

SPONSORSHIP OPPORTUNITIES TO REACH YOUR NAVY REGION HAWAII MILITARY MARKET

RACE ACROSS THE HARBOR – FORD ISLAND BRIDGE RUN

April 4 – Ford Island, Pearl Harbor at 7am

Attendance – 3000 + spectators

The states largest 10k, running across the historic Ford Island Bridge, with festivities to follow. Event sponsorship cost ranges from **\$500 - \$1000** depending on the options selected.

MONTH OF THE MILITARY CHILD CELEBRATION (Springfest)

April 25 – Ward Field, Pearl Harbor from 2-5pm

Attendance: 3000

A free outdoor celebration focusing on youth and areas such as science, arts and literacy, including live entertainment, games, contests, activities, food and more – to show appreciation to our military affiliated youth. Supporting Sponsorship is available at **\$250** for booth space and recognition as a supporting sponsor. Larger sponsorship packages are available ranging from entertainment sponsor at **\$1000** to title sponsorship for **\$3,000**.

MWR EXPO'S

- April 29 – Pearl Harbor – 1000 in attendance 10am – 1pm
 - May 8 – Pacific Missile Range Facility (Kauai) – 350 in attendance 11am until 2pm
- Each base within the Region offers an annual “everything you need to know” about Hawaii and MWR event. It is geared towards newcomers and full of energy, activities and information. All sponsors, programs and vendors of MWR are given booth space to promote their programs, while customers gather info, enjoy entertainment, prizes, food and fun. Each Expo’s participation cost is **\$250**

WELLNESS & FITNESS FAIR

May 20 – Bloch Arena – 3:30 pm – 6:30 pm

Attendance: 700

Customers can learn about the latest and greatest trends, fitness tips, nutritional information and everything fitness and health related that the military and the surrounding community has to offer including retail sales, massage, chiropractics, trainings, clubs, and much more. Booth space is available for **\$150**

RAINBOW BAY MARINA FAMILY FUN DAY & REGATTA

May 16 – Rainbow Bay Marina

Attendance: 500

A day and festival of fun for the entire family, focusing on the many activities available at the Marina, including sailing, paddle boats, paddling clubs, fishing, swim teams and more. Booth space is available for **\$200**

JULY 4TH BLOCK PARTY & FIREWORKS SPECTACULAR

July 4th – Merry Point, Pearl Harbor 2-9pm

Attendance: 15,000

As our biggest celebration of the year, you can imagine the huge blow out that Pearl Harbor offers its sailors and families on Independence Day. The event is a block party with 8 hours of live entertainment, rides, vendors, games, car shows, exhibitions, contests, food, and a spectacular fireworks display from the famous Grucci family.

Booth space is available for **\$500**, with sponsorship recognition for **\$1000 or various areas within the range of \$500 – \$5000.**

MWR Youth Programs DAY FOR KIDS

Sept 19 – Ward Field, Pearl Harbor 2-5pm

Attendance: 500

We have Mother's Day, Father's Day, and now Kid's Day. Come join this Boys & Girls Club National Celebration in honor of our youth.

Booth space is available for **\$150**

MONTH OF THE MILITARY FAMILY CELEBRATION

Nov 14 – Ward Field, Pearl Harbor 5-9pm

Attendance: 3,000

A free outdoor celebration focusing on families, including live entertainment, roving entertainers, crafts, games, rides, free food or snacks, an outdoor movie – to show appreciation for all the military affiliated families. Supporting Sponsorship is available at **\$250** for booth space and supporting sponsor recognition. Title sponsorship is available for **\$3,000.**

WINTERFEST

Dec 11 – Club Pearl Paradise Lounge, Pearl Harbor

Attendance: 1,500

A free holiday celebration focusing on the holidays, including the base tree lighting, Santa arriving by fire truck, entertainment, crafts, games, activities, rides, visits with Santa, holiday goodies – a family event celebrating the holidays.

Supporting Sponsorship is available at **\$250** for booth space and supporting sponsor recognition. Title sponsorship is available for **\$1,500.**

CONSIDERATIONS AVAILABLE WITH ALL SPECIAL EVENTS

Sponsor recognition for Special Events includes, but is not limited to:

- Recognition on all publicity and marketing tools, to include flyers, posters, banners, press releases, electronic marquee displays, etc...
- Verbal recognition via announcements throughout event
- Space will be identified to hang 1-2 banners (depending on the size of the event) in key locations
- Promotional items inserted where bags for customers are prepared – insertion is by MWR personnel.
- Quality of Life Website recognition would be listed for each sponsored season/event.
- Recognition in *Liberty Call* for each sponsored season/event. *Liberty Call* is our 18 page glossy News Magazine printed 6 times per year with a distribution of over 18,000 per issue, including direct mail to 10,000 homes in Navy Housing. Additional downloads are available through our website
- Recognition on eNews, our weekly email distribution throughout the Navy Region identifying upcoming events and hot/new programs
- On –site recognition with booth availability can be offered at all events, allowing for additional promotion and marketing distribution
- Booth opportunities where available for face-to-face interaction with customers
- Slides at both the theater and bowling alley recognizing sponsorship

MWR operates more than 60 facilities throughout Navy Region Hawaii installations. We can customize opportunities to reach any segment of the military market. Please feel free to contact Lara Katine at (808)473-0606 or via email at Lara.katine@navy.mil for more information.