

The Colorado Springs Community Sponsorship Handbook

FORT CARSON COMMUNITY PARTNERSHIPS



“How Your Business Can Support and Benefit from the Military Market at Fort Carson”

Everything you ever wanted to know about Army sponsorships ...

Presented by the Fort Carson Marketing, Advertising and Corporate Sponsorship Division

INTRODUCTION

Working with the United States Army at Fort Carson

Welcome to the Army! That can sometimes be an intimidating statement. Have no fear. The information contained in this handbook is designed to take the fear out of doing business with the Army at Fort Carson.

During this seminar you will learn:

- What a donation to Fort Carson means? And how is it handled?
- What is sponsorship on Fort Carson?
- What is advertising on Fort Carson?
- How does sponsorship benefit the Fort Carson community?
- Fort Carson community demographics.
- The Fort Carson community psychographics.
- The market segments and targeting methods.
- What are the local business community's ethical responsibilities to the Fort Carson community?
- What elements make up our market segments and how can you effectively target them?
- How do you become a sponsor of Fort Carson programs?
- Understanding AR 215-1; the rules governing sponsorship and advertising on Army Installations.
- What options are available to advertisers?
- Handbook Review and Q&A.

This seminar will provide you with the knowledge to make good business decisions in your marketing and advertising efforts on Fort Carson. It will describe the process through which you become a Fort Carson sponsor and how you access the many channels available for on-post advertising.

Included in this publication are the following documents:

- The Fort Carson Liberty League Sponsorship Program
- Army Regulation 215-1 - Chapter 11 - Sponsorship

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SPONSORSHIP HISTORY

What is commercial sponsorship?

A commercial sponsorship is a monetary and/or in-kind fee paid to an event manager/producer, in return for access to the exploitable commercial potential, such as public recognition or advertising promotions associated with the property, event, promotion, and so forth. The strategy of commercial sponsorship is to meet the specific measurable goals of a company or brand by building a link in the target audiences' minds between the sponsor and a valued organization or event.

What is Army commercial sponsorship?

Army commercial sponsorship is an exchange of values. Corporations, associations, or individuals provide assistance, funding, goods, equipment (including fixed assets), or services to an MWR program(s) or event(s) in exchange for advertising or promotional opportunities within the Army community. Sponsorships are not gifts or donations. Army commercial sponsorships require written agreements and are for a limited period of time. The program does not include the donation of volunteer services, premiums, coupons, or limited samples that are considered gifts.

Commercial sponsorship may be used only for MWR events and programs. Unit events, family support groups, private organizations, and non-MWR programs are not eligible for the support. All solicitations must be made by trained sponsorship personnel.

There are two types of MWR commercial sponsorships:

- Solicited sponsorship - Gained through a formal process targeting an adequate number of known U.S. sources in a competitive manner. Alcohol (including beer) and tobacco sponsors are not solicited.
- Unsolicited sponsorship - Comes from companies who approach MWR with an idea and resources. Unsolicited sponsorship from alcohol and tobacco companies may be accepted.

HISTORY

SPONSORSHIP HISTORY

Program History

Commercial sponsorship in the military began in February 1988, with an exception to Department of Defense (DoD) Instruction 1015.2. This exception allowed for the competitive solicitation of corporations for support of specific MWR events. The exception was for a one-year test period, during which time DoD monitored the program. Those services wishing to participate in the program had to provide DoD with written guidance and implementation procedures. The Army distributed commercial sponsorship guidance and implementation procedures in January, 1989. This guidance provided for a one-year test of the commercial sponsorship program on Army installations. During the first year, the Army generated \$600,000 in cash, goods, and services.

In May 1992, DoD issued a policy memorandum on MWR commercial sponsorship. This policy replaced the exception that the Army was currently operating under, and solidified commercial sponsorship as an MWR program. The new policy expanded in scope to allow sponsorship of MWR programs of limited duration as well as MWR events. The May 1992 policy added the need for the sponsor to certify in writing that the costs of the sponsorship will not be charged to any part of the federal government. The May 1992 policy also clarified the role of contracting officials in sponsorship and gave greater latitude in accepting unsolicited sponsorship.

In October 1992, DoD issued a modification to the May 1992 policy. This modification called for the coordination with AAFES to ensure that sponsorship agreements do not violate existing AAFES agreements. The Army issued interim guidance in June 1994. This guidance incorporated the latest DoD policy. On 29 September 1995, the Army published AR-215-1 Nonappropriated Fund Instrumentalities and Morale, Welfare, and Recreation Activities. Included for the first time was policy governing the Army Commercial Sponsorship Program.

