



SPONSORSHIP & --- ADVERTISING



UNITED STATES ARMY GARRISON
HUMPHREYS



U.S. ARMY





OUR BRAND

UNITED STATES ARMY GARRISON HUMPHREYS FAMILY AND MORALE, WELFARE AND RECREATION (FAMILY AND MWR PROGRAMS)

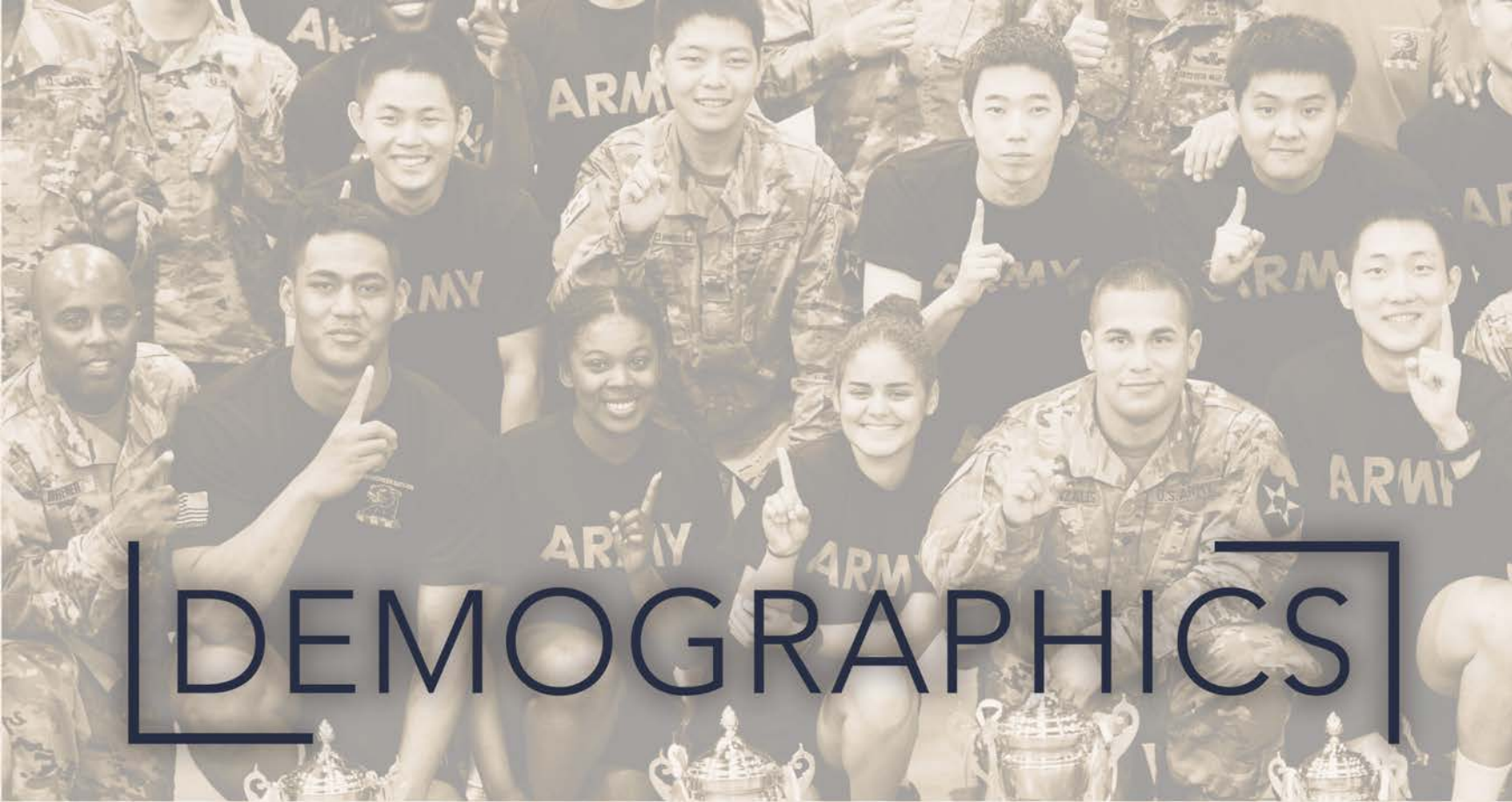
plans, produces, promotes, and manages world-class programs for Military Members and their Families, including a host of recreation, sports, entertainment, travel, and leisure activities. When you join our program to reach out to these special target markets, you will also support outstanding programs for those defending our peace and freedom.

