



SPONSORSHIP & ADVERTISING OPPORTUNITIES

H&S Battalion, Headquarters Marine Corps, Henderson Hall
Joint Base Myer-Henderson Hall, Arlington, Virginia 22214

2018

Marine Corps Community Services Henderson Hall
Marketing • 571-483-1947

Cover photo credits: upper left veteran and flag by Lance Cpl. Dalton Precht; upper right Marine and little girl by Lance Cpl. Christopher J. Moore; center uniform with purple ribbon by Lance Cpl. Rebecca Eller; lower left SgtMaj of the Marine Corps meeting Marines by Sgt. Melissa Marnell; bottom center Marine family by Staff Sgt. Justin Kronenberg; middle right Marine and boy by Sgt. Sarah Fiocco; middle right Nationals and SgtMaj of the Marine Corps by Mike Heller; all others by MCCS Henderson Hall staff.

Greetings from the Marketing Officer!

Do you want to introduce your product or service to the military market, develop brand loyalty, expand your patron base, and generate goodwill for your company? Extend your reach into the military market in the National Capital Region by partnering with MCCS Henderson Hall.

We support Headquarters & Service Battalion, Headquarters Marine Corps, Henderson Hall at Joint Base Myer-Henderson Hall in Arlington, Virginia - with over 24,000 Marines and their family members throughout the National Capital Region through our outreach. We also reach Marines farther afield, as well as our sister services' military members and their families, reaching potentially over 287,000 people within 50 miles of our base. Our mission is to invest in Marines for Duty, Home, and Self — by serving those who serve.

As a sponsor, you will access the military market — a 100% employed workforce — while showing your support to the service members and their families who directly benefit from our programs. Benefits of our sponsorship packages can be tailored to meet your business needs.

The MCCS Sponsorship & Advertising Program, sanctioned by the Department of Defense, is a partnership between the government and the private sector. Our program is designed to meet your marketing goals while contributing to the success of our programs.

For more information on sponsoring or advertising with us, feel free to contact Tricia A. Hindermann, Advertising & Sponsorship Manager, at 571-483-1956 or via e-mail at Tricia.Hindermann@usmc-mccs.org. We look forward to partnering with you in 2018 and trust that your association with the Marine Corps brand will assist you in reaching this astonishing market of service members.

With warm regards,

A handwritten signature in black ink, appearing to read 'Rikia C. Ceasar', with a stylized, flowing script.

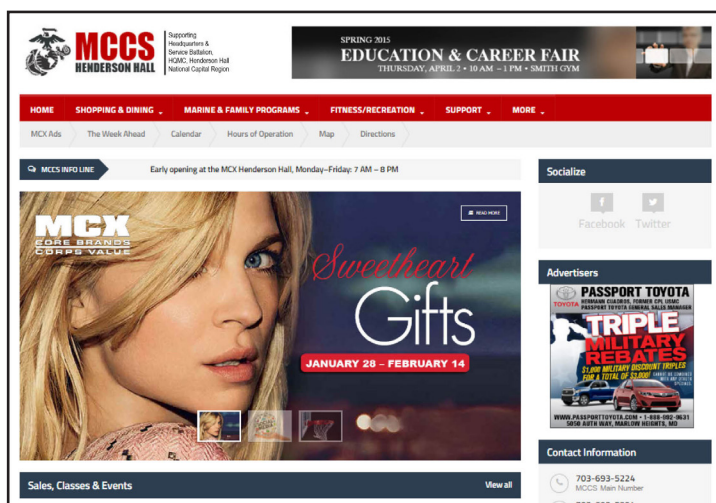
Rikia C. Ceasar
Marketing Director, MCCS Henderson Hall

mccsHH.com Website Rate Card

MCCS Henderson Hall's website, mccsHH.com provides comprehensive information targeted to Marines and their families in the National Capital Region and beyond: to deployed, follow-ons, and pre-arrivals as well as service members, retirees, and their families right here in the Washington, D.C., area. Our analytics show that hundreds of thousands of service members, retirees, and family members from sister services and retirees from all branches of service visit our pages before coming to the Exchange to shop or to access our Marine & Family Program information.

With over 1.7 million pageviews per year and an average of over 141,000 visits per month, our website's worldwide reach is also quantified by visits from over 124 countries or territories around the world. Take advantage of this opportunity to reach the local and the global market with an ad on our website.

