

# SPONSORSHIP & ADVERTISING

UNITED STATES ARMY GARRISON RHEINLAND-PFALZ



U.S. ARMY





# GUTEN TAG, FROM U.S. ARMY GARRISON RHEINLAND-PFALZ!



## OUR BRAND

At United States Army Garrison Rheinland-Pfalz (USAG-RP) Family and Morale, Welfare and Recreation (Family & MWR), we **connect brands** with one of the most **influential** and **loyal markets** in Europe. Our programs deliver recreation, sports, entertainment, travel, and leisure activities that attract **thousands of participants** each year, creating **unmatched opportunities** for **visibility** and **engagement**.

With a footprint spanning **Baumholder, Kaiserslautern, Landstuhl, Sembach,** and surrounding areas, USAG-RP reaches a **powerful audience** of **more than 42,000 Soldiers, Families, Civilians and Retirees**. This community is **diverse, highly mobile,** and **brand loyal**, making them a **prime audience** for **meaningful partnerships**.

By aligning with Family & MWR, your business gains **direct access to this market** while **supporting programs that strengthen morale, readiness, and retention**.

When you advertise with us, you're not just placing your logo, you're **positioning your brand at the heart of the U.S. Army community** in Germany.

### The Power of Partnership



- Exclusive access to one of Europe's largest U.S. military populations
- Brand loyalty among Soldiers and Families who value community support
- Premium visibility through on-site, digital, and print advertising



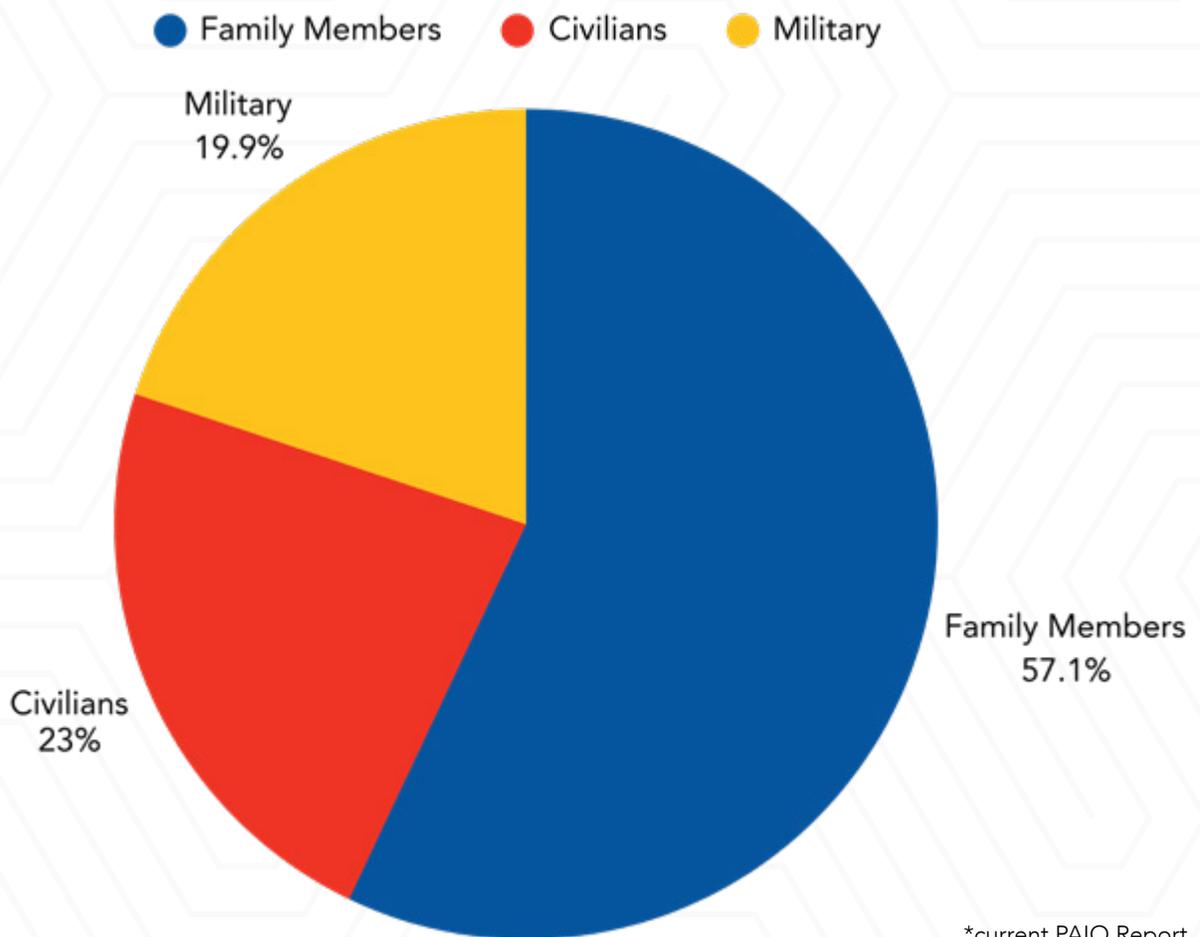
### Align your Brand with the Strength of the U.S. Army in Europe

