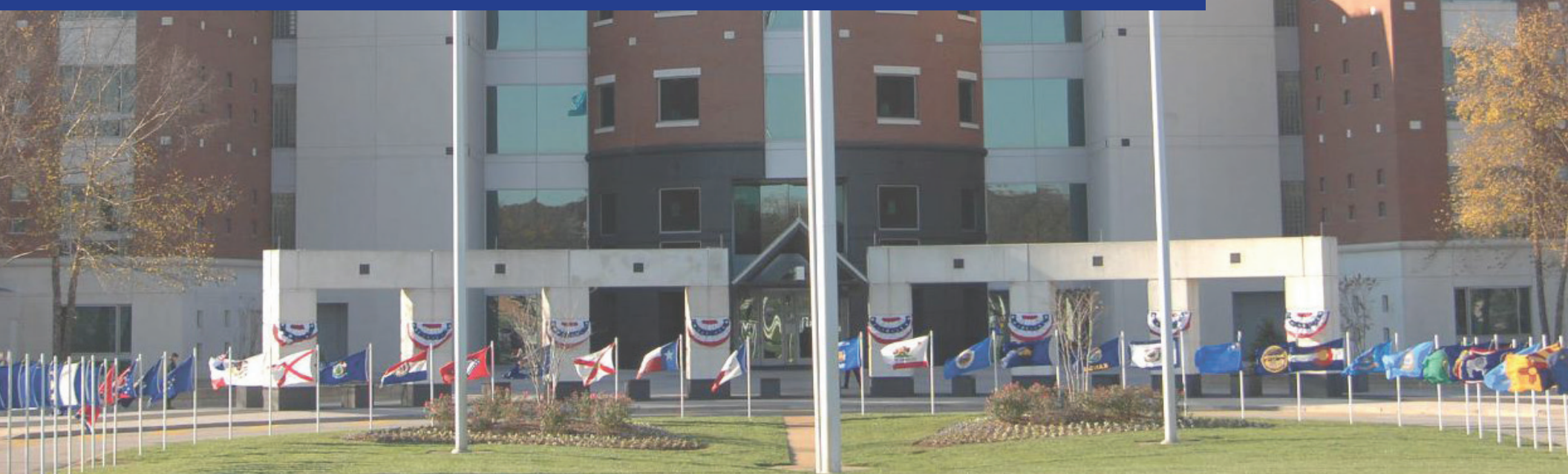




2023

Defense Logistics Agency Headquarters Complex

# ADVERTISING & SPONSORSHIP RATE CARD



## WHAT IS THE DEFENSE LOGISTICS AGENCY?

DLA is America's combat logistics support agency. Our 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, and around the world. DLA's mission is to support the Warfighter. DLA provides nearly 100% of the Services' subsistence, fuels, medical, clothing and textiles, construction, and barrier material.

Family and Morale, Welfare and Recreation programs offer community support and boost quality of life for employees, military members, and their families located at the Andrew T. McNamara Headquarters Complex (HQC). MWR services and programs include fitness centers, golf courses, family service programs, swimming pools, bowling centers, food and beverage outlets, child development centers, youth activities, and various entertainment options.

## WHAT IS THE ANDREW T. MCNAMARA HEADQUARTERS COMPLEX?

Located on Fort Belvoir, Virginia, there are approximately 6,000 employees who work to support the mission of the Warfighter. The HQC consists of four major agencies:

- DLA: Defense Logistics Agency
- DTRA: Defense Threat Reduction Agency
- DCAA: Defense Contract Audit Agency
- DTIC: Defense Technical Information Center

The agencies are comprised of Department of Defense employees, contractors, military family members, and retirees. Active Duty, Guard, and Reserve military (all services) represent approximately 7% of the HQC's population - though 43% of the workforce consists of U.S. veterans. The HQC boasts a sprawling cafeteria, fitness center, snack bars, barber shop, meditation room, and child development center.

## WHERE IS THE HEADQUARTERS COMPLEX LOCATED?

The physical address is:

8725 John J Kingman Road  
Fort Belvoir, VA 22060

From I-95 use Exit 166A to Fairfax County Parkway. Turn left on to John J. Kingman Road and enter through Gate 1 into the Headquarters Complex. Park in any un-numbered space. You do NOT need to drive through the Fort Belvoir garrison.

