



Defense Logistics Agency
Hart-Dole-Inouye Federal Center
Morale, Welfare & Recreation

Sponsorship & Advertising Prospectus

Fast Facts

DEFENSE LOGISTICS AGENCY America's Combat Logistics Support Agency



DLA's mission is to provide best value integrated logistics solutions to America's Armed forces and other designated customers in peace and in war, around the clock, around the world. DLA's mission is to support the Warfighters. DLA provides nearly 100% of Services' subsistence, fuels, medical, clothing and textiles, construction and barrier material.

DLA employs about 25,000 military and civilian personnel

Provides more than \$40 Billion in goods and services annually

What is MWR Battle Creek?

Morale, Welfare and Recreation (MWR) programs offer community support and boost quality of life for employees, military members, their families, and surrounding installations. MWR Battle Creek is located at the Hart-Dole-Inouye Federal Center located in Battle Creek, Michigan at 74 Washington Ave N. MWR services and programs include fitness centers, a robust ticketing and travel program (ITR), an equipment rental program, family advocacy programs, a gift shop, and year-round installation events.

Estimated military presence (soldiers & retired) within a 75 mile radius of the HDIFC: 32,820

There are approximately 10,675 veterans within Calhoun County (va.gov)

What is the Hart-Dole-Inouye Federal Center (HDIFC)?

The Hart-Dole-Inouye Federal Center, formerly the Battle Creek Federal Center, has served as a sanitarium, military hospital, and offices. The building was listed in the National Register of Historic Places in 1974 and includes 21 buildings on 24 acres. There are approximately 1,937 employees employed at Hart-Dole-Inouye Federal Center who work to support the mission of the Warfighter. The HDIFC consists of several agencies including:

Army: 3

Defense Logistics Agency (DLA): 1155

Department of Homeland Security (DHS): 128

Department of Labor (DOL): 1

Federal Protective Service (FPS):

General Services Administration (GSA): 67

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Commercial Sponsorship & Advertising **FAQs**

What is Commercial Sponsorship?

MWR Battle Creek's Commercial Sponsorship Program offers you, the Sponsor, the opportunity to present your company's message in a variety of creative ways to the military and civilian community. Sponsorship gives you access to our customers, helps you build goodwill and creates brand recognition among this loyal and growing market. Sponsorship seeks to partner local businesses with MWR programs, services or events which will enhance the workforce's experience while providing a benefit to the community. Sponsorship can be paid by cash or in-kind.

Benefits of Commercial Sponsorship and Advertising

- Face-to-face contact with the military and DoD civilian market.
- Installation-wide events, festivals, promotions, family programs and entertainment.
- Advertising distributed across the HDIFC in Battle Creek and Social Media.
- Generate good will and positive relationships.
- Improve or create brand recognition and loyalty.
- Drive business through your doors with distribution of gift certificates, coupons and promotional material.

How much will it cost?

The cost of sponsorship varies depending upon the level of sponsorship you choose for your company.

How do I become a Sponsor and/or Advertiser?

We may solicit you to be a sponsor or you may come to us to request a proposal. Solicited sponsors are selected in a competitive process similar to awarding a contract. In all cases, a formal agreement outlining our mutual obligations and responsibilities is signed by both parties.

What is Available for Sponsorship?

We can help you reach our unique military market through both print and digital media channels associated with MWR Battle Creek programs.

Print and Digital Media:

MWR Battle Creek has a weekly newsletter, Wellness Wednesday that goes out to internal and external patrons with a subscribership of over 600. Our website, social media, or digital media throughout the installation allow us to target specific groups where key messages can reach your target market.

Product Sampling and Demonstration:

Place your product directly in the hands of your target market through sample distribution or displays. Arrangements can be made for on-site sampling, demonstrations and coupon distribution in conjunction with event/program promotion.

You can promote your business and services at six installations:

**Headquarters' Complex, VA | Richmond, VA | Columbus, OH
Susquehanna, PA | San Joaquin, CA | Battle Creek, MI**

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MWR Battle Creek Annual Events

Event Table Sponsor Opportunities Include:

- Six foot table and two chairs
- Disseminate corporate information
- Interact with the HDIFC personnel
- Samples, promotional items, coupons, etc.