Millions of Soldiers, Families, Retirees and Civilians rely on Family and MWR programs to upgrade their quality of life throughout the United States, Korea and around the world.

Align your brand and product with the strength of the U.S. Army in Korea

Reach more than 43,000 Soldiers, Families, Retirees and Civilians

Support valuable programs for the U.S. Army in Korea



DEMOGRAPHICS

OUR CONSUMERS ARE *Young, DYNAMIC, & Compelling*



At least 50% of Active Duty Soldiers are younger than 30.

Army Soldiers and Families are smart shoppers with most having pursued a higher education.

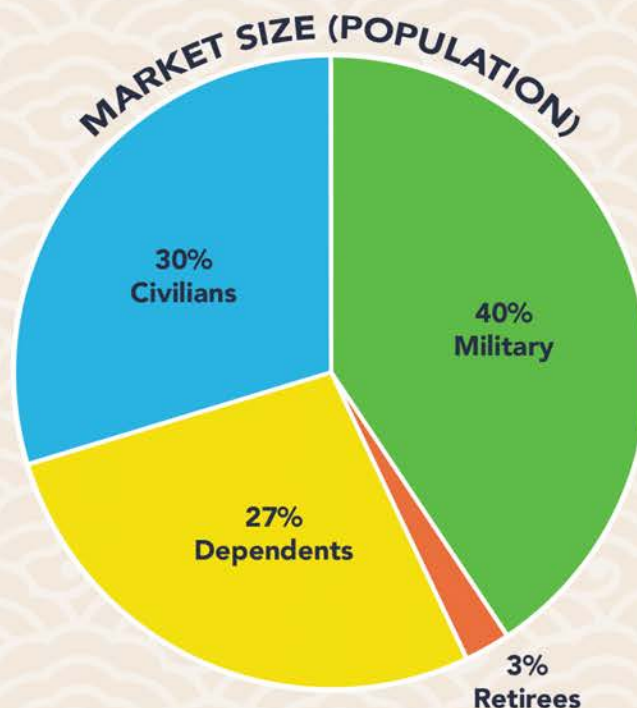


Army Soldiers and DOD Civilians earn at least 30 vacation days a year.

Army Soldiers and DOD Civilians are highly mobile with a Permanent Change of Station (PCS) move every 2 to 3 years.



Army Soldiers and DOD Civilians have strong disposable income with generous benefits package.



APPROXIMATE AVERAGE ANNUAL INCOME
ENLISTED SOLDIERS \$48,900*

APPROXIMATE AVERAGE ANNUAL INCOME
OFFICERS \$93,000*

*Data received from [glassdoor.com](https://www.glassdoor.com)



ADVERTISING

"Advertising with Family and MWR greatly helped us market our newly opened clinic to the Humphreys community."

**-Dr. Huh, June Chul, DDS
Sky Blue Dental**

Commercial Advertising offers the opportunity to display your company's message in a variety of ways throughout U.S. Army Garrison (USAG) Humphreys. Family and MWR operates website, print advertising, and a number of facilities on post including lodging, ball fields, indoor and outdoor swimming pools, golf clubs, bowling lanes, recreation centers, restaurants and bars, picnic areas, Army Community centers and more. Advertising with Family and MWR is a powerful tool for your business to grow within the American Military presence here in Korea.

When the American Military Community in Humphreys becomes well-aware of your products and services through effective advertising with Family and MWR, they will bring that experience to the United States, Pacific, Middle East and Europe.

With us, your message gets heard loud and clear.