Inbound Marines and their families visit our website to become informed when moving to the National Capital Region. Reach them before they even arrive with an ad on **mccsHH.com**.



Continually updated, our comprehensive website includes information on the base, family programs, health and fitness events, sales at the Marine Corps Exchange, and more. Reach our viewers with a website ad by contacting Tricia A. Hindermann, Advertising & Sponsorship Manager, at 571-483-1956 or via e-mail at Tricia.Hindermann@usmc-mccs.org.

Volume discounts and packages are available.

Dimensions and Rates

Placement	Dimensions	Monthly Rates	Quarterly/Month	Semi-Annually/ Month	Annually/ Month
Site-wide Top Banner	728 pixels wide x 90 pixels high	\$800	\$720	\$680	\$640
Site-wide Right Side Box	250 pixels x 250 pixels square	\$625	\$563	\$531	\$500
Site-wide Logo Left Side	160 pixels wide	\$375	\$338	\$319	\$300

Sponsorship Opportunities

Education and Career Fair

The Education & Career Fair, held this year in April, is a highly attended opportunity to connect directly with military personnel, their spouses and affiliated civilians seeking higher education or a new job. This event consistently attracts over 350 visitors and is the perfect venue to showcase your corporate message, introduce your veteran focused educational programs, and recruit high quality personnel. Made possible with your sponsorship, breakfast and lunch refreshments are provided to all fair participants and attendees. As a sponsor, you will also receive a half page, full color ad in the Education & Career Fair Resource Guide, a publication listing all participating schools and companies distributed to all fair attendees and is available on the MCCS Henderson Hall website.



Marine Spouse Appreciation

Every May in conjunction with Military Spouse Appreciation Week, we honor Marine spouses with a fun networking event attended by military spouses from throughout the National Capital Region. With such a popular event amongst the military spouse demographic, we are sure this year's event will be a similarly great turnout of over 100 spouses. As a sponsor, your support will help recognize the vital roles military spouses play in the readiness of their Marines. We invite you to attend, offer a prize giveaway, or provide a goody bag — your kind support will help MCCS create a memorable event for our Marine spouses.



Sponsorship Opportunities continued

Urban Warrior Challenge & Joint Base Barbecue

This very popular joint base event returns after its most successful year yet! Since its inaugural year in 2014, the Urban Warrior Challenge & Joint Base Barbecue has grown to include soldiers from The Old Guard (U.S. Army ceremonial unit), and Marine Barracks Washington Marines. More than 1,000 attendees including family members as well. The day starts with the Urban Warrior Challenge, where teams of Marines and soldiers fiercely compete for the coveted trophy and bragging rights, then to the tug-of-war challenge. The event ends with a free picnic lunch for all attendees. Be part of the excitement with a table on site, where you can interact with service personnel, affiliated civilians, and their families!

Pre-Memorial and Pre-Labor Day Barbecues

What Marine doesn't love some good chow? These Barbecues are held for the Marines before taking their leave for the holidays. All the Marines attached to Henderson Hall are allowed time to come and share a meal with the staff at MCCS, their company, and command. With over 350 Marines, staff, and customers from the local exchange, bring your business to the forefront with a chance to interact with service members, affiliated civilians, and exchange customers. We must warn you, the DJ packs a punch and the music will have you dancing at your tables!



Sponsorship Opportunities continued

Children's Fair

The Children's Fair, held during April's "Month of the Military Child," is a fun family event including games, bounce houses, caricaturists, art activities, and more. Visit with families during the event, sample your product, or provide product giveaways. We hold a base barbecue in conjunction with this event, adding more brand exposure for our sponsors. Over 375 attendees attended in 2017 — your direct connection to the servicemember family consumer.



12 Working Days Before Christmas

In early December, we gear up for the holiday season with the morale-boosting "12 Working Days Before Christmas". This event takes place over 12 consecutive working days before the holiday break. The popularity of this event provides for friendly competition between Marines and Sailors from Henderson Hall, the Pentagon, and the Navy Yard. Marines compete in crazy-fun challenges to determine the winner of that day's prize! The smiles on the faces of the winners each day are immeasurable! Utilizing social media as an engagement piece, the Marines now have a chance to participate, this targets those who may not get to leave the office, giving us more opportunities to spread holiday cheer! Join us in this heartwarming Christmas tradition with your sponsorship that either provides funds to purchase the 12 daily prizes or in-kind sponsorship provides us with exciting products for the event.