CHILDREN'S HOLIDAY PARTY

December | \$150 (Logo Sponsor) | \$375 (Event Table) | Other Opportunities

Annual Christmas Party hosts Santa and his helpers Santa photos, bounce house, cake walk, popcorn, cocoa, bingo with prizes and more to get the family in the holiday spirit.

WINTER WELLNESS HEALTH FAIR

February | \$150 (Logo Sponsor) | \$375 (Event Table) | Other Opportunities

Come in and discover a wide range of topics regarding you and your family's health. From the health of your children to the health of your parents, learn about the many programs that are available to improve quality of life. Demonstrations such as Massage Therapy, Reiki, and Accupuncture, and more.

SPORTS AND FITNESS EXPO

March | \$150 (Logo Sponsor) | \$375 (Table Sponsor)

The annual Sports & Fitness Expo event is aimed at showcasing an array of healthy products and services from various wellness companies. Companies have tables setup to share information and resources with attendees. This event typically features doorprize giveaways, fitness demos, and other health related services. Event Attendances: 100 - 250

MWR BATTLE CREEK EXPO

May | \$150 (Logo Sponsor) | \$375 (Table Sponsor)

Annual Showcase of MWR Battle Creek Programs and services.

FAMILY DAY 2023

August | \$375 (Table Sponsor)-\$1500 (Title Sponsor),
\$350 Refreshment Sponsor, \$450 (Recreation Sponsor)

MWR Battle Creek will also be hosting it's Annual Family Day with food trucks, Archery Hoverball, Bounce House, cotton candy, popcorn, slushies, and more...

HARVEST FEST/ \$150-\$1500

October

\$1500 (Title Sponsor), \$150 Costume Contest, \$300 Trunk or Treat, \$375 (Table Sponsor)

MWR Harvest Fest. Bring your family and join us at Station 66 for lots of fun fall activities. There will be hayrides, a costume contest, trunk or treat, a car show, pumpkin carving & painting and much more. Enjoy the Station 66 food selection, including burgers, hot dogs, soups, ice cream, and homemade donuts and cider.

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MWR Battle Creek Sponsorship

GOLD Sponsorship/ \$4000

GOLD LEVEL INCLUDES:

- Full sponsorship of Annual events.-Minimum \$1200 Value
- MWR Lunch & Learn Series Title Sponsor* - \$2000 Value
- Wellness Wednesday 12 month Leaderboard Advertisement-\$1920
- 1 year medium web advertisement on MWRBattleCreek.com - \$1200 Value
- Includes FREE 12 month Digital Advertising Display- \$650 Value
- Company materials included in the New Employee Orientation (NEO) packets \$600
- Includes 1 team (4 per team) for each golf outing

SILVER Sponsorship/ \$2500

SILVER LEVEL INCLUDES:

- Full sponsorship of 3 Annual events.-Minimum \$1125 Value
- Sponsorship of (4) MWR Lunch & Learn Sessions* - \$300 Value
- 6 month medium web advertisement on MWRBattleCreek.com - \$750 Value
- Includes 1 team (4 per team) for 1 of the 2 annual MWR golf outings
- Wellness Wednesday 6 month Large Advertisement-\$1200
- Company materials included in the New Employee Orientation (NEO) packets-\$600
- Includes FREE 6 month Digital Advertising Display- \$400 Value

Bronze Sponsorship/ \$1400

BRONZE LEVEL INCLUDES:

- Full sponsorship of 3 MWR Annual events.-Minimum \$1125 Value
- Sponsorship of (2) MWR Lunch & Learn Sessions* - \$150 Value
- 6 month medium web advertisement on MWRBattleCreek.com - \$750 Value
- Wellness Wednesday 6 month Medium Advertisement-\$690
- Includes FREE 6 month Digital Advertising Display- \$400 Value

Gold, Silver, and Bronze Sponsor Benefits also Include:

- Logo on all publicity materials promoting the event
- Acknowledgement at the event
- Event postings on Facebook and MWR Battle Creek website
- Six foot table and two chairs at events
- Disseminate information
- Samples, promotional items, coupons, etc.

