



Family & MWR Sponsorship Request Form

Program Requesting Sponsorship:

Date of Request:

POC for Sponsorship Request:

POC Duty Telephone Number:

Event Name:

Type of Sponsorship Requested (Detail Below):

Date of Event:

Food:

Time of Event:

Giveaways/Prizes:

Location of Event:

Volunteer Support:

Open to:

Cost/Cover Charge:

CASH (Include itemized list of cash requested below)
below)

Is this a bonifide Family and MWR Program or Event? Yes No

IN KIND:

Are you partnering with any other programs or outside organizations?

Yes No

If Yes, please list each organization by name
and contribution to the event.

Organization(s): _____

Description of your event include what is budgeted and what you need for Sponsorship support to enhance your event:

What makes this event special / unique? (help us sell your event):

Audience Demographics

Expected Attendance:

% Men

%Women

Targeted Audience: Age:

Rank:

How will you track attendance for this event?

*Note: Solicited and Unsolicited Commercial Sponsorship are limited to Family and MWR supported events and activities as governed in AR215-1. Refer to figure 3-1 MWR Programs, Section II Funding Categories in AR 215-1 for a list of MWR activities. Sponsorship requests must be made at least 275 days prior to the event for greater feasibility.

IAW AR 215-1, the mission of the Army Commercial Sponsorship Program is to provide portioned support for Family and MWR programs by obtaining private sector funding, services, or supplies in exchange for advertising and promotional opportunities within the Army community. The Commercial Sponsorship program is not intended to offset 100 percent funding, services or supplies for the requesting programs activities. Army sponsorship enhances existing Family and MWR events, programs and activities.

I understand that sponsorship is an investment and that it is an opportunity for me to partner with outside businesses to enhance my program. It benefits my customers, myself and the sponsor. I also understand that sponsorship comes with certain responsibilities. Companies take part in Sponsorship expecting a return on their investments, such as increased recognition, sales and exposure within the military community.

I have read and understand the above information.

I understand that sponsorship IS NOT GUARANTEED.

I understand that FAMILY AND MWR EVENTS SHOULD BE BUDGETED AND EXECUTED WITHOUT SPONSORSHIP SUPPORT.

Facility or Program Manager

Division Chief Signature

Marketing Chief Signature

Chief, NSM Signature

UNBUDGETED OR NEW SUBMISSION REQUIRE ADDITIONAL APPROVAL

Deputy Director, Family and MWR

Director, Family and MWR

Each request form must be signed by Manager/POC and reviewed and signed by a Division Chief. Thereafter the form must be sent to the Commercial Sponsorship and Advertising Manager with Program Manager and Division Chief Signatures **NLT 19 March, 2024.**

Once the Financial Management Branch receives the request, consolidated request with a justification matrix are the sent to the Marketing Manager and the Commercial Sponsorship and Advertising Manager for further review and approval. A list of approved/denied events will be forwarded to the Financial Management Branch for final DFMWR approval. Unbudgeted or new events require additional approval by the DDFMWR.

If approved, the Commercial Sponsorship and Advertising Manager will set up a time and date for a meeting to go over what type of sponsorship the event requires, the Sponsorship regulations, and to determine the "benefits" sponsors will receive for supporting the event.

Request submitted after the budget season must be sent directly to the MWR Sales and Marketing Office by email to:

holly.e.strout.naf@army.mil