EXAMPLES OF ADVERTISING OPPORTUNITIES

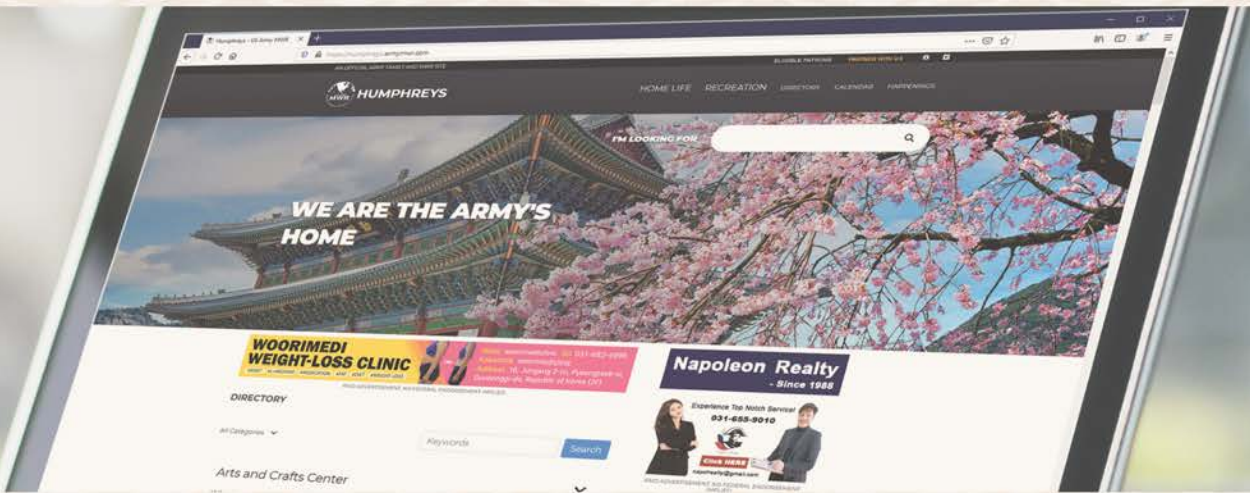
Family and MWR Website | Bowling Center Monitors | Digital Signages
Indoor & Outdoor Banners | Window Cling | Golf Course Tee Boxes
Golf Cart Ads | Facility Advertising | Social Media | and More!

DIGITAL ADVERTISING

Go digital! USAG Humphreys offers various digital advertising opportunities.

WEBSITE

Humphreys.ArmyMWR.com features Family and MWR event schedules and details, commercial advertisements and on-base information happening at USAG Humphreys. It serves as the one-stop for all information regarding our programs, activities and facilities. Your message is sure to be seen by our visitors located in Korea as well as people relocating to Korea.



DIGITAL SIGNAGES

Reach out to your potential customers through digital signages located in our major facilities.

EXAMPLES OF DIGITAL SIGNAGES

LED Kiosks | Bowling Lane Monitors



PRINT ADVERTISING

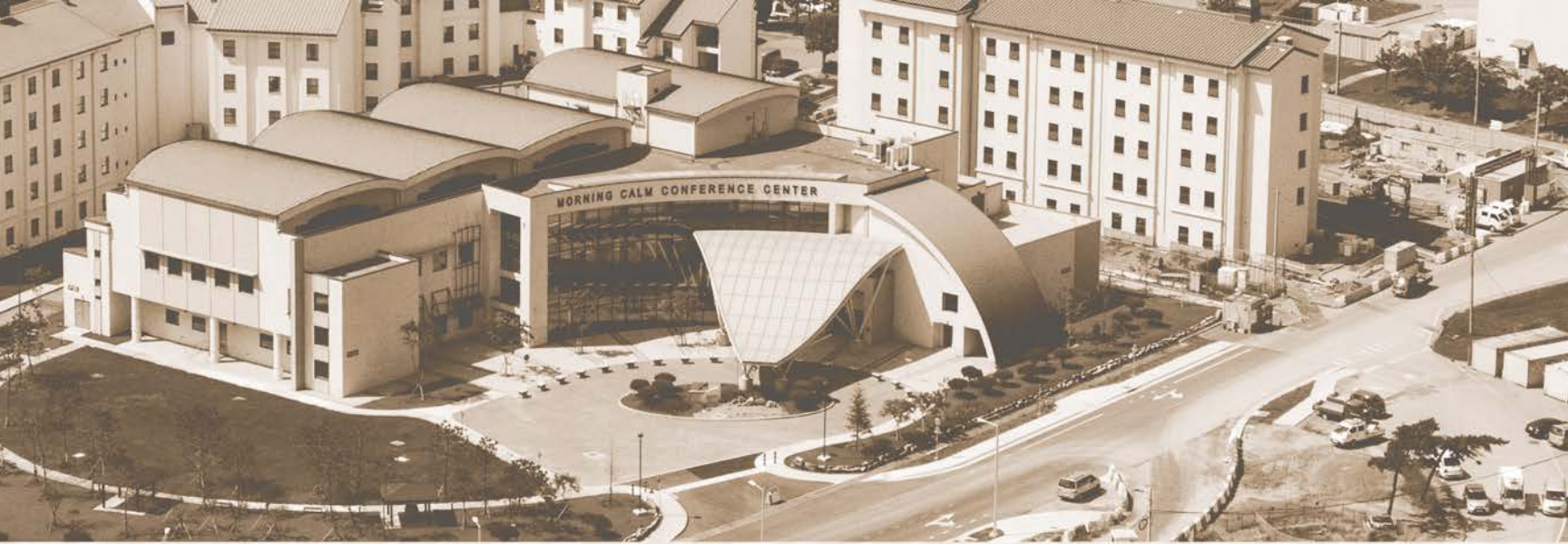
Family and MWR operates a number of banner stands throughout USAG Humphreys at prominent locations. A mix of base information and advertisements are displayed at our banner stands. Banner advertisement is the best way to target drivers and pedestrians on our garrison.