- Reach an engaged, stable, and diverse audience
- Showcase your products and services where they matter most
- Support programs that directly benefit Soldiers and their Families

# DEMOGRAPHICS



- **Half** of all active duty Soldiers are **under 30**.
- Soldiers and DoD Civilians rotate duty stations every 2–3 years, creating a **highly dynamic and mobile community**.
- More than **42,000 Soldiers, Family Members and Civilians** enjoy steady income making them a powerful consumer audience.



\*current PAIO Report

## WHY IT MATTERS FOR YOUR BRAND

Partnering with USAG-RP Family & MWR puts your business in front of a **loyal, diverse, and financially stable audience** of **over 42,000 people**. This community values companies that support their lifestyle and well-being, creating **meaningful opportunities** for **long-term brand alignment**.

**SUPPORT SERVICE MEMBERS & FAMILIES.  
GROW YOUR BRAND WITH THE U.S. ARMY COMMUNITY.**

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# SERVICE CREDIT UNION



“Service Credit Union is honored to stand alongside USAG Rheinland-Pfalz MWR, supporting community events that bring service members, families, and neighbors together.”

- Tye Jacobson, Vice President – Overseas Operations, Service Credit Union

# SPONSORSHIP



## INCREASE YOUR VISIBILITY

with the U.S. Army consumer through **event sponsorship**. Whether you are a current partner or new to this market, sponsorship helps you **build sales** and **promote lasting brand loyalty**.



## MONETARY INVESTMENT

allows your company to sponsor our community events. **Your contribution** underwrites crucial costs, including entertainment, transportation, prizes, and supplies that **make our programs possible**.



## IN-KIND DONATIONS

offer another **powerful way to provide support**. Your direct contribution of products or services such as food, prizes, or travel tickets **enhances our programs** and **boosts event participation**.

**SPONSORSHIP WITH FAMILY & MWR IS MORE THAN MARKETING, IT IS MEANINGFUL PARTNERSHIP.**

**HEIGHTENED EXPOSURE**

**SHOWCASE PRODUCTS**

**BOOST BRAND RECOGNITION**

**COMMUNITY CONNECTION**

**POSITIVE REPUTATION**

**INCREASE YOUR SALES**

# SPONSORSHIP TIERS

TIERS	ADVERTISING LOCATIONS	SPONSOR RECOGNITION*	SPONSORS TABLE AT FMWR EVENTS	SPONSORS TABLE AT MAIN EVENTS	FIREWORK SPONSOR
<b>DIAMOND</b> 50,000 €	 2 LOCATIONS	 12 MONTHS	 2 EVENTS	 ALL MAIN EVENTS	
<b>PLATINUM</b> Starting at 30,000 €	 1 LOCATION	 6 MONTHS	 1 EVENT	 4 MAIN EVENTS	
<b>GOLD</b> Starting at 20,000 €	 1 LOC. FOR 9 MONTHS	 3 MONTHS		 3 MAIN EVENTS	
<b>SILVER</b> Starting at 10,000 €	 1 LOC. FOR 6 MONTHS	 2 MAIN EVENTS		 2 MAIN EVENTS	
<b>BRONZE</b> Starting at 5,000 €	 1 LOC. FOR 3 MONTHS	 1 MAIN EVENT		 1 MAIN EVENT	
<b>CUSTOM</b> Pricing upon request	Select the number of advertising locations, events, table preferences, and duration, and we will provide you with a custom quote tailored to your preferences and advertising needs!				

*\*includes both USAG-RP Family & MWR websites, posts on social media pages, digital flyers, billboards, and print advertising for selected events.*



BMW Military Sales

Military Discounts

Trade IN



“We have been sponsoring and advertising with MWR and their amazing events for over a decade. I have encountered professionalism across all facilities and staff. We love being part of the KMC community and MWR helps us do that!