During the first ten years, commercial sponsorship has grown from a \$600,000 per-year program to one that generates more than \$14 million dollars in cash, goods, and services annually.

HOW YOUR SPONSORSHIP BENEFITS THE ARMY

Making a difference at Fort Carson

Army sponsorship offsets the cost of, or enhances, existing MWR events and programs and provides a means for MWR to offer exciting new activities. It allows MWR to provide programs at a reasonable cost to soldiers and their families. Sponsorship provides revenue-generating events and programs that support non-revenue-generating programs. Commercial sponsorship increases the perception of professionalism of Army MWR programs by providing high-quality program enhancements, such as four-color advertising pieces and promotional materials. Sponsorship also helps to foster good relationships between the Army and the business community.



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The Army Sponsorship Mission

The mission of the Army Commercial Sponsorship Program is to support vital military MWR programs by obtaining private sector funding, services, or supplies in exchange for advertising and promotional opportunities within the Army community.

MARKET

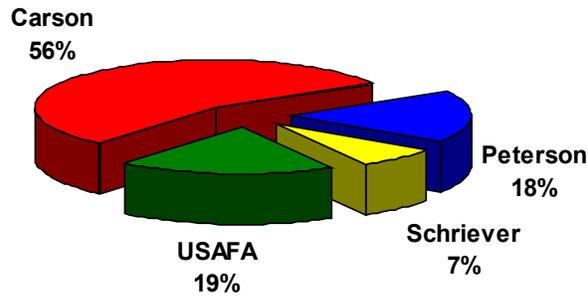
THE ARMY MARKET AT FORT CARSON

Fort Carson Demographics

Active duty Army personnel at Fort Carson is on the rise. Current statistics as shown:

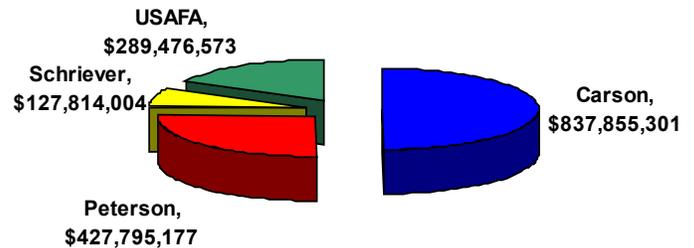
Active Duty	18,930
Officers	1,835
Married	1,023
Single	812
Warrant Officers	291
Married	252
Single	39
Enlisted	16,804
Married	7,102
Single	9,702

Active Duty Personnel



Active Duty Family Members	47,250
On-Post	6,912
Off-Post	40,338
Dept. of Army Civilians	2,048
Non Appropriated Civilians	1,071
Retirees	24,835
Retiree Family Members	35,879

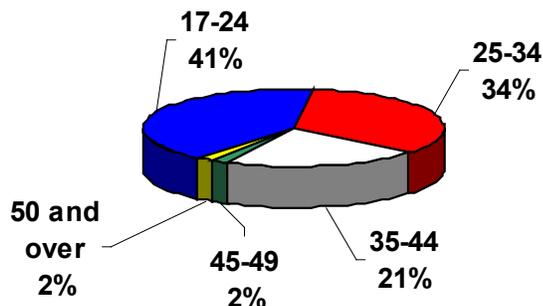
Installation Payrolls



TOTAL POPULATION SERVED 130,013

Over 50% of the Army is under the age of 30 - the age when many buying patterns and brand loyalties are established. These factors contribute to the appeal of the Army market.

Age Breakdown of Active Duty Personnel



SPONSORSHIP GUIDELINES

In this section, you will learn about the areas defined by Department of Defense (DoD) and Department of Army policy and guidance, including:

- Policy
- Authorized Sponsorship Programs
- Exchange of Values
- Solicited Sponsorship
- Unsolicited Sponsorship
- Written Agreements
- Authorized Solicitors
- Commercial Sponsorship Office Role
- Staff Judge Advocate Role
- Sponsor Recognition
- Gifts and Donations to the NAFI
- Ethical Considerations
- Acceptance of Gifts and Gratuities

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SPONSORSHIP GUIDELINES

Policy

The Army Commercial Sponsorship Program is governed by Department of Defense Instruction (DODI) 1015.10, and Army Regulation 215-1, Nonappropriated Fund Instrumentalities and Morale, Welfare, and Recreation Activities, dated 24 October 2006, Chapter 11, section 2-11-6, Commercial Sponsorship

Authorized sponsorship programs

Commercial sponsorship is reserved for Army MWR, Army Family Team Building (AFTB), and Army Family Action Plan (AFAP) events and programs only. The Army commercial sponsorship program does not apply to Army units, nor can Army units solicit for sponsorship on their own as governed by the DoD Joint Ethics Regulations. The Army commercial sponsorship office cannot solicit sponsorship for private organizations, although private organizations may obtain sponsorship through their own efforts. The Installation Commander has the authority to limit or restrict solicitation by private organizations if this solicitation competes with or duplicates the functions of the authorized installation commercial sponsorship program. Rules governing private organizations are covered in AR 210-1. Close working relationships should be developed between the Commercial Sponsorship Office and authorized private organizations operating on the installation. Private organizations should be informed of the solicitation efforts of the authorized sponsorship program to alleviate the potential for competition for the same support from industry and local businesses. Private organizations can be a sponsor of MWR events and programs.