### **PLEASE NOTE: THERE ARE SECURITY REQUIREMENTS TO ACCESS THE INSTALLATION**

The Headquarters Complex has controlled access. All visitors must use the Main Gate (Gate 1). You will be stopped at the gate to verify your visit. Ensure that you have valid identification as well as insurance documentation for your vehicle. After parking, you must proceed to the main lobby, located in the center of the building--the entrance adjacent to the flag poles--and report to the reception desk. To ensure swift access, security paperwork must be completed to include name and the last four digits of the social security number of any representatives that will be visiting the installation. Provide this to the Sponsorship and Advertising Manager at least one week before the sponsored event. Department of Defense identification card holders will not need to be pre-vetted.

### WHO WE ARE

23,708 Civilians  
564 Active Duty Military  
678 Reservists  
Located in 48 States/28 Countries

### WHO WE ARE

Average years of service: 15  
Average pay grade: GS 11  
Average age: 48 years old

# ARE THERE MWR SERVICES RUN BY DLA IN OTHER LOCATIONS AND DO THEY OFFER ADVERTISING AND SPONSORSHIP OPPORTUNITIES?

Yes, you can promote your business and services at six installations (collectively referred to as the Enterprise):

Headquarters Complex  
Ft. Belvoir, Virginia



Richmond  
Virginia



Columbus  
Ohio



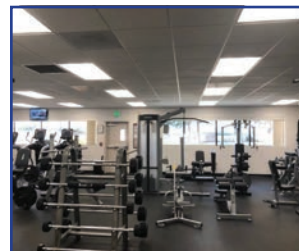
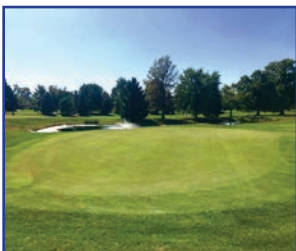
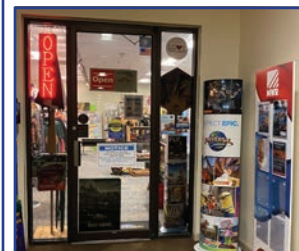
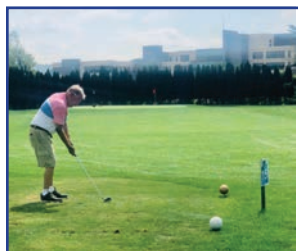
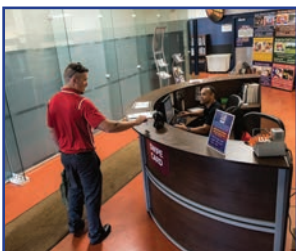
Susquehanna  
Pennsylvania



San Joaquin  
California



Battle Creek  
Michigan





ADVERTISING

## PRINT MEDIA RATES

### Fliers | Enterprise | \$200 per week | 4 week minimum

A total of 600 fliers will be mailed by the advertiser to each installation:

- 100x Columbus
- 100x Richmond
- 100x New Cumberland
- 100x San Joaquin
- 100x Battle Creek
- 100x Headquarters Complex

Fliers will be placed in high foot traffic locations such as cafeterias, fitness centers, and break rooms. Fliers will be placed in Newcomers' Orientation packets when possible.



### Posters | Enterprise | \$300 per week | 4 week minimum

A total of 4 posters will be mailed by the advertiser to each installation, for a total of 24 posters.

- 4x Columbus
- 4x Richmond
- 4x New Cumberland
- 4x San Joaquin
- 4x Battle Creek
- 4x Headquarters Complex

Posters measure 22 inches wide x 28 inches high with one inch bleed. All posters need to be mounted on foam or poster board *except* for those being mailed to the Richmond installation.



### Banners | \$250 per week per location | 4 week minimum

Advertiser will mail banner to the installation. Choose from the following locations:

- Headquarters Complex: Fence at Gate 2 | 6 foot wide x 5 foot high
- San Joaquin: ITR office walkway | 6 foot wide by 4 foot high
- Richmond: Softball gate by visitor center | 7 foot wide by 4 foot high
- New Cumberland: River View golf course | 6 foot wide x 5 foot high (summer)
- New Cumberland: Swimming pool | 6 foot wide x 5 foot high (summer)

Banners need to have grommets at each corner, be vented for wind gusts and include zip ties and must arrive five business days prior to the start of the advertising campaign.



