

Naval Support Facility Dahlgren

July 4th 2020 Celebration

recognizing the King George County 300th Anniversary



LIVE MUSIC



CAR SHOW



FOOD VENDORS



KID'S ACTIVITIES



FIREWORKS



NSF Dahlgren • July 4, 2020

Naval Support Facility (NSF) Dahlgren, established in 1918, is located in King George County, Virginia - which is celebrating it's 300th anniversary in 2020.

NSF Dahlgren MWR, in partnership with the King George County Tourism Advisory Committee, will host the Fourth of July Celebration as part of the county's 300th anniversary. The family celebration will be held at NSF Dahlgren and will be one of the few times when the base invites non-military on for an event.



NSF Dahlgren FY18 Employment Data:

11,224 (6,102 Federal Civilian, 4,739 Contractor, 383 Military)

NSF Dahlgren FY18 Economic Impact Summary:

\$608.35M Civilian Payroll | \$65.65M Military Payroll

\$2,791.4M Total Contracts | \$472.15M Local Contracts

NSF Dahlgren Locality (Federal employees & service members only)

30% King George County | 16% Spotsylvania County

9% Stafford County | 7% Fredericksburg

4% Charles County, Maryland | 4% Colonial Beach

4% Westmoreland County | 1% St. Mary's County, Maryland

King George County, Va

Population:

26,575+ (2018 estimate)

King George County, Va

Median Household Income:

\$84,770 (2017 estimate)

King George County, Va

Age Demographics:

15-24, 11.5% | 25-34, 12.7%

35-44, 14.1% | 45-54, 14.9%

55-64, 11.8% | 65+, 12%

Sponsorship Opportunities

Title Sponsor - \$6,000 (1)

TITLE NAMING RIGHTS

- Name appears with title
(ex. 'Fahlgren July Celebration presented in part by the George County Tourism Advisory Committee' or 'Your Company Name')

ADVERTISING

- Name/logo appears on digital and print leading up to and during the event, including logo hyperlink event webpage
- Recognized in any media coverage

EVENT DAY RECOGNITION

- Name/logo on marketing materials on main stage/pavilion
- Two (2) 3' x 6' banners* posted at event venue entrances and Two (2) 5' x 7' banners* posted at fireworks viewing area entrance lines
*provided by sponsor
- Direct field marketing opportunities (10' x 20' booth space)
- Public recognition during event announcements

HOSPITALITY

- Reserved chairs at fireworks viewing area

Community Sponsor - \$500 (12)

EVENT DAY RECOGNITION

- Name/logo on sponsor banner
- Direct field marketing opportunities (One (1) 6' table in sponsor area)

Activity Sponsor - \$2,000 (4)

TITLE RECOGNITION

- Name appears on one (1) event segment/activity sign
(ex. 'Your Company Name' Kids Zone, 'Your Company Name Car Show')

ADVERTISING

- Name/logo appears on digital and print ads leading up to and during the event
- Hyperlink on event webpage

EVENT DAY RECOGNITION

- Name/logo on marketing materials on main stage/pavilion
- Direct field marketing opportunities (10' x 10' booth space)
- Public recognition during event announcements

HOSPITALITY

- Reserved chairs at fireworks viewing area

Premier Sponsor - \$1,000 (5)

EVENT DAY RECOGNITION

- Name/logo on sponsor banner and hyperlink on event webpage
- Direct field marketing opportunities (Two (2) 6' tables in sponsor area)

HOSPITALITY

- Reserved chairs at fireworks viewing area

RESERVE YOUR SPOT TODAY!

Contact:

**Marketing & Commercial Sponsorship Coordinator
Morale, Welfare & Recreation, Naval Support Facility Dahlgren
540-284-4367
dlgrffrmarketing.fct@navy.mil**



DIRECT FIELD MARKETING



EVENT DAY RECOGNITION



VIP PASSES