Exchange of values

Commercial sponsorship is the exchange of values. Sponsors provide cash/goods/services in return for advertising and promotional opportunities within the Army community. The Army provides benefits such as signage, club and other MWR promotions, exchange and commissary promotions, couponing and sampling opportunities, and more, in return for cash sponsorship fees, goods, or services.

SPONSORSHIP GUIDELINES

Solicited Sponsorship

Solicited sponsorship must be competitive and based on the following principles:

- Sponsors are solicited from U.S. sources and generally limited to firms and organizations involved with consumer products.
- In overseas areas, non-U.S. firms can be solicited with the commander's approval, provided that solicitation is not in violation of SOFA or other agreements.
- More than one corporation per product category must be solicited; a minimum of three in each category is preferred.
- Solicitations must be announced. This can be in the form of written proposals sent to numerous corporations or advertisements in newspapers, magazines or trade journals.
- More than one category sponsor may be sought.
- Evaluation criteria will be used to determine the acceptance of solicited sponsorship. Evaluation criteria should include the value of services, goods, or cash offered. The appropriateness of potential sponsoring corporations may be considered.
- Alcohol and Tobacco companies may not be solicited.
- Sponsors should not receive favored treatment or special concessions with the exception of recognition of sponsor support, advertising and promotional opportunities.

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SPONSORSHIP GUIDELINES

Unsolicited Sponsorship

Unsolicited sponsorship follows the same guidelines as solicited sponsorship except that it doesn't have to be competitively bid or announced. Written proof of the unsolicited offer is ideal, or at a minimum, you should document the initial offer including the date, POC and amount/details.

- The following principles apply to unsolicited sponsorships:
- Sponsorship is entirely initiated by the prospective sponsor.
- Receipt of an unsolicited proposal does not require solicitation of other sources.
- Following receipt of an unsolicited offer, MWR needs should be determined and an evaluation of the offer made.
- Offer may be either accepted or declined.
- Unsolicited Alcohol and Tobacco sponsorship may be accepted if similar opportunities exist in the civilian community or the sponsored event is open to the public.
- Alcohol & Tobacco sponsorship must include a responsible use campaign and/or The Surgeon General's warning.

SPONSORSHIP GUIDELINES

Written agreements

All commercial sponsorships must be in writing. Agreements are valid for one year or less, with annual renewals not to exceed five years. This does not preclude the award of a new contract after the initial five-year period. Right of first refusal is a negotiable item and should not be routinely included in all sponsorship agreements. Sponsorship agreements must include the following:

- Event or program description.
- Detailed summary of MWR obligations.
- Detailed summary of entitlements of the sponsoring company or organization.
- Term and termination clause.
- Certification that no costs incurred by the company are charged to any part of the federal government.
- Force Majeure clause.
- Independent contractor clause.
- Assignment clause.
- Disclaimers.
- Signature of an Army representative, usually the DCA/ DPCA (or equivalent).
- Signature of the sponsor representative.
- Legal review.

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SPONSORSHIP GUIDELINES

Authorized solicitors

Command authorities, normally the Director, DMWR or Deputy Director, DMWR must designate by name, and in writing, individual(s) who perform commercial sponsorship duties. The command will forward the designee(s) name, address, and phone number to the Family Morale, Welfare and Recreation Command (FMWRC). MWR employees authorized to work with the Commercial Sponsorship Program must receive appropriate professional development training. Every attempt should be made to attend the annual Army Commercial Sponsorship Training Conference. The command is responsible to ensure that at a minimum, sponsorship specialists receive the following training:

- Annual briefing on ethics.
- Information on the principles and procedures of NAF contracting solicitation.
- Training in development of evaluation criteria.
- Training on proper file documentation.

