



2021-2022

**NSF DAHLGREN**  
**COMMERCIAL SPONSORSHIP**  
**& ADVERTISING**

# WHY CHOOSE US?

Through our Morale, Welfare & Recreation (MWR) department, we will improve your company's military market share by offering many diverse, integrated marketing opportunities such as:

- Increasing market share with product sampling
- Communicating targeted marketing messages  
(right to their doorstep at times!)
- Developing qualified sales leads
- Boosting overall sales and brand awareness



We offer a variety of sponsorship and advertising options, and can tailor any of our packages to meet your needs. Benefits may include:

- Logo on print/digital advertising and event tie-ins
- On-site signage, sponsor tent/table/vehicle
- Public recognition at event, product samples and promotional giveaways
- Possible media coverage
- Social media tags on content, after event photos, or advertising



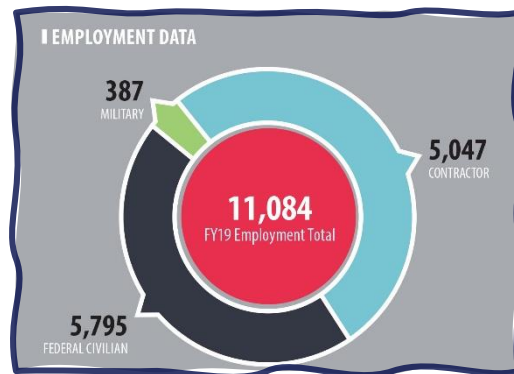


# WHO WE ARE?

Naval Support Facility (NSF) Dahlgren is located in Central Virginia on the Potomac River, within the Naval District Washington (NDW) region, just 50 miles outside of Washington, D.C.

## Employment Data:

- 400 permanent Military personnel
- 2000+ Military personnel train annually
- 5,700+ DoD Civilian personnel
- 5,000+ DoD Contractors



## Economic Impact Summary:

- 602.17M Civilian Payroll • 70.71M Military Payroll
- 775.8M Local Contracts • 1,966.2M Total Contracts

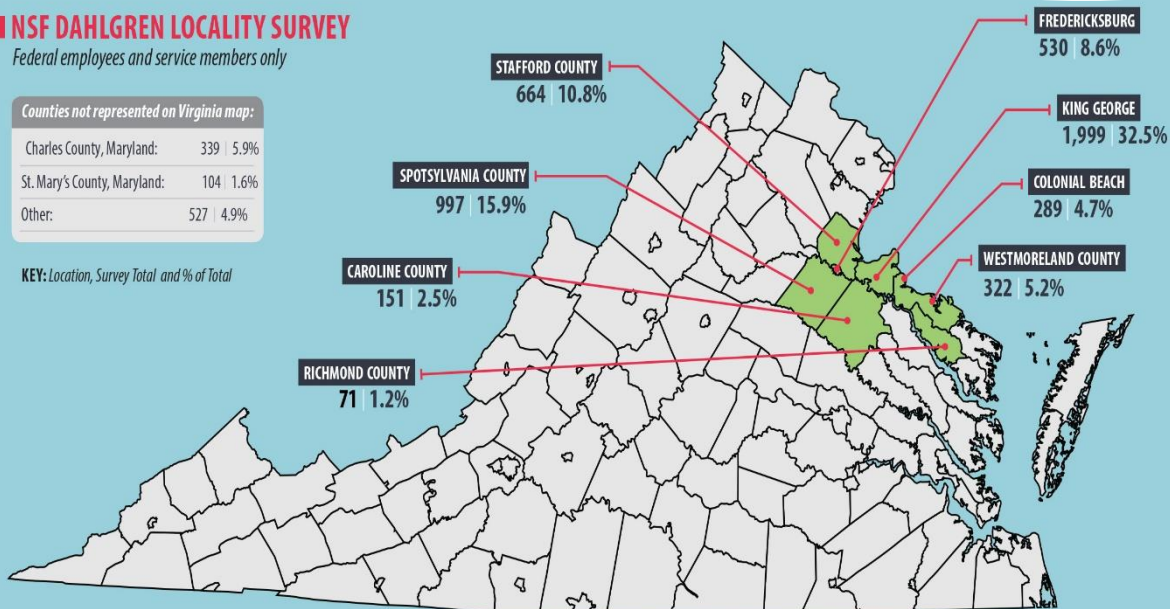
### NSF DAHLGREN LOCALITY SURVEY

*Federal employees and service members only*

#### Counties not represented on Virginia map:

Charles County, Maryland:	339	5.9%
St. Mary's County, Maryland:	104	1.6%
Other:	527	4.9%

KEY: Location, Survey Total and % of Total



# SPONSORSHIP OPPORTUNITIES

MWR includes many services and facilities, which plan events that can almost always be enhanced with commercial sponsorship. Facilities include:

- Community Recreation/Special Events
- Fitness and Sports • Fleet and Family Support Events
- Liberty Center/Single Sailor Events

## 2021-2022 Events:

(Note: Events are subject to change. Sponsorship will enhance overall event, allow MWR to provide food, entertainment, prizes and giveaways. Your company may be allowed to have on-site presence, and at minimum promotional items will be distributed upon request, if provided by sponsor. Logos will be placed on all event advertising and hyperlinks placed with social media recognition and photos.)

- **Virtual & In-Person 5K**  
# of attendees: 30-50/run  
*\$100/event*
- **Summer Reading Program**  
# of attendees: 200+  
*\$250-\$500 sponsorship levels*
- **Monthly S.T.E.A.M Events**  
(science, technology, engineering, art & math)  
# of attendees: 15-20/event  
*\$100/event*
- **Fall Themed Events**  
(pumpkin deliveries to military families, front porch holiday bags)  
# of attendees: 150+  
*\$500-\$1,000 sponsorship levels*
- **Halloween Parade – October 2021**  
# of attendees: 500+  
Opportunity to drive sponsor wrapped vehicle in parade.  
*\$500-\$1,000 sponsorship levels*
- **Holiday Parade, Santa Visit – December 2021**  
# of attendees: 400+  
Opportunity to drive sponsor wrapped vehicle in parade.  
*\$500-\$1,000 sponsorship levels*



# ADVERTISING OPPORTUNITIES

MWR facilities see a variety of foot traffic every day, mixed of Military personnel, DoD Civilians, Military families and retirees, as well as Veterans

**2021–2022 Advertising Opportunities:**  
(Pricing subject to change based on facility hours of operation and patron usage.)

- **Wallscape (16'x8' or smaller)**  
\$1,000/month  
\$5,000/6-months  
\$10,000/12-months

Locations include Fitness Center,  
and Gray's Landing Restaurant  
10,000+ impressions/month



- **Banner (6'x3')**  
\$200/month/location  
\$500/3-months/location

Locations include Fitness Center,  
Gray's Landing Restaurant,  
Community Rec Center  
(Tickets & Travel, The Brow Café),  
Auto Skills Center, Aquatics Center  
5,000-10,000+ impressions/month



- **Digital Advertising (6'x3')**  
\$100/month/location  
\$250/3-months/location

Locations include Fitness Center,  
Gray's Landing Restaurant,  
Community Rec Center  
(Tickets & Travel, The Brow Café),  
5,000-10,000+ impressions/month