- Sharon Grubert, Customer Care, Bavarian Motor Cars GmbH

# DIGITAL ADVERTISING

## WEBSITE

Your ads on a **trusted site** used daily by Soldiers, Families and Civilians.

## SOCIAL MEDIA

Targeted **promotions** on our social media pages **reaching thousands** instantly.

## DIGITAL BILLBOARDS

**High-visibility placements** on billboards perfect for **maximum exposure** and **brand recall**.

## INDOOR SCREENS

Dynamic ads displayed on indoor screens keeping **your brand front and center** where Soldiers, Families and Civilians gather.

Websites and  
Social Media  
Pages



Stationary  
& Mobile Billboards



40+ Indoor  
Screens



## WHY IT MATTERS FOR YOUR BRAND

Our **digital advertising** puts **your brand** in front of Soldiers, Families & Civilians **every day** on the official Family & MWR **website**, **social media**, **digital billboards**, and **facility screens**. Reach **high-traffic, high-engagement spaces** with **flexible placements** that keep your message fresh and campaign-ready year-round.

# PRINT ADVERTISING

## FACILITY POSTERS & BANNERS

Prominent placements with **targeted circulation** across the Rheinland-Pfalz footprint.

## EVENT PROGRAMS & MAGAZINES

Reach audiences during **high-attendance events** and ongoing campaigns.

## ON-SITE MATERIALS

Counter **wraps**, **floor decals**, **wall clings**, **table tents** and more!

## WELCOME GUIDES / NEWCOMER PACKETS

Placed **directly in the hands** of incoming **Soldiers**, Families and Civilians.

## FACILITY INFO & SCHEDULES

Practical items that get **used (and seen) daily**.

## WHY IT MATTERS FOR YOUR BRAND

**Print advertising** creates a **lasting presence** across the garrison's **most trusted facilities**.

Posters, banners, event programs, and facility wraps deliver **strong visibility** where Soldiers, Families and Civilians gather such as VAT offices, gyms, recreation centers, and more.

These touchpoints keep **your brand front and center**, **reinforcing recognition** long after events or promotions.



# SPECIAL EVENTS

When you back our events, **your brand** gets a **front-row seat to the energy** and **interactions that define our Military community**. Sponsorship connects you directly with Soldiers, Families and Civilians living and working in Germany.

**SEASONAL BAZAARS**

**MONTH OF THE MILITARY CHILD FEST**

**INDEPENDENCE DAY CELEBRATION**

**HOLIDAY TREE LIGHTING**

**ARMED FORCES ENTERTAINMENT SHOWS**

...and more!

## WHY IT MATTERS FOR YOUR BRAND

By sponsoring special events with USAG Rheinland-Pfalz Family & MWR, **your brand becomes part of the celebrations** that shape **lasting memories** for our **military community**.





“Partnering with USAG Rheinland-Pfalz Family and MWR has been invaluable for Patriot Military Automobiles (PMA), significantly boosting our brand visibility and connecting PMA with hundreds of U.S. Service Members and their Families at each event or on Social-Media platforms. This partnership has not only strengthened PMA’s Community engagement but has also reinforced our mission to proudly serve those who serve.”

- Thomas Pistulka, Client Retention & Marketing Specialist, Patriot Military Automobiles

# SPORTS & FITNESS



Our **Fitness Programs** help keep Soldiers, Families, and Civilians active, healthy, and mission-ready. From **competitive leagues to recreational fun**, we offer something for everyone.

**5K AND 10K RUNS**  
**INTRAMURAL LEAGUES**  
**SPORTS TOURNAMENTS**  
**FITNESS COMPETITIONS**  
**GOLF TOURNAMENTS**

...and more!

## OPPORTUNITIES

### APPAREL SPONSORSHIPS

Put **your logo** on team jerseys, race shirts, or staff gear!

### RACES & RUNS

Be the **title sponsor**, provide branded giveaways, or serve as the **lead car** at community runs.

### SPORTS & LEAGUES

Sponsor intramural and varsity **competitions** across basketball, soccer, softball, and more.

### GOLF SPONSORSHIP

Golf Cart Wraps - Turn every round into a rolling ad!

### SCORECARDS & BENCHES

Keep **your brand in sight** during every game!

### DRIVING RANGE PACKAGES

Signage or **exclusive promotions** at the range.