Marine Corps Birthday Ball Sponsorship

Celebrating the 243rd Birthday of the United States Marine Corps

Each November, the Marines of H&S Battalion, HQMC, Henderson Hall, conduct a ball celebrating the birthday of the Marine Corps. The observance of the Marine Corps birthday is a time-honored tradition held with the highest degree of propriety. The celebration is one of its most revered traditions and includes the reading of General Lejeune's message and viewing a video of the Commandant's message to those assembled. The evening starts with a cocktail reception, followed by the ceremony, dinner, and dancing until midnight.

As a sponsor of the Birthday Ball, your brand will be connected to one of the most recognizable brands in the world at an event held similarly in every corner of the world Marines are stationed. Sponsorship helps to offset the cost for all Marines, especially to junior Marines and their families. Be part of it as a sponsor.



~ \$500 "Friend of the Marine Corps" Sponsor ~

As a "Friend of the Marine Corps," you'll receive select print and online exposure — ideal for local companies with a limited budget.

~ \$1,000 Silver Sponsor ~

At the Silver Level, you will enjoy all the benefits as a Friend of the Marine Corps, plus two tickets to the event with priority seating, including a ball memento for each guest and an opportunity to meet and mingle with the Commanding Officer of the battalion.

~ \$2,000 Gold Sponsor ~

At the Gold Level, you will enjoy all the benefits as a Silver Level sponsor, plus two additional (four total) tickets to the event.

~ \$3,500 Platinum Sponsor ~

At the Platinum Level, you will enjoy all the benefits as a Gold Level sponsor, plus six additional tickets to the event — a table for ten guests — a great team-building opportunity or thank you to your favoured clients.

Semper Fit Sports & Rec Sponsorship

Enhancing Quality of Life Programs for the Marines, Sailors, and their families

Semper Fit operates a variety of programs for the benefit and enjoyment of the Marines, Sailors and affiliated civilians attached to Headquarters and Service Battalion, Henderson Hall. These programs include Adult and Youth Sports, Health Promotion & Education, Fitness and Wellness, Aquatics, Personal Training, Health Fairs and Races.

As a sponsor, you'll receive promotional benefits at the following events:

Ooh Rah Race Series

These races range from Chesty's 5K Race held in April, to the inaugural Haunted Hill 5K Race in October. With the opportunity to not only service our active duty, the local elementary school buses in children to participate in these spirited runs as well! Connect your brand to the best Henderson Hall has to offer.

Single Marine Program (SMP)

SMP is one of the most notorious divisions of Semper Fit! Active Duty Service Members join in on some of the area's best events, classes, volunteer opportunities, trips, and games. This program directly affects the lives of our younger military personnel.

Intramural Sports

Competitive sports are critical recreation to the military community. With sports varying from Basketball, Softball, and more, tournaments are held throughout the year.



Golf With Us

This golf series allows active duty and retired service members, affiliated civilians, and contractors to take a break from the work week to enjoy the greens of NOVA. This event invites participants to different military base golf courses in the area.

Major Douglas A. Zembiec Pool

Zembiec Pool is the very important Aquatics portion of Semper Fit. Housing aquatic fitness classes, tactical training, events, and open swim, this bustling addition is open year round!

Interested in sponsoring? Contact our Sponsorship & Advertising Manager

Tricia.Hindermann@usmc-mccs.org

Semper Fit Sports & Rec Sponsorship

Enhancing Quality of Life Programs for the Marines, sailors, and their families



The following are highlighted opportunities offered for the Gold and Silver Level sponsorships.

Gold Level Sponsorship ~\$3,000~

- ONE SPONSOR logo placed on posters/flyers/electronic flyers for Race Series, Golf With Us, Intramural Sports, and Zembiec Pool Events
- SPONSOR mention at least ONCE at Semper Fit Events
- SPONSOR logo on race podium, race bibs, and promotional item given away at Golf With Us tournaments, tablecloth during Single Marine Program (SMP) events (12) total.
- ONE SPONSOR logo on on-site banner, approximately (3' high x 5' wide) inside of Corporal Terry L. Smith Gym, week of races during Race Series, during the weekend of the Capitol Classic Basketball Tournament, and at the SMP Recreation Center for the duration of one year.
- SPONSOR logo on all electronic materials on mccshh.com/ EVENT website pages and ticketing page for the duration of ONE year.