ATHLETIC BALL FIELD SIGNS

There are number of Family and MWR operated ball fields on the garrison. These ball fields are strategically located so that the majority of Soldiers, Families, Retirees and Civilians have easy access to them when walking and driving. Ball fields are full of crowds when special events or athletic competitions are held. Advertising at ball field fences are more flexible with the size of the actual advertisement, with a bigger size display attracting more attention.





IN-FACILITY ADVERTISING

**OFFERS THE GREATEST AMOUNT OF VISIBILITY
TO YOUR DESIRED TARGET MARKET**

Family and MWR offers worldwide support through a comprehensive network of programs and services at each installation for thousands of Soldiers, Families, Retirees and Civilians each year. From state-of-the-art fitness centers, outdoor pools, and recreation centers to bowling center, golf courses and restaurants, our facilities make USAG Humphreys a better place to live, work and play. Now you can have our facilities work for your business by having them spread your message. In an effort to support and enhance these highly-valued facilities, USAG Humphreys has created a number of advertising opportunities within many of its high-traffic facilities. Available advertising opportunities include banners, counter wraps, window clings, poster frames and wall panels.

No matter if you are a big or small business, we can develop a promotional program that hits home with our visitors and meets any budget.



Sponsorship Tiers



Humphreys.ArmyMWR.com/advertising

	Advertising Locations	Sponsor Recognition	Sponsor Table at FMWR Events	Sponsor Table at Main Events	Firework Sponsor
DIAMOND \$50,000	 2 Locations	 12 Months	 2 Events	 All Main Events	
PLATINUM starting at \$30,000	 1 Locations	 6 Months	 1 Event	 4 Main Events	
GOLD starting at \$20,000		 3 Months		 3 Main Events	
SILVER starting at \$10,000	←OR→ 1 Location for 6 Months	 2 Main Events		 2 Main Events	
BRONZE starting at \$5,000	←OR→ 1 Location for 3 Months	 1 Main Event		 1 Main Event	
VIP CUSTOM Pricing on Request	Select number of advertising locations, number of events, table preference, length of time etc. and we will provide you with your own custom quote to suit your preferences and advertising needs!				

Advertising Location choices include Collier Fitness Center, Bowling Center, Golf Course, etc.

Main Events in the past have included Tree Lighting, 5K and 10K Runs, Spring Fest, July 4th Fest, Fall Fest

Sponsorship Recognition includes MWR Website, Social Media, Digital Flyers, LED Kiosks and Posters for Selected Events.

SPONSORSHIP

"Family and MWR sponsorship program provides us great opportunities for us to directly connect with the military community."

**-Weon Bum Ha, President
U-MEDI Company Limited**

Companies who currently supply goods and services, as well as those who wish to expand their market to the United States Army consumer, can increase their visibility, build sales, and promote brand loyalty through sponsorship of Family and MWR events.

There are many different ways that a company can sponsor or become a partner in Family and MWR events and programs. Providing a direct monetary contribution underwriting event-related costs such as entertainment, transportation, prizes, and supplies is one way.

Companies may also directly provide products or services, such as food or beverages, travel tickets, sports supplies, prizes or other items that enhance programs and encourage event participation.

By partnering with Family and MWR, sponsors can gain access to a vast market of well-educated, financially stable consumers.

OTHER BENEFITS TO SPONSORS INCLUDE

BRAND RECOGNITION | Create a positive, memorable image of your product and services. Generate positive word-of-mouth advertising through public address recognition.

HEIGHTENED VISIBILITY | Family and MWR events and venues offer a wide exposure to a broad range of consumers. This type of visibility builds the number of overall impressions by the Army audience and creates a positive public image to the Civilian Market.

COMMUNICATE A COMMITMENT TO THE MILITARY LIFESTYLE | On-post events offer sponsors the opportunity to gain exposure in the American Military Market while physically located in Korea. Your support also creates goodwill and builds brand loyalty.

SHOWCASE PRODUCT ATTRIBUTES | At certain levels of sponsorship, companies are authorized a display space for the duration of the event, allowing companies to interact face-to-face with current and potential customers. Demonstrating your product in action or calling attention to your product is possible through couponing and sampling.