Your point(s) of contact at Fort Carson

Sean D. Stewart

Chief, Marketing, Advertising
and Commercial Sponsorship
1675 Ellis St., bldg. 1217 room 135
Fort Carson, CO 80913
sean.d.stewart@us.army.mil
phone: 719-526-0536
cell: 719-201-8364
fax: 719-524-1345

Reka G. Reyna

Marketing Assistant
1675 Ellis St., bldg. 1217 room 136
Fort Carson, CO 80913
reka.reyna@us.army.mil
phone: 719-526-3161
cell: 719-492-6121
fax: 719-524-1345

SPONSORSHIP GUIDELINES

Commercial sponsorship office role

The Commercial Sponsorship Office is the central point of contact for *all* commercial sponsorship conducted by the installation's MWR program. The sponsorship office is responsible for coordinating the direct solicitation for all MWR events and programs and for receiving unsolicited proposals for sponsorship. The sponsorship office must work closely with activity managers to develop their sponsorship proposals, to help activity managers understand sponsorship, and to build equity in their events.

The sponsorship office is also responsible for composing the written agreements outlining the MWR and the sponsoring corporation's responsibilities, and for assuring they have legal review and concurrence. The Commercial Sponsorship Office is also responsible for proper file documentation, including the solicitation proposal, evaluation criteria, invoice request, and after-action reports.

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Role of Staff Judge Advocate (SJA)

All sponsorship agreements require legal review and concurrence. The Staff Judge Advocate (SJA) office should assist the sponsorship office in developing an agreement template. SJA should also act in an advisory capacity in the areas of ethics and standard of conduct.

SPONSORSHIP GUIDELINES

Sponsor recognition

Recognition of a commercial sponsor's contribution to the quality of life of Soldiers and family members is important in assuring the sponsor's continued support. Nonappropriated funds may be used for sponsor recognition events such as award luncheons, golf or recreation events, or mementos and awards. The decision to use NAF for these sponsor thank-yous is at the discretion of the commander and is based upon the concept of being a sound business expense. Care should be taken to prevent the perception of favored treatment. It is best if all the installation's sponsors are recognized at an annual event or if a small awards ceremony is built into the sponsored event.

Gifts and donations to the Non-Appropriated Fund Instrumentality (NAFI)

Gifts and donations may be accepted by the NAFI when voluntarily offered by a private individual, group, or corporation and it is determined that the acceptance is in the best interest of the Army. Gifts and donations may not be solicited; however, NAFI needs may be identified when responding to inquires from potential donors. Special concessions, advertising rights, and sponsor benefits cannot be given to donors. Rules governing the acceptance of a gift or donation by the NAFI is in AR215-1, Chapter 9, section 3, para. 13-14.

The following authorities may approve the acceptance of gifts or donations to the NAFI:

- NAFI Fund Manager. Up to \$5,000 when delegated by the local commander.
- Local Commander. Up to \$25,000, except for contributions by the local United Way which may be accepted in any amount.
- Major Army commanders. Up to \$50,000.
- FMWRC. Up to \$150,000.
- Secretary of the Army. Amounts greater than \$150,000.

SPONSORSHIP GUIDELINES

Ethical considerations

Because of the duties and responsibilities of the commercial sponsorship position, care should be taken to follow the rules and regulations governing ethics. The Commercial Sponsorship Office is continually dealing with private industry, therefore, the perception of conflict of interest and unethical behavior must be avoided at all times.

Acceptance of gifts and gratuities

The Joint Ethics Regulation, 5 CFR, Sec. 2635.201 (et.seq.) governs the personal acceptance of gifts and gratuities by a government employee. The following are not considered gifts and can be accepted: non-meal food and refreshments, cards, plaques, bank loans, items paid for by the government, or items you pay market value for. As an exception to the gift rule, you may accept a gift from an outside source such as a meal or promotional item, as long as the retail value does not exceed \$20 per occasion and you do not accept more than \$50 per year from the same source.

Other exceptions can be made for the following:

- Personal relationships
- Discounts/benefits
- Awards or degrees
- Outside business relations
- Widely attended events
- Social invitations
- Local government or civil events and scholarships or grants

SPONSORSHIP

The Liberty League Sponsorship Program

Take “The Liberty League” Challenge!

As you have discovered in reading this publication the sponsorship your business provides to the Fort Carson community is crucial to the readiness of our troops and the morale of our families.

While the politicians banter over who gets what and when, the Soldiers and families that make up our community continue to fight and defend our right to live free in this great country. During this time of continued deployment the families that comprise the other half of our fighting force remain steadfast and strong in their commitment to our country.

The Liberty League program is the direct link between you and them! Every dollar, service or product provided via this program makes possible the events, programs and activities that help soften the daily challenges our Soldiers and families face. No other community in the United States of America has or is willing to stand by their fighting force like the Colorado Springs community.

We are committed to do whatever it takes to win this battle! The Directorate of Morale, Welfare and Recreation exists to ensure our frontline defenders have the very best for their families while they fight for our freedom; and that no matter what conflict is placed before us - American's will stand together to get the job done.