Logo Sponsors/ \$1200

- 12 month logo Placement at all events (excluding Lunch & Learns)
- Includes 6 month medium ad space

Engagement Sponsor | \$75-\$600

1 Month (\$75) | 6 Months (\$360) | 12 Months \$600

- Company materials included in New Employee Orientation (NEO) packets

* Presenter Sponsor is additional

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New Year New You Transformation Challenge 2023

JANUARY-FEBRUARY 2023 | \$150-\$500

\$500 Full Sponsor

\$150 Logo Sponsor

New Year New You Transformation Challenge (Previously 8 Week Body Transformation) 2023 is an 8 Week Challenge to promote fitness is designed to challenge ourselves to work towards transforming ourselves through setting sports and fitness goals to get fit and healthy. Prizes for the category winners keep participants engaged over the 8 weeks.



Participants have the opportunity to receive before and after body Tanita Body Composition Analyzer.

LOGO Sponsor & Title Sponsor Benefits Also Include:

- Logo on all publicity materials promoting the event
- Acknowledgement at the event
- Event postings on Facebook and MWR Battle Creek website
- Fitness Center Digital Display Slide for 8 weeks during campaign and
- Wellness Wednesday newsletter inclusion.

Corporate logo on New Year New You 8 week Transformation Challenge Weekly Workouts and after body Tanita Body Composition Analyzer.



MWR Battle Creek 5K Series



Series Title Sponsor | \$3000 (Limit 1)

Sponsor Name in Series (Only 1 Available).

Large logo on all race shirts and listed on all promotional and marketing materials. Option to provide sponsor branded item to patrons at race (provided by sponsor).



Individual Race | \$150-\$1000 each

\$1000 | Race Title Sponsor (1 per race)

\$500 | Large Company Logo on shirts

\$150 Option | Small Company Logo on shirts



PI DAY WALK/RUN: March 14, 2023

SCAVENGER HUNT RUN: April 6, 2023

MAY THE 4TH 5K WALK/RUN: May 5, 2023

INDEPENDENCE RUN: July 5, 2023

9/11 REMEMBRANCE RUN: September 11, 2023

ZOMBIE WALK/RUN 5K: October 2023



COUCH TO 5K

February 1, 2023

\$150 Logo Sponsor

\$500 Full Sponsor

The goal of Couch to 5K is a basic 5K training plan for complete beginners. It is designed to get you from couch to 5K comfortably. Couch to 5K kicks off on February 1st, 2023 and will help you prepare for MWR's first race of 2023.

Lunch & Learn Sponsorship

In Fiscal Year 2022, over 1380 individuals attended MWR Lunch & Learn events with an additional 252 viewing the presentation recordings.

Scheduled Lunch & Learns

Cruisin' Lunch & Learn (11/16)
Holiday Stress Management Crafting (11/30)
First Command Lunch & Learn (12/6)
Disney Lunch & Learn (1/18)
Estate Planning Lunch & Learn (1/19)
Social Security Lunch & Learn (2/2)
Universal Lunch & Learn (2/28)
Parenting Lunch & Learn (4/20)
DNR Lunch & Learn (6/20)
Leisure Travel Lunch & Learn (8/4)
Recreation Lunch & Learn (May/September)
Fitness Center Lunch & Learn:
(February/August/September)



SPONSORSHIP LEVELS

PRESENTER SPONSOR

\$300 per Session
\$1500/6 Session Package (save \$300)
Your Company Name Lunch & Learn Series Presents

SERIES TITLE SPONSOR

\$2000 for All Lunch & Learn Series (Excludes Presenter Sponsored events)
The MWR/Your Company Name Lunch & Learn Series Presents

LUNCH & LEARN LOGO SPONSOR

\$75 per session | \$130/2 sessions (save \$20) | \$260/4 sessions (save \$40) | \$400/6 sessions