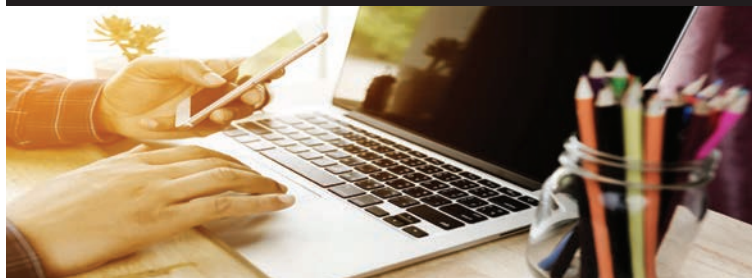
Ad prices are per week with a minimum order of four weeks. Full advertising fee must be paid in full and received no later than one week prior to the start of the advertising campaign. In compliance with Department of Defense policy, all print media must be approved by Defense Logistics Agency Headquarters and include the following disclaimer:  
*No official DLA or Department of Defense endorsement is implied.*

- Enterprise -  
**DefenseMWR.com ADVERTISING RATES**

**Advertising Rates | ENTERPRISE**

Ad Size	1x	6x	12x
Leaderboard: 728x90....	\$1,250	\$7,050 (\$1,175/month)	\$11,700 (\$975/month)
Large: 300x600.....	\$2,450	\$12,680 (\$2,113/month)	\$23,120 (\$1,843/month)
Medium: 300x250.....	\$800	\$4,200 (\$700/month)	\$7,200 (\$600/month)

Advertise on all six websites.



**DefenseMWR.com/Columbus | Columbus**

Ad Size	1x	6x	12x
Leaderboard: 728x90....	\$300	\$1,650 (\$275/month)	\$3,000 (\$250/month)
Large: 300x600.....	\$425	\$2,280 (\$380/month)	\$4,020 (\$335/month)
Medium: 300x250.....	\$200	\$1,050 (\$175/month)	\$1,800 (\$150/month)

**DefenseMWR.com/Richmond | Richmond**

Ad Size	1x	6x	12x
Leaderboard: 728x90....	\$225	\$1,200 (\$200/month)	\$2,100 (\$175/month)
Large: 300x600.....	\$425	\$2,280 (\$380/month)	\$4,020 (\$335/month)
Medium: 300x250.....	\$150	\$750 (\$125/month)	\$1,200 (\$100/month)

**DefenseMWR.com/Susquehanna | Susquehanna**

Ad Size	1x	6x	12x
Leaderboard: 728x90....	\$225	\$1,200 (\$200/month)	\$2,100 (\$175/month)
Large: 300x600.....	\$425	\$2,280 (\$380/month)	\$4,020 (\$335/month)
Medium: 300x250.....	\$150	\$750 (\$125/month)	\$1,200 (\$100/month)

**DefenseMWR.com/HQC | Headquarters Complex**

Ad Size	1x	6x	12x
Leaderboard: 728x90....	\$225	\$1,200 (\$200/month)	\$2,100 (\$175/month)
Large: 300x600.....	\$425	\$2,280 (\$380/month)	\$4,020 (\$335/month)
Medium: 300x250.....	\$150	\$750 (\$125/month)	\$1,200 (\$100/month)

**DefenseMWR.com/BattleCreek | Battle Creek**

Ad Size	1x	6x	12x
Leaderboard: 728x90....	\$225	\$1,200 (\$200/month)	\$2,100 (\$175/month)
Large: 300x600.....	\$425	\$2,280 (\$380/month)	\$4,020 (\$335/month)
Medium: 300x250.....	\$150	\$750 (\$125/month)	\$1,200 (\$100/month)

**DefenseMWR.com/SanJoaquin | San Joaquin**

Ad Size	1x	6x	12x
Leaderboard: 728x90....	\$225	\$1,200 (\$200/month)	\$2,100 (\$175/month)
Large: 300x600.....	\$425	\$2,280 (\$380/month)	\$4,020 (\$335/month)
Medium: 300x250.....	\$150	\$750 (\$125/month)	\$1,200 (\$100/month)