Please consider this challenge and take the opportunity to make a difference in the lives of every man, woman and child who fight to overcome the trials and tribulations of war and the obstacles their commitment sets before them on a daily basis.

Thank you for taking the time to discover how you can make a difference.



5-Star Liberty Level

An all inclusive package
\$15k per year

Special Events Exposure (5 large events - 2,500+ attendees at each event)

- Participate in events that host thousands of Fort Carson community members!
 - Get the opportunity to meet face-to-face with your target market.
 - Feel good about the support you are providing to Soldiers and families at Fort Carson.
- Logo and name recognition in all publicity advertising these five special events.

On-post Television Advertising

A total of sixty :30 second television spots per month on Fort Carson's cable network, Charter Communications.

CNN	ESPN
MTV	TNT
USA	BET
FOX NEWS	FOXSPORTS
DISCOVERY	TBS
LIFETIME	ESPN2

Banner Placement

Six foot vertical banners located throughout the DMWR organizations:

- The Youth Center
- "New" Alternate Escapes/Java Cafe
- Cheyenne Shadows Golf Course
- Thunder Alley Bowling Center

Web Banner Placement

<http://mwr.carson.army.mil>

A 468 pixel by 60 pixel banner ad on the DMWR home page.

Hospitality Guide

8-1/2 x 11, full-color advertisement in Hospitality Guide placed in all 204 rooms at Fort Carson's Lodging Facility. This facility is host to over 100,000 guests per year.

First Choice Magazine

A full-color glossy publication produced bi-annually with 15,000 copies printed each run. You receive a full page color ad in each edition.





4-Star Liberty Level

An all inclusive package
\$10k per year



Special Events Exposure (3 large events - 2,500+ attendees at each event)

- Participate in events that host thousands of Fort Carson community members!
- Get the opportunity to meet face-to-face with your target market.
- Feel good about the support you are providing to Soldiers and families at Fort Carson.

Logo and name recognition in all publicity advertising these five special events.

On-post Television Advertising

A total of twenty-five :30 second television spots per month on Fort Carson's cable network, Charter Communications.

- | | |
|-----------|-----------|
| CNN | ESPN |
| MTV | TNT |
| USA | BET |
| FOX NEWS | FOXSPORTS |
| DISCOVERY | TBS |
| LIFETIME | ESPN2 |

Banner Placement

Six foot vertical banners located throughout the DMWR organizations:

- "New" Alternate Escapes/Java Cafe
- Thunder Alley Bowling Center

Web Banner Placement

<http://mwr.carson.army.mil>

A 468 pixel by 60 pixel banner ad on the DMWR home page.

First Choice Magazine

A full-color glossy publication produced bi-annually with 15,000 copies printed each run. You receive a half-page page color ad in each edition.





3-Star Liberty Level

An all inclusive package
\$7.5k per year

Special Events Exposure (2 large events - 2,500+ attendees at each event)

- Participate in events that host thousands of Fort Carson community members!
- Get the opportunity to meet face-to-face with your target market.
- Feel good about the support you are providing to Soldiers and families at Fort Carson.

Logo and name recognition in all publicity advertising these five special events.

On-post Television Advertising

A total of fifteen :30 second television spots per month on Fort Carson's cable network, Charter Communications.

CNN	ESPN
MTV	TNT
USA	BET
FOX NEWS	FOXSPORTS
DISCOVERY	TBS
LIFETIME	ESPN2



Web Banner Placement

<http://mwr.carson.army.mil>

A 468 pixel by 60 pixel banner ad on the DMWR home page.

First Choice Magazine

A full-color glossy publication produced bi-annually with 15,000 copies printed each run. You receive a half-page color ad in each edition.



2-Star Liberty Level

An all inclusive package
\$5k per year

Special Events Exposure (1 large event - 2,500+ attendees at each event)

- Participate in events that host thousands of Fort Carson community members!
- Get the opportunity to meet face-to-face with your target market.
- Feel good about the support you are providing to Soldiers and families at Fort Carson.

Logo and name recognition in all publicity advertising these five special events.

First Choice Magazine

A full-color glossy publication produced bi-annually with 15,000 copies printed each run. You receive a quarter-page color ad in each edition.

Web Banner Placement

<http://mwr.carson.army.mil>

A 468 pixel by 60 pixel banner ad on the DMWR home page.



ANNEX A:

Army Regulation 215-1

Chapter 11

Advertising and Commercial Sponsorship

Section I

Advertising

11-1. Morale, welfare, and recreation and nonappropriated fund instrumentality advertising MWR programs communicate their presence and the availability of goods and services they offer to as many potential patrons as they can. Such communication will not reflect unfavorably on the DOD, the Army, other DOD components, or the Federal Government.

a. Armed Forces publications.