Photo by Linda Lambiotte



# ROLLING HILLS GOLF COURSE



*“Nestled in the heart of lush rolling hills and woodland, the Rolling Hills Golf Course is a green oasis offering panoramic vistas of the scenic landscape around.”*

# OUTDOOR RECREATION



Outdoor Recreation **delivers unique programs** that bring Soldiers, Families, and Civilians together while fostering fitness, skills, and adventure. These events offer sponsors a **chance to align** with some of the **most active and engaged members of our community.**



## KEY PROGRAMS & EVENTS

- GERMAN HUNTING COURSES
- SPORT SHOOTING COURSES
- ADVENTURE & RECREATION
- TRAVEL GIVEAWAYS
- DOG OBEDIENCE TRAINING
- GERMAN FISHING COURSES



Sponsors can be part of **exciting campaigns** that not only highlight their brand but also **provide opportunities** to support **trips, outdoor challenges, and hands-on experiences**, placing them directly in the heart of the adventure.

# BOSS PROGRAM



The Better Opportunities for Single Soldiers Program (BOSS) aims to improve the **quality of life** for **Single or Unaccompanied Soldiers** in Germany by **promoting community engagement and responsibility.**



## WHY IT MATTERS FOR YOUR BRAND

**Reach the Core Audience:** Connect directly with **young, active-duty Soldiers** the most social, motivated, and **brand-aware segment of the military community.**

**Engage Authentically:** Be part of **hands-on events** like gaming tournaments, outdoor adventures, sports, and volunteer projects that **create real connections.**

**Build Trust and Loyalty:** Show your support for Soldier well-being and **strengthen your brand's** reputation within the military community.



### BOSS KEY PILLARS

- Single Service
- Member Day
- Life Skills Classes
- Monthly Meetings
- High Adventure, Trips
- Volunteer Opportunities

# AUTOMOTIVE SKILLS CENTERS



Automotive Skills Centers are a **hub for our community** that wants to keep their vehicles in top shape. These facilities not only provide **essential services** but also create opportunities for sponsors to engage with a **highly car-focused community**.

## KEY OPPORTUNITIES

### CAR SHOWS

High-visibility events that draw **large crowds** of **car enthusiasts**.

### SEASONAL SAFETY DAYS

**Community-focused events** promoting vehicle and driver safety, offering a chance to **connect with our community** in meaningful ways.

### FACILITY AND CAR WASH ADVERTISING

Promote your brand at our on-site car washes, where **thousands of Soldiers, Families and Civilians** maintain their vehicles.

## WHY IT MATTERS FOR YOUR BRAND

With **multiple Automotive Skills Centers** across Rheinland-Pfalz your brand gains visibility in a **unique, trusted environment** where vehicles and community life go hand-in-hand.

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# CHILDREN & FAMILIES

Family & MWR is dedicated to providing children and parents with **engaging, fun,** and **meaningful programs year-round.** These events **keep kids active, help families connect,** and **strengthen our Military community.**