For more information, details, and specifics, please contact
Tricia.Hindermann@usmc-mccs.org

Silver Level Sponsorship ~\$1,000~

- SPONSOR mention at least ONCE at Semper Fit Events
- SPONSOR logo on tablecloth for monthly Dinner in the Barracks events (12) total.
- ONE SPONSOR logo on on-site banner, approximately (3' high x 5' wide) inside of Corporal Terry L. Smith Gym, week of races during Race Series.
- ONE SPONSOR logo placed on posters/flyers/electronic flyers for Race Series, Golf With Us, Intramural Sports, and Zembiec Pool Events
- SPONSOR logo on all electronic materials on mccshh.com/ EVENT website pages and ticketing page for the duration of ONE year. EVENT website pages for the duration of ONE year.



Calendar and Deadlines

Ft. Myer Capitol Classic

Friday, February 16 - Sunday, February, 18

Closes: January 15

Cardboard Boat Regatta

Thursday, February 15

Closes: January 15

Golf With Us Tournament Series

Friday, April 6, May 11, June 8, July 6, August 10, September 7

Closes: January 15

Commandant's Cup

TBD March Madness Week

Closes: January 15

Education & Career Fair

Thursday, April 12

Closes: February 12

Chesty's 5K Race

Friday, April 20

Closes: January 15

Children's Fair

Saturday, April 21

Closes: February 21

Marine Spouse Appreciation Event

Friday, May 11

Closes: March 9

Iwo Jima 7K Race

Friday, May 11

Closes: January 15

Pre-Memorial Day BBQ

Thursday, May 24

Closes: March 24

JBM-HH Urban Warrior Challenge & Joint Base Barbecue

Thursday, June 21

Closes: April 22

Pre-Labor Day Battalion BBQ

Thursday, August 30

Closes: June 30

Battalion Family Fun Day

Saturday, September 15

Closes: July 15

Remembrance 5K Race

Friday, September 28

Closes: January 15

Haunted Hill 5K Race

Wednesday, October 31

Closes: January 15

Marine Corps Birthday Ball

TBD November Event

Closes: TBD

Turkey Trot 5K Fun Run

Friday, November 16

Closes: January 15

12 Working Days Before Christmas

Monday, December 3 - Tuesday, December 18

Closes: October 3

*Dates and Battalion Events Subject to Change

Technical Guidelines

Education & Career Fair Resource Guide Advertising

- Publishes in advance of the Education and Career Fair
- Half page (8" wide x 5" high) only — no bleed
- File Types Accepted: PDF, JPEG (300 dpi)
- Graphics Contact: Rikia C. Ceasar, 571-483-1947 or **Rikia.Ceasar@usmc-mccs.org**

Website Advertising on mcccsttt.com

- Box ads: 250 pixels wide x 250 pixels high; banner ads: 728 pixels wide x 90 pixels high; left logo 160 pixels wide
- Deadline: five (5) business days before advertising start date
- File Types Accepted: JPEG, GIF, Flash, MOV, MPEG
- Graphics Contact: J. Felix Gonzalez, 571-483-1957 or **Jose.Gonzalez@usmc-mccs.org**

Sponsorship Logos

- To ensure your logo is presented properly, please provide it along with guidance for its use
- File Types Accepted: Vector images (EPS, Adobe Illustrator) preferred; PDF, JPEG (300 dpi)
- Graphics Contact: Rikia C. Ceasar, 571-483-1947 or **Rikia.Ceasar@usmc-mccs.org**

Banner Advertising

- Banner will be supplied by the client after approval by MCCS
- Banner must carry a non-endorsement disclaimer
- MCCS will post and maintain the banner for the duration of the contract
- Start anytime! A new banner must be provided at the beginning of each contract period
- Graphics Contact: Rikia C. Ceasar, 571-483-1947 or **Rikia.Ceasar@usmc-mccs.org**



MCCS

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