{ Advertising fee must be paid in full and received no later than one week prior to the start of the advertising campaign. In compliance with Department of Defense policy, all ads must be approved by Defense Logistics Agency Headquarters. Web ads should be 72 dpi resolution JPEG or PNG files no larger than 1 MB. }



## EVENT SPONSORSHIPS

- Headquarters Complex -

## SEASONAL 5K RUNS/WALKS

### EVENT DATE/TIME:

Frosty Bear: January 2024, Spring Fling: April 20, 2023, Halloween: October 25, 2023

Start time: 11:00 AM

Set up: 9:30 AM

Tear down: 1:30 PM

**ESTIMATED ATTENDANCE:** Pre-COVID, the total number of runners/walkers was 100 to 200

5k run/walks are annual events held seasonally. The run/walks are very well-received by leadership and employees alike. Employees receive three hours a week for exercise and fitness activities which they can utilize to participate in these events. They are fully engaged and enthusiastic about taking care of their health.

The run/walks form part of the resiliency program by keeping employees physically ready for the challenge of their mission. Participation in these events is free and the first 100 participants receive a themed t-shirt upon completion of the 5k course.

## CHOOSE YOUR SPONSORSHIP LEVEL AND RECEIVE THESE DELIVERABLES FOR ALL THREE EVENTS!

### Bronze Level Sponsor \$500

- Logo placement on all advertising material
- Logo on event t-shirt
- 1 6 ft table in cafe on one Friday during the event month

### Silver Level Sponsor \$1000

- All of the deliverables listed for the Bronze Level Sponsor
- 1 6 ft table and 2 chairs at the event
- Event ad with company website link in post caption on all Family & MWR social media sites, starting two weeks prior to the event date
- Branded company ad on the Ft. Belvoir DLA website for one month prior to the event date
- 1 6 ft table in cafe on two Fridays during the event month

### Gold Level Sponsor \$1200

- All of the deliverables listed for the Bronze Level Sponsor
- All of the deliverables listed for the Silver Level Sponsor
- Branded company logo w/website address in the caption on social media starting one month prior to the event date
- Branded company ad w/hyperlink on the HQC Belvoir website starting two month prior to the event date
- 1 6 ft table in cafe on every Friday during the event month
- Host one virtual event





- Headquarters Complex -

## ANNUAL GOLF TOURNAMENT

**EVENT DATE: September 14, 2023**

### ESTIMATED PARTICIPANTS

Pre-COVID, the total usual participation 130+ HQC employees, guests, and corporate sponsors

Tournament registration starts at 6:30 AM and golfers are able to enjoy early morning practice balls. The HQC Site Director briefs the golfers and the shotgun start is at 8 AM. An awards ceremony is held immediately following the tournament and participants enjoy a Virginia barbecue buffet lunch. Participant packages include: swag bag, green and cart fees, range balls, and lunch. By participating in the tournament, sponsors are able to mingle and interact with Headquarters Complex leadership and personnel in an enjoyable and relaxed atmosphere.

#### **GOLD PACKAGE \$3,000**

- two teams (four per team) including green fees, golf cart, range balls, 18 holes of golf/practice range, and lunch
- logo on brochures, fliers, posters, website, and social media
- banner or wind sail at three holes and one at tournament check in
- one month free advertisement on MWR website
- promotional item and/or flier placed in each swag bag

#### **SILVER PACKAGE \$1,500**

- one team (four per team) including green fees, golf cart, range balls, 18 holes of golf/practice range, and lunch
- logo on brochures, fliers, posters, website, and social media
- banner or wind sail at two holes or registration area
- banner at front area of the Golf Club during tournament
- promotional item and/or flier placed in each swag bag

#### **BRONZE PACKAGE \$1,000**

- two players (will be randomly placed with two other golfers to form a four-person team) including green fees, golf cart, range balls, 18 holes of golf/practice range, and lunch
- logo on brochures, fliers, posters, website and social media
- banner or wind sail at one hole
- promotional item and/or flier placed in each swag bag