RETURN ON INVESTMENT

- Logo on all publicity materials promoting the event
- Acknowledgement at the event
- Event postings on MWR Battle Creek Facebook and MWR Battle Creek website
- Fitness Center Digital Display Slide for sponsored sessions
- Wellness Wednesday newsletter inclusion
- Disseminate information*
- Interact with the HDIFC personnel
- Presentation recording(s) posted on MWR Battle Creek Video Page, YouTube, Facebook, and Twitter to include sponsor logo and contact information slide
- Samples, promotional items, coupons, etc.*
- Six foot table and two chairs*

*In-person presentation events only

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Golf Outing Sponsorships



SPRING: MAY 5TH, 2023 | SUMMER: AUGUST 25TH, 2023

ESTIMATED ATTENDEES: 55-75 HDIFC employees, guests, and corporate sponsors.

Award ceremony after lunch. Tournament sponsors are able to mingle and interact with the HDIFC personnel in an enjoyable and friendly atmosphere.

TITLE SPONSOR \$2000 (LIMIT 1 PER TOURNAMENT)

Includes 1 team to golf (4 per team)
Sponsor Information on each cart
18 Hole Sponsorship (\$1800 value)

REFRESHMENT CART SPONSOR: \$275

Sponsorship Logo and Information on refreshments cart and table.

CLOSEST TO PIN SPONSOR: \$200

LONGEST DRIVE SPONSOR: \$200

Sponsor has opportunity to chat and tee off with each team as they compete. Includes cost of the competition prizes.

AWARD SPONSOR: \$250

HOLE SPONSOR \$100/EACH (18 AVAILABLE)

Sign with Sponsor information at sponsored hole.



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Advertising Programs

Facility Advertising/ \$450/12-Months | \$250/ 6-Months

Feature your company 8 1/2 x 11 advertising in one of our high-traffic MWR facilities which include:

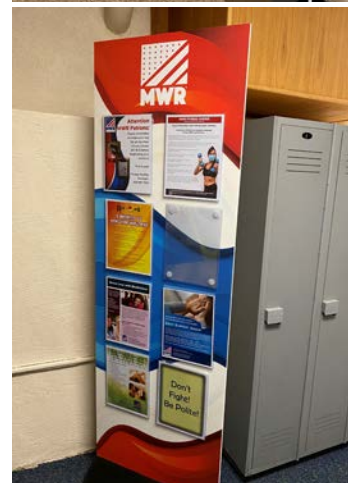
FACILITY POSTERS-28IN X 22IN

Company must provide (1) printed copy of final 28in. x 22in. poster advertisement. Promotional Copy will be placed in one of the frames featured in your company's selected location.

FITNESS CENTER BANNER / \$1,200/12-Months / \$600/6 months

4FT X 8FT ADVERTISEMENT

Place your company provided advertisement in one of indoor banner frames featured at H-D-I FC Fitness Center. The advertisement must be provided to MWR in the final 4ft x 8ft printed format. Advertiser will be notified when advertisement has been placed. (limited to 2 Companies)



Ad Size	x1	x6	x12
11" x 17"	\$150	\$750 (\$125/month)	\$1,500
16" x 20"	\$200	\$1,020 (\$170/month)	\$2,000 (\$200/month)