## KEY OPPORTUNITIES

**MONTH OF THE MILITARY CHILD**

**TRUNK OR TREAT**

**YOUTH SPORTS**

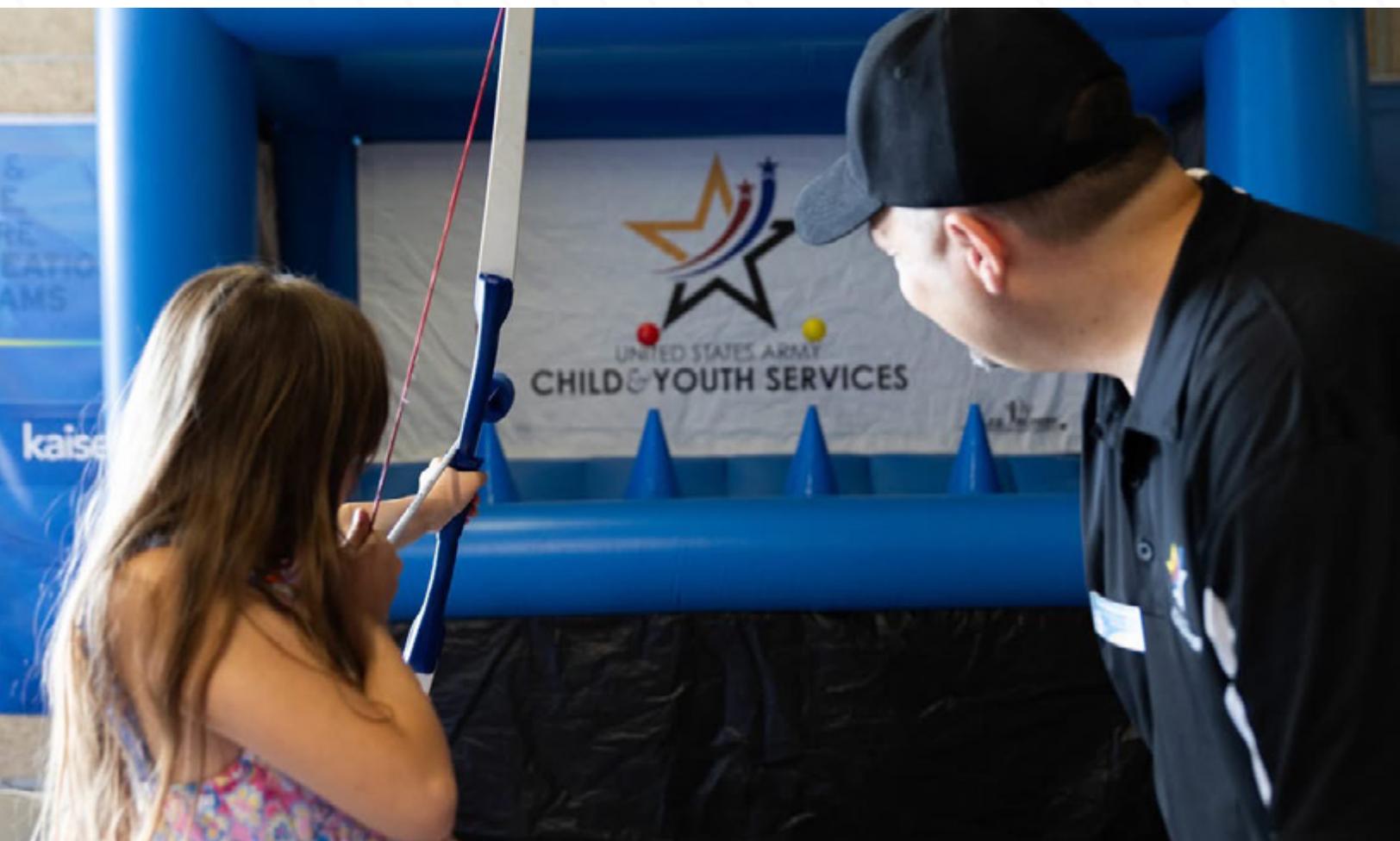
**JOB FAIRS**

**VOLUNTEER RECOGNITION**

**SUMMER READING PROGRAMS**

## WHY IT MATTERS FOR YOUR BRAND

Sponsorship of Children & Family programs allows your brand to **connect with parents** and **kids** in memorable ways, **building goodwill** while **supporting activities** that **make life brighter** for Military Families.



# OUR PROCESS

1

## CONTACT

Reach out to the **Sponsorship & Advertising Sales Manager** in Rheinland-Pfalz. Share your **enthusiasm** and your **preferred timeline** for beginning your **advertising** or **sponsorship journey**.



2

## PROPOSAL

Once our Sponsorship Manager understands your needs, **we'll assemble a proposal** and **estimate for you**.



3

## AGREEMENT

After you give the **green light** on the terms, we will **craft an agreement** that needs to be settled prior to kicking off any operations.



4

## LEGAL REVIEW

For your event promotion or ad, remember, **legal reviews take time**. Expect up-to 4 weeks for it to pass through the legal department.



5

## EXECUTION & PAYMENT

We've **squared away the agreement**, received the payment, and now we're all set to roll! The Marketing team will begin **executing the terms of your agreement**.



# READY TO WORK WITH FAMILY & MWR

Partnering with us gives your business **direct access** to the **U.S. Army community in Europe**, a **powerful, diverse market** of Soldiers, Families, Retirees and Civilians.

## WHY PARTNER WITH US?

### BOOST SALES & VISIBILITY

Reach **American consumers** living in Germany who carry your **brand recognition** back to the U.S. and beyond.

### ENGAGE WITH A LOYAL AUDIENCE

Soldiers and Families **value the businesses** that **support their lifestyle**.

### SHOWCASE YOUR BRAND

Connect through **on-site events**, digital advertising, and community engagement.

### BUILD GOODWILL

Support programs that **directly enhance quality of life** for the U.S. Army in Germany.

*We connect you with one of the most unique and diverse markets in Europe backed by the strength of the U.S. Army.*

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OR  
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CONTACT US TODAY:**



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**FOR SOLDIERS | FOR FAMILIES | FOR RETIREES | FOR CIVILIANS**  
**U.S. ARMY GARRISON RHEINLAND-PFALZ FAMILY & MWR**