DRIVE SALES | As a sponsor, you have many opportunities to increase sales, both directly and indirectly.

EXAMPLES OF SPONSORSHIP OPPORTUNITIES

Child & Family Events | Single Soldier Programs | Sports & Fitness Events
Special Events | Community Service Programs and More!



SPECIAL EVENTS

Family and MWR gives Soldiers, Families, Retirees and Civilians a variety of entertainment options to participate throughout the year. From the small to large scale events, they are designed to improve the overall quality of life for the U.S. Military community in Korea. Sponsoring our events will give you an opportunity to be at the event and interact with our Military community directly.

Your sponsorship will enhance the diversity of our events and help Family and MWR present special events more successfully.

Past examples of Special Events have included:

Spring Fest • 4th of July Celebration

Fall Fest • Oktoberfest

Armed Forces Entertainment Events

Tree Lighting • Golf Championships

Sports Tournaments

Talent show



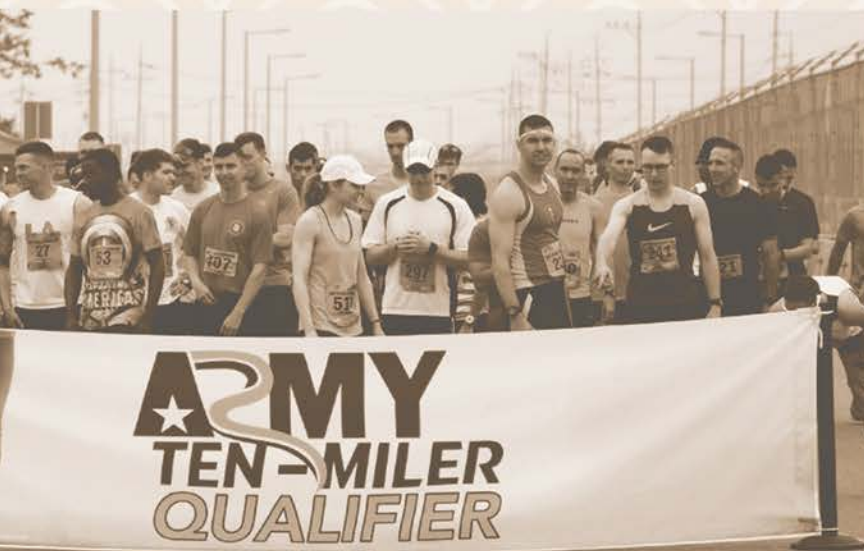


SPORTS & FITNESS

Family and MWR helps our Soldiers, Families, Retirees and Civilians stay fit while they are deployed to Korea. From competitive events to recreational fun, we offer something for everyone.

Past examples of Sports & Fitness Events have included:

- 5K and 10K Runs
- Army Ten Miler Trial Runs
- Marathons
- Intramural Leagues
- Sports Tournaments
- Fitness lift | Competitions
- Golf Clinics (Adults and Youth)
- Bowling Leagues





CHILDREN & FAMILY

Having fun things to do with the kids is always important to parents. Family and MWR helps keep kids active throughout the year with fun programs and events for all ages.

Past examples of Children & Families Events have included:

Month of the Military Child

Eggspereience

Trunk or Treat

Youth Sports

Job Fair

Family Night

Christmas At The Library

Volunteer of the Year

Summer Reading

Dances, Movies, Parents Night Out and more





BOSS PROGRAM

Family and MWR's Better Opportunities for Single Soldiers Program (BOSS) supports the overall quality of life for Single or Unaccompanied Soldiers deployed to Korea. The BOSS Program provides an opportunity for Single Soldiers to participate with their community and gives the individual a sense of responsibility and involvement.

Past examples of Boss Events & Programs have included:

- Life Skills Classes
- Single Soldier Day
- Korean Cultural Trips
- Installation Meetings
- High Adventure Trips
- Volunteer Opportunities



ARE YOU READY TO WORK TOGETHER WITH FAMILY AND MWR?



Family and MWR is the only Army entity legally authorized to accept sponsorship on U.S. Army Garrisons in Korea.

Family and MWR can help you deliver your message to the USFK market in the most effective way.

Family and MWR can help you boost the sales of your products and services to American consumers working and living in Korea and they will take that impression back to the U.S. and other locations.

Family and MWR is dedicated to serve our customers; Soldiers, Families, Retirees and Civilians.

Family and MWR promotes Korean attractions and cultures to Soldiers, Families, Retirees and Civilians.

Family and MWR means support for the U.S. Military.

WE CONNECT YOU WITH A DIVERSE MILITARY MARKET!