WELLNESS WEDNESDAY NEWSLETTER ADVERTISING

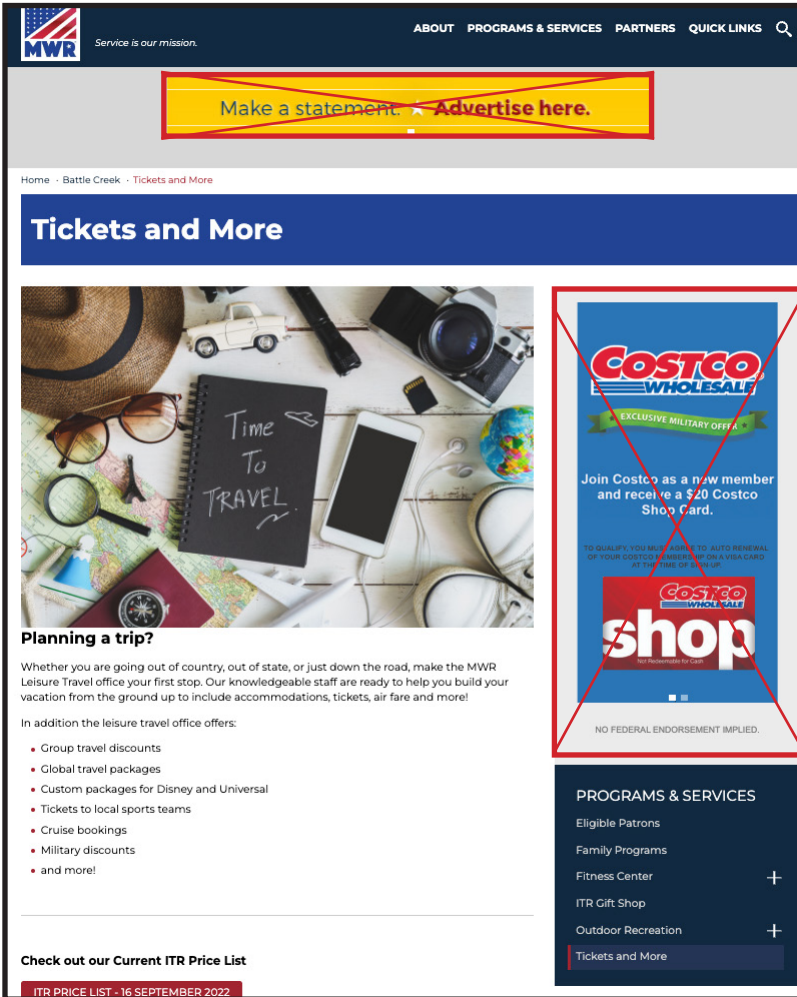
Distributed to DLA workforce and External Patrons (Over 600 recipients)

Ad Size	1 month	6 month	12 month
Leaderboard 720x90	\$200	\$1080 (\$180/month)	\$1920 (\$160/month)
Large 300x600	\$225	\$1,200 (\$200/month)	\$2,100 (\$175/month)
Medium 300x250	\$130	\$690 (\$115/month)	\$1,140 (\$95/month)

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Website Advertising

MWRBattleCreek.com



Leaderboard 728x90

1 month \$225
6 month \$1,200
12 month \$2,100

Large 300x600

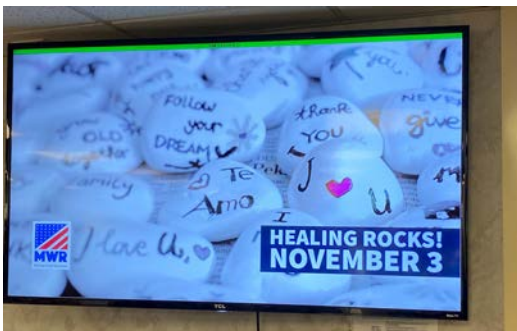
1 month \$250
6 month \$1,350
12 month \$2,400

Medium 300x250

1 month \$150
6 month \$750
12 month \$1,200

MWR Battle Creek web pages received over 19,000 unique views for Fiscal Year 2021

Digital Display Advertising / \$650/12-Months | \$400/6-Months



SAVE IN RGB COLOR MODE / .JPEG FORMAT / NO LARGER THAN 3 MB

Feature your company provided advertisement on all of our Fitness Center digital monitors. Digital messaging can be changed up to 4 times annually. Advertisements scroll on a continuous loop. Advertisements will only be updated on the 1st of each month and they must be received a minimum of 7 business days in advance.

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MWR Annual Harvest Fest 2023

HARVEST FEST/ \$150-\$1500

October 2023 TENTATIVE

\$1500 Title Sponsor

\$375 Table Sponsor

\$300 Trunk or Treat

\$150 Costume Contest

MWR Harvest Fest. Bring your family and join us at Station 66 for lots of fun fall activities.

