, Chapter 11; MWR Events definition
- C Policy Memorandum Army Ten Miler
- D Policy Memorandum Army Birthday Ball
- E Policy Memorandum Commercial Sponsorship Policy
- F Listing of Websites to Policies
- G Designation Memorandum Template
- H Commercial Sponsorship Agreement Template
- I Commercial Advertising Agreement Template
- J Agreement Addendum Template
- K Policy Memorandum Off-Post Financial Institutions
- L Annexes A and B to OPORD 15-014: Educational Institution Request for Access to Army Installation/Activity and Educational Disclosure/Checklist
- M IMCOM Operations Order OPORD 15-014 Access to Army Installations by Educational Institutions/FRAGO – Annex C
- N Sponsorship Request Form
- O Authorized and Prohibited Use of NAFs
- P Organizational Inspection Program (OIP) Checklist
- Q Sample Invoice
- R Sponsorship Opportunity Audit/Post Event Report
- S Sample Memorandum of Agreement (MOA)
- T Sponsorship/Advertising Solicitation Pieces
- U Overall Planning Worksheet
- V Setting Goals and Objectives
- W Building a Budget Worksheet
- X Events News Release
- Y Sample Action Plan
- Z Job Description Worksheet
- AA Communication Record
- BB Asset Inventory/Pricing Checklist
- CC
- DD Events Benefits Checklist
- EE Pricing Worksheet
- FF IEG Pricing Workbook
- GG Sample Proposals

Communications Record

Time: _____ Date: _____

Taken by: _____

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Subject: _____

Details: _____

Action: _____



PERSONNEL AND
READINESS

OFFICE OF THE UNDER SECRETARY OF DEFENSE
4000 DEFENSE PENTAGON
WASHINGTON, D.C. 20301-4000



MAR 25 2004

MEMORANDUM FOR ASSISTANT SECRETARY OF THE ARMY (M&RA)
ASSISTANT SECRETARY OF THE NAVY (M&RA)
ASSISTANT SECRETARY OF THE AIR FORCE (MR)


SUBJECT: Commercial Sponsorship Policy

This memorandum provides interim Department of Defense policy guidance concerning commercial sponsorship as delineated in DoD Instruction 1015.10, *Programs for Military Morale, Welfare and Recreation (MWR)*. Paragraph E9.1.1 of the Instruction defines commercial sponsorship as "the act of providing assistance, funding, goods, equipment (including fixed assets) or services to an MWR program(s) or event(s) by an individual, agency, association, company, corporation or other entity for a specific (limited) period of time in return for public recognition or advertising promotions."

Unless a specific waiver to accept commercial sponsorship exists, only authorized DoD MWR programs may accept commercial sponsorship. Non-MWR organizations, including those authorized to operate on DoD installations, may not accept commercial sponsorship. The Military Departments shall ensure that procedures are in effect to comply with this policy. The current waivers to this policy for the Army Family Team Building programs and the Army Family Action Plan shall remain in effect.

The Military Departments shall also ensure that procedures exist for DoD MWR organizations to decline commercial sponsorship offers that do not reflect favorably upon the Department of Defense. In addition, the Military Departments shall ensure commercial sponsors do not obtain personal contact information from attendees at MWR programs or events without the express written consent of the attendee.

DoD Instruction 1015.10 will be revised to reflect this guidance. Please direct your questions to Colonel Michael Pachuta or Mr. James Ellis, MWR Policy Office by telephone at (703) 602-5001 or DSN 332-5001.


Charles S. Abell
Principal Deputy



Overall Planning Worksheet

Activity:

POC: _____ Phone: _____

Fax: _____ e-mail: _____

Event/Program Name: _____

Date: _____ Location: _____

Description

Overview of Event/Program: _____

Demographics

Expected Attendance: _____
Targeted Audience: Age _____ Rank _____
_____ % Men _____ % Women

Event/Program History

Year Founded: _____
Brief History: _____

Past Sponsors: _____

Goals and Measurements (what specifically will this activity achieve?)

Goal 1: _____

Goal 2: _____

Goal 3: _____

Measurement of Goal: _____

Project Management

	<u>Name</u>	<u>Phone/Fax/e-mail</u>
Chairperson/Main POC:	_____	_____
Sponsorship Office:	_____	_____
Installation Support	_____	_____
Volunteers:	_____	_____
Publicity:	_____	_____
Program/Entertainment:	_____	_____
Documentation:	_____	_____
Other:	_____	_____
Other:	_____	_____

Project Start Date: _____

Meeting Schedule:

Documentation

On-Site Photography: _____

On-Site Videography: _____

Key Items to Track (Ticket Sales, Concession Sales, etc.)

Item		How to Track
_____	1	_____
_____	2	_____
_____	3	_____
_____	4	_____
_____	5	_____
_____	6	_____
_____	7	_____

Sponsorship Manager's Report

Name of event: _____

Location of event: _____

Sponsorship manager: _____ Phone: _____

Date(s) of event: _____

Number of sponsors involved: _____

Sponsors' names and involvement with event:

Name	Event	Value
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Recommendation for next year:

A listing of all VIPs and other sponsor representatives who attended or participated in the event:

Attachments: On-site photographs, video tapes, etc.
 Copies of sponsorship agreements

Any additional questions, please call _____

Thank-yous:

Signed by	Recipient (sponsor)	Date Sent
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Final mementos:

Signed by	Recipient (sponsor)	Date Sent
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Wrap-up meeting date: _____

Progress Report

Project Name: _____

Subject: _____

_____ **Date:** _____

To: _____ _____	<input type="radio"/> Telephone Conversation
From: _____ _____	<input type="radio"/> Memorandum
	<input type="radio"/> Meeting Record
	<input type="radio"/> Project Change
	<input type="radio"/> _____
	<input type="radio"/> _____

Participants: _____

Details: _____

Distribution:

Fax Mail Invoice _____

Fax No. () _____

EVENT BENEFITS CHECKLIST

Let's look at this list and see what components are important to help you achieve your business objectives. We can then customize a program to meet your specific needs.

- Radio commercials
- Newspaper advertising
- Television
- Transit (bus and rail) cards
- Metro brochures
- Booth
- Float in parade
- Presence at Opening Ceremonies
- Participation in _____
- Volunteer recognition
- Golf classic
- Banners
- Hospitality
 - Customers
 - Clients
 - Staff
 - Employees
- Sampling
- Product sales
- Audio announcements
- On-site signage
- Program guide
- Public relations
- Internet
- Sales promotion
- Database development
- Contests
- Premiums
- Cross-promotion with other sponsors
- Meet other sponsors
- Category exclusivity

Other:

Based on this discussion, the best partnership would be the _____

Let's walk through that right now to ensure that we have met all your needs.

"Name of Event ... contact information"