#### **BEVERAGE CART SPONSOR \$750**

- drink ticket with company logo issued to each golfer
- signage with logo on mobile beverage cart
- logo on brochures, fliers, posters, website and social media
- banner or wind sail at one hole or registration area

#### **GOLF CART SPONSOR \$500**

- logo on brochures, fliers, posters, website and social media
- promotional item and/or flier placed in each swag bag
- banner or wind sail at one hole or registration area



- Headquarters Complex -  
**HEALTH & SAFETY EXPO**

**EVENT DATE: May 10, 2023**

Expo time: 10:00 AM to 2:00 PM

Set up time: 8:30 AM

**ESTIMATED PARTICIPANTS**

Pre-COVID, the total usual participation was 2,000 + HQC employees

There has always been a captive audience for health, safety, and fitness programs within the HQC. The expo is held annually in the cafeteria atrium and has grown from 10 to 40 interactive tables which provide services such as massage, eye care, healthy cooking demonstrations, chiropractic examinations, and reflexology.

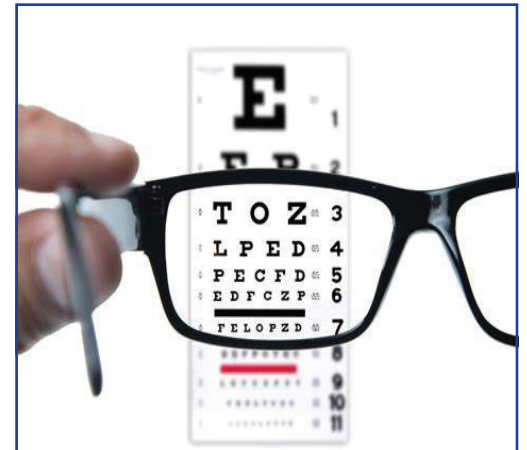
The agencies within the complex support a healthy quality of life for their employees, the Warfighter, and the Department of Defense civilians that support them. Furthermore, the senior leadership recognizes that events like this are necessary to maintain good physical and mental acuity.

**RETURN ON INVESTMENT:**

- six foot table and two chairs for display purposes on the day of the event
- company ad/info on website's Health Expo page
- hyperlinked logo on website Health Expo page
- sampling, promotional items, coupons, etc.
- logo placement on all publicity materials
- social media exposure on social media platforms
- One "Lunch & Learn" virtual event

**SPONSORSHIP:**

\$500 for full sponsorship  
\$350 for logo placement only



## Event details for the 2024 event **COMING SOON!**

### **Bronze Level Sponsor** **\$500**

- Logo placement on all advertising material
- Logo on event t-shirt
- 1 6 ft table in Cafe on one Friday during the event month

### **Silver Level Sponsor** **\$1000**

- All of the deliverables listed for the Bronze Level Sponsor
- 1 6 ft table and 2 chairs at the event
- Event ad with company website link in post caption on all Family & MWR social media sites, starting two weeks prior to the event date
- Branded company ad on the Ft. Belvoir DLA website for one month prior to the event date
- 1 6 ft table in Cafe on two Fridays during the event month

### **Gold Level Sponsor** **\$1200**

- All of the deliverables listed for the Bronze Level Sponsor
- All of the deliverables listed for the Silver Level Sponsor
- Branded company logo w/website address in the caption on social media starting one month prior to the event date
- Branded company ad w/hyperlink on the HQC Belvoir website starting two month prior to the event date
- 1 6 ft table in Cafe on every Friday during the event month
- Host one virtual event



- Headquarters Complex -

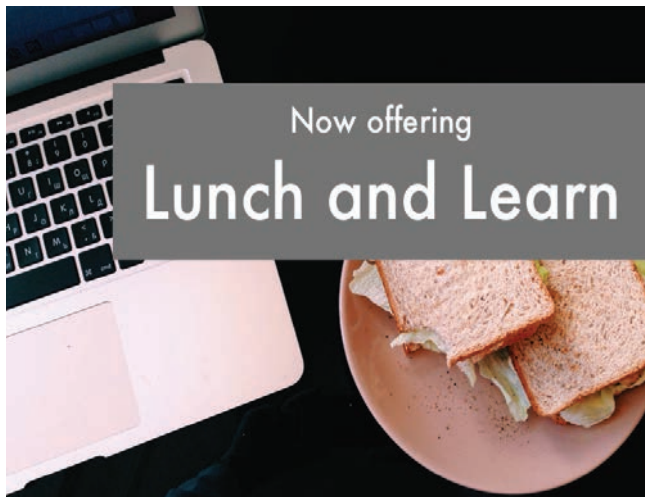
## **\*\*NEW\*\*** VIRTUAL "LUNCH & LEARN" EVENTS