There will be hayrides, a costume contest, trunk or treat, a car show, pumpkin carving & painting and much more. Enjoy the Station 66 food selection, including burgers, hot dogs, soups, ice cream, and homemade donuts and cider.

Family-friendly event at Station 66 with lots of fun fall activities.

Hayrides, Costume Contest, Trunk or Treat, Yard Games, Ladderball, Cornhole, Apple Cider Press, and much more. This year, we are even having a family-friendly Zombie Relay Race!

Station 66 is located at: 4588 D Dr S, Battle Creek, MI 49015



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MWRts Festival Exhibit



3RD ANNUAL MWRts FESTIVAL EXHIBIT
AUGUST 7-11, 2023 | \$150-\$750

MWRts TITLE SPONSOR: \$750

AWARDS SPONSOR: \$500

CATEGORY SPONSOR: \$150/CATEGORY-Sponsor can select specific categories to sponsor.

DECOR SPONSOR: \$150

The MWRts Festival showcases the talent of MWR patrons including Military members, DoD Employees, Retirees, Contractors, Veterans, and their families. The festival will kick off with a small ceremony followed by the week-long exhibit that includes 50 categories of artwork. Public will have the opportunity to view the exhibit on August 11th during the MWR Family Day/DLA Disposition Service 50th Anniversary.

All MWR eligible patrons can participate in this event. This includes Military members, DoD Employees, Retirees, Contractors, Veterans, and their families. For the art competition there will be a category for all patrons who are 18 and older and a category for children ages 5-17.

There are over 50 categories in which your artwork may be entered: Everything from Fine Arts to Applied Arts and Kits!

Veterans who are registered with the Battle Creek VA Medical Center can also be entered into the 2022 VA Creative Arts Festival in which these artworks will be judged against other Veterans with the chance to earn a place in the National competition!

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2023 Childrens Holiday Party

December 9, 2023 (Tentative)

TITLE SPONSOR: \$1500

GAMES SPONSOR: \$450

EVENT TABLE: \$375

REFRESHMENT SPONSOR: \$350

RECREATION SPONSOR: \$300

LOGO SPONSOR: \$150

In-Kind Sponsorship Opportunities Available

Annual Christmas Party hosts Santa and his helpers Santa photos, bounce house, cake walk, popcorn, cocoa, bingo with prizes and more to get the family in the holiday spirit.



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MWR Family Day 2023

July 29, 2023 | \$150-1500

A large, event for employees and families of the HDIFC Federal Center.

MWR Battle Creek will be hosting our Annual Family Day with food trucks, Archery Hoverball, Bounce House, cotton candy, popcorn, slushies, and more...

LOGO SPONSOR: \$150

REFRESHMENT SPONSOR: \$300

RECREATION AREA SPONSOR: \$450

EVENT TABLE SPONSOR: \$350*

- Six foot table and two chairs*
- Disseminate corporate information*
- Interact with the HDIFC personnel
- Samples, promotional items, coupons, etc.*



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MWR Nature Hike Club & Strong B.A.N.D.S. Month

Monthly 2023

\$75 Monthly Hike Logo Sponsor

\$500 Full Series Sponsor

2022 HIKES INCLUDED:

- Asylum Lake Preserve
- Calhoun County Trail
- Historic Bridge Park
- McLinden Nature Trails
- Sanctuary Woods Preserve
- Wagner Drive Waterfall
- Wolf Tree Nature Trails Woodland Park and Nature Preserve



The MWR Nature Hike Club started in 2022 to help MWR patrons enjoy all four seasons of Michigan.

Every month we set out to hike trails near Battle Creek and surrounding areas. Invite your friends and family to enjoy some fresh air.

Sponsor logos will be posted on the hikes selected and hike promotional materials.



STRONG B.A.N.D.S. MONTH

May 2023 | \$150 Logo Sponsor

\$500 Full Sponsor

2022 marked Strong B.A.N.D.S. 11th Anniversary. B.A.N.D.S. focuses on Balance, Activity, Nutrition, Determination and Strength and MWR promotes healthy, active lifestyles, helping MWR patrons to get and stay fit.