(1) MWR programs may contribute articles and stories for publication as unpaid information items in post newspapers, plan-of-the day, AFRTS, installation cable TV, and other media intended primarily for distribution to authorized patrons. Commercially sponsored MWR events may be mentioned with other pertinent facts in news stories and announcements. Event titles using the name of commercial sponsors may be included if newsworthy and if the use clearly meets Army needs.

(2) MWR programs may pay to advertise MWR goods, services, entertainment, and social events in the civilian enterprise media, including installation cable television. Brand names and item prices, feature acts, films, talent, admission price, or cover charges, and names of commercial sponsors may be included in MWR advertising. Such advertising will prominently display the phrase “PAID ADVERTISEMENT.”

b. Other than Armed Forces publications. MWR programs may pay to advertise their services and events in other than Armed Forces newspapers provided the chosen media is circulated to, written for, or geared to an audience consisting primarily of military or DOD personnel, or other authorized patrons. Such information may include sponsors’ names.

c. Commercial (private sector) media. MWR programs may pay to advertise in appropriate commercial (local

and national) (includes Internet) media when MWR special events are open to the private sector. Examples of MWR events include, but are not limited to, music concerts, athletic programs, Volksmarches, competitive runs, and American historical or traditional military events. Advertising of these events is subject to the following conditions:

(1) Events will not directly compete with similar events offered in the local civilian community. Events open to the private sector and event advertising will be coordinated in advance with the local public affairs office.

(2) Events open to the private sector must be infrequent, increase military civilian community interaction, and enhance community relations.

(3) Event-related merchandise may be sold. Food and beverages may be sold for on-premises consumption only.

(4) Community relations and public affairs open house events are command functions and not MWR events. Therefore, advertising for these PAO events will be conducted and resourced as prescribed in AR 360-1.

d. Statement. Advertising of MWR programs, services, or events that may be heard, seen, or read by other than authorized patrons will contain a statement similar to: “This offer/event is open only to authorized patrons—PAID ADVERTISEMENT.” This phrase is not required for advertising MWR events that are open to the private sector as discussed above.

11-2. Selling advertising space in nonappropriated fund instrumentality/entity media

a. MWR programs and other NAFIs (see AR 60-20 for AAFES policy) may sell space for commercial advertising in any NAFI/entity media (printed, signs, electronic) produced for or prepared by them and may accept payment for such advertising.

b. Publication of paid commercial advertising by NAFIs/entities is bound by similar standards of propriety applying to civilian enterprise publications, as prescribed in AR 360-1. Those standards applying to

NAFI/entity commercial advertising include the following:

- (1) Advertising will be rejected if it undermines or appears to undermine an environment conducive to successful mission performance and preservation of loyalty, morale, and discipline. Some considerations in accepting advertising include the local situation, the content of the proposed advertisement, and the identity and reputation of the advertiser.
 - (2) Advertising will not contain anything in it that might be illegal or contrary to DOD or Army regulations, such as discrimination, prohibition against soliciting membership in private groups, endorsement of political positions, favoring one group over another group, partisan political items, political advertisements, and games of chance, including casinos and Indian tribe gaming.
 - (3) A supplement or insert with commercial advertising may be distributed with NAFI/entity media provided fair and equal opportunity is offered to organizations, businesses, or personnel to compete for this privilege.
 - (4) No advertising will be accepted from any establishment placed "off limits" by the commander.
 - (5) "Truth in lending" statutes will be met by consulting with the local SJA.
 - (6) Advertising will include a disclaimer that it does not constitute DOD, Army, or Federal Government endorsement.
- c. Acceptance of paid commercial advertising on APF electronic media, such as AFRTS and the local commander's channel, is prohibited.
 - d. All commercial advertising agreements must be in writing and must receive legal review prior to entering into the agreement and prior to signature of the parties.
 - e. Advertising in NAFI/entity media is based on reaching authorized MWR patrons.
 - f. Mailings to authorized patrons are permitted using NAFs of the respective NAFI/entity. NAFI/entity print media will not be distributed to unauthorized patrons.
 - g. Good judgment will be used concerning acceptance of commercial advertising that may compete with MWR or

other DOD programs.