**EVENT DATE:** January 2023 - September 2023

4 - 1 hour slots are available each month

### **ESTIMATED ATTENDANCE**

This is inaugural event series designed around the new "post COVID-19" norm of virtual meetings. Currently, the HQC Fitness Center hosts a monthly lunch and learn event (Health 360) and averages 15 participants.



### **RETURN ON INVESTMENT:**

- six foot table and two chairs in the HQC Cafe 2 times during the two weeks prior to Lunch & Learn date
- samples, promotional items, coupons, etc.
- logo placement on publicity materials
- social media exposure on MWR Facebook, Instagram, and Twitter

### **SPONSORSHIP:**

- \$500 for one event
- \$1000 for three events



- Headquarters Complex -

## ANNUAL HOLIDAY PARTY, TREE LIGHTING, & OTHER FESTIVITIES

**EVENT DATE:** December 2023

**ESTIMATED ATTENDANCE:** Varies per event

For years, the Defense Logistics Agency Headquarters Complex has celebrated the holidays with a Tree Lighting and Holiday Party. The event kicks off with an invocation by the DLA Chaplain, followed by a holiday message delivered by the DLA Director. Holiday music is provided by a local high school or college choir and HQC Child Development Center. The event takes place in the cafeteria atrium where employees on all four floors of the building can see and enjoy the festivities!

**These are the exciting and festive events we have planned for the 2023 holiday season, beginning December 1!**

### **HOHO Hot Beverages & Sweet Treats**

The Family & MWR team will provide a hot beverage bar complete with hot chocolate, coffee, and tea. Assorted sweet treats will include donuts, muffins, and bagels.

### **Holiday Tree Lighting & Party**

For years, the DLA Headquarters Complex has celebrated the holidays with a Holiday Party and Tree Lighting event. Holiday music is provided by a local high school or college choir and the HQC Child Development Center. Food and more festivities complete the event!

### **Office Door Decorating Contest**

Team members are encouraged to get in touch with the inner elf and decorate their office doors.

### **Random Acts of Holiday Kindness**

The Family & MWR team will surprise random active duty service members and DoD employees with unexpected gifts!

### **Holiday Vendor Market**

Showcase your holiday themed products!

### **NUTCRACKER \$550**

- Logo on all DLA Family & MWR holiday advertising materials
- Public Address/acknowledgment at the event
- Company name mention in weekly DLA HQC Enterprise e-bulletin
- 1 6 ft table in the HQC Cafe one time during the month of December
- 1 6 ft table at the Holiday Vendor Market

### **ELF \$750**

- Get all of the benefits a Nutcracker sponsor will receive **PLUS...**
- Weekly social media event ads with company tag in the caption for the month of December
- Company logo on holiday events webpage for the month of December


### **RED SUIT \$1000**

- Get all of the benefits an Elf sponsor will receive **PLUS...**
- Branded company ad with hyperlink on the Ft. Belvoir DLA website for the month of December
- 1 branded company ad with hyperlink in caption sent via bi-weekly text
- Company logo with hyperlink on holiday events webpage for the month of December

### **Holiday Vendor Market \$300**

Choose this option if you do not wish to be a sponsor and only want to showcase your products at the Holiday Vendor Market.





**Defense Logistics Agency  
Headquarters Complex  
Family and Morale, Welfare, &  
Recreation**

**Advertising & Sponsorship**  
8725 John J. Kingman Road  
Fort Belvoir, VA 22060

Asante.Kufuor@dla.mil  
O: 571.767.0434



**Rates effective October 2022 - December 2023.** Previous DLA HQ MWR Rates Cards for advertising and sponsorship are obsolete.

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