



Base Cape Cod MWR 2022 Programs and Event



Below you will find event specific sponsorship opportunities for our 2022 season.

We are more than happy to create a custom sponsorship package to include events that best suit your target audience. Contact the BCC MWR Director, Tanya Molina, with any questions at (508) 968-6683, Tanya.A.Molina@uscg.mil.

Event Specific Sponsorship Opportunities

March	Game Night at the C-Side—w/Prizes	\$300
April	Earth Day- CG Clean the Base & BBQ**	\$500
	Family Easter Egg Hunt**	\$400
	5K Fun Run with breakfast on the runway	\$250
	Youth “Month of Military Child” Special Activities**	\$500
May	Paint & Sip Event at the C-Side	\$400
	Golf Tournament at the Falcon	\$400
	Movie-Time on the Lawn with popcorn/drinks/games	\$150
June	Fishing Tournament – Osborne Pond	\$300
	5K Run with breakfast	\$250
	Movie-Time on the Lawn with popcorn/drinks/games	\$150
	Pools Open/Schools out: Family Pool Party w/Ice Cream	\$200
	Father’s Day Golf Tourney	\$500
July	Christmas in July Pool Party and Celebration	\$500
	5K Red, White and Blue run with breakfast	\$250
	Youth Pool Parties (1x Week)	\$400
	FREE Bowling & Pizza nights for USCG (1x Week)	\$500
	Movie-Time on the Lawn with popcorn/ drinks/games	\$150
August	Coast Guard Day Celebration (live music/food and activities)**	\$500
	CG Day Golf Tourney/Fishing Derby, Swim Relays/Bike race	\$500
	Camp Out w/Movie-Time on the Lawn and pizza	\$400
	Youth Pool Parties (1x Week)	\$300
	Fishing Tournament – Osborne Pond	\$300
September	Falcon Golf Scramble	\$300
	Game Night at the C-Side—w/Prizes	\$300
	Commander’s Cup (3rd Annual) at the Golf Course	\$400
October	5K Haunted Fun Run with breakfast	\$250
	Trunk or Treat/Pumpkin Carving Contest/Free Pizza**	\$500
November	Game Night at the C-Side—w/Prizes	\$300
December	Holiday Gift Bags (400) for all CG members	\$500
	(Gift cards and paraphernalia sponsorship needed)	
	Tree Lighting and Santa’s arrival with gifts and Cocoa**	\$500
January	5K HO HO HO fun run with breakfast	\$250
	Free Family Sk8ting at Gallo Ice Rink w/Cocoa	\$400

***Depicts events with a need for multiple sponsors*

Amount annotated in far right column is the minimal cost needed to support event and does not include marketing and recognition.

SPONSORSHIP LEVELS

GUARDIAN \$7,500 ANNUALLY

Sponsorship of ALL MWR events for the year
Logo on all marketing materials for every event