- h. The local garrison commander will make final decisions on acceptance of advertising and must consider public perceptions, impact to the local economy, and the effect on the local civilian enterprise newspaper, installation guide, and installation map.
 - i. Any prominent display of outdoor or electronic signage containing commercial advertising will comply with the installation Army Communities of Excellence standards and be coordinated with the installation engineers.
- #### 11-3. Authorized personnel
- a. Commercial advertising sales and the placement of event advertising in civilian media will be performed centrally by individuals designated in writing by the Command authorities, normally the MWR director. Commercial advertising sales and the placement of event advertising in civilian media will be performed centrally by individuals designated in writing by the Command authorities, normally the MWR director. The Command will forward designee(s) name, address, phone, and e-mail address to USACFSC to the Commander, U.S. Army Community and Family Support Center, ATTN: C SC-BP, Advertising Division, 4700 King Street, Alexandria, VA 22302-4404.
 - b. MWR employees designated to work with the commercial advertising program must receive appropriate professional development training; at a minimum, designated employees should attend annual training conducted by USACFSC.
- #### 11-4. Reporting
- Garrisons will forward through command channels an annual report of all advertising initiatives to USACFSC at the above address not later than 31 October. USACFSC will issue reporting guidance annually. At a minimum, the report will include—
- a. Cumulative advertising revenue generated during the previous fiscal year.
 - b. Related program expenses, for example, salaries and supplies.
- #### 11-5. Web site advertising

The policy applicable to advertising in general also applies to Web site advertising. NAF funded MWR Web sites may contain paid advertising. Web sites must contain an appropriate disclaimer notice when exiting from Army MWR NAF funded Web sites and linking to a commercial advertiser's Web site.

Section II

Commercial Sponsorship

11-6. Definition

Commercial sponsorship is the act of providing assistance, funding, goods, equipment (including fixed assets), or services to an MWR program(s) or event(s) by an individual, agency, association, company, or corporation, or other entity (sponsor) for a specific (limited) period of time in return for public recognition or opportunities for advertising and other promotions.

11-7. Authorized programs

a. Commercial sponsorship will be either unsolicited or solicited but authorized only for MWR programs and events and the NAF component of Army Community Service (AR 608-1), to include Army Family Team Building (AR608-48) and Army Family Action Plan (AR 608-47), which are closely associated with MWR programs.

b. The commercial sponsorship program does not include acceptance of volunteer services. Additionally, this program does not include nor refer to those products or services considered gifts or donations. MWR gifts policy is contained in chapter 13.

c. Military open house programs are primarily PAO activities and are not intended as MWR events. Therefore, commercial sponsorship is not authorized for military open house programs. Commercial sponsorship is authorized for MWR events held in conjunction with open houses only when specifically approved by the installation PAO.

11-8. Sponsorship conditions

Commercial sponsorship support of MWR is authorized under the following conditions:

a. Obligations and entitlement of the commercial sponsor and the MWR program are incorporated into a written sponsorship agreement that will be for a 1-year period or less. The period covered by the original agree-

ment and any annual renewals will not exceed a total of 5 years. This does not preclude the award of a new agreement to the same sponsor after the initial 5-year period. All agreements will receive a legal review by the servicing legal office.

b. Advertising, publicity, or other promotional consideration provided to sponsors is commensurate with the level of sponsorship offered.

c. Special concessions beyond the terms of the sponsorship agreement are not provided to commercial sponsors. Individuals or entities not providing commercial sponsorship are not treated with disfavor and do not suffer any form of reprisal.

d. Appropriate disclaimers, such as "sponsorship does not imply Army endorsement," are required in any public recognition or printed material developed for sponsorship by either the MWR program or commercial sponsor, because the Army does not endorse or favor any commercial supplier, product, or service.

e. All sponsor-generated publicity and promotional material must be reviewed and approved by MWR prior to production and distribution.

f. Commercial sponsor advertising on APF- and NAF-built MWR facilities, to include ball field fences and sports scoreboards, is authorized.

g. Agreements concerning broadcast rights to televise, air, or Web cast MWR events and associated pre-event publicity on commercial (private sector) television or radio are entered into only after coordination with Office of the Assistant Secretary of Defense (Public Affairs) for DOD interservice events or Office of the Assistant Secretary of the Army (Public Affairs) for Army events. Requests for coordination are submitted to USACFSC at the address in paragraph 11-3.

h. MWR management will coordinate with AAFES management prior to entering into an agreement if commercial sponsorship proposals and agreements promise AAFES displays or signage and to ensure there is no impact to AAFES existing policies and practices.

i. Performance of sponsor(s) will be monitored during the course of agreement.

j. Sponsors are generally limited to firms and organizations involved with consumer products and/or services.

However, firms involved with games of chance or gambling to include casinos and Indian tribe gaming will not be permitted as sponsors. In overseas areas, solicitation of non-U.S. firms is authorized with the commander's approval provided solicitation is not in violation of SOFA or other agreements.

k. Category exclusivity may be granted to a sponsor.

Additionally, multiple sponsors may be obtained for any MWR program or event.

l. Military departments ensure commercial sponsors do not obtain personal contact from attendees at MWR programs or events without the express written consent of the attendee.

m. Only MWR programs and those programs authorized in paragraph 11-7 may benefit from commercial sponsorship. Other command groups, units, private organizations, or unofficial activities or organizations are not authorized to use commercial sponsorship to offset program or activity expenses while operating on Government property.

11-9. Written agreements

a. All commercial sponsorship agreements must be in writing and must receive legal review prior to entering into the agreement and prior to signature of the parties.

b. Provisions for termination of agreements, force majeure (such as acts of God), and assignment will be included in the written agreement.

c. The commercial sponsor will certify in writing that sponsorship costs will not be chargeable in any way to any part of the Federal Government. This certification may be a term of the sponsorship agreement or a separate document.

11-10. Solicited sponsorship

a. Solicited sponsorship will be competitively solicited from potential sponsors willing to support a MWR event/program for the mutual benefit of the sponsor and the MWR program.

b. The sponsorship professional must employ fair business practices when communicating with current and potential sponsors. Additionally—

(1) Sponsors will be solicited competitively from an adequate number of sources. In overseas areas, solicitation of non-U.S. firms is authorized with the commander's approval provided solicitation is not in violation of SOFA or

other agreements.

(2) Solicitations must be announced.

(3) Multiple sponsorships for like or different products and/or services may be solicited.

(4) Evaluation of offers will be based on market value of services, goods, or cash offered and the event requirements.

Appropriateness of potential sponsoring corporation must be considered.

11-11. Unsolicited sponsorship

a. Unsolicited sponsorship will be entirely initiated by the prospective sponsor. Receipt of an unsolicited proposal does not require the MWR sponsorship professional to contact other sources. After an inquiry from a prospective sponsor, the command's designated sponsorship representative may inform the prospective sponsors of MWR needs.

b. The Army will not solicit commercial sponsorship from companies in the tobacco, beer, or alcoholic industries; however, unsolicited sponsorship may be accepted.

Sponsorship agreements with firms in the tobacco, beer, or alcohol industries will include a clause requiring a responsible use campaign (beer, alcohol) and The Surgeon General's warning (tobacco) incorporated into any print media.

11-12. Reporting

a. Garrisons will maintain a record of all MWR sponsored events/programs during each fiscal year, to include—

(1) The sponsor's name and organization.

(2) Type of event/program sponsored.

(3) Type and amount of the sponsor's assistance, funding, goods, or services provided, and

(4) The disposition and use of that assistance, funding, goods, or services.

b. Garrisons will forward through command channels an annual report of commercial sponsorship to USACFSC at the address in paragraph 11-3 not later than 31 October.

The report will include—

(1) Value of commercial sponsorship, both cash and merchandise/in-kind services, with the cumulative cash total during the previous FY. Cash and services are broken out by solicited and unsolicited. Unsolicited will be further broken out by alcohol, tobacco, and other. Total cash

sponsorship revenue reported will equal sponsorship revenue on garrison financial statements. USACFSC will issue reporting guidance annually.

(2) The annual report will include expenses directly related to the sponsorship program, that is, salaries, supplies, advertising, and so on.

11-13. Authorized personnel

a. Officials responsible for procurement or contracting will not be directly or indirectly involved with the solicitation of commercial sponsors. Such officials may advise, however, on whether vendors are barred from doing business with the Government. Although NAF contracting officers have no authority to approve commercial sponsorship agreements, they may obligate NAFs in accordance with NAF contracting policies (AR 215-4) in support of the commercial sponsorship program. This provision does not limit the involvement of NAF contract personnel whose function is to administer NAF contracts. The above is applicable to those APF contracting officers who perform NAF contracting functions for MWR programs.

b. Command authorities (normally the MWR director) will designate by name and in writing individual(s) who

perform commercial sponsorship duties. Active duty personnel may not be designated. The command will forward designee(s) name, address, phone, and e-mail address to USACFSC at the address in paragraph 11-3.

c. Designated MWR sponsorship representatives will receive appropriate professional development training to include an annual ethics briefing. Additionally, these employees will attend training conducted by USACFSC.

11-14. Additional guidance

Commercial sponsorship procedures and key management controls are further detailed in the Army Sponsorship Desk Reference Book and other written program guidance and instruction, which may be obtained from USACFSC or accessed through the MWR Web site, www.armymwr.org.

11-15. Web site sponsorship

Commercial sponsors may be provided sponsorship benefits on MWR web sites specified in paragraph 11-5.



<http://mwr.carson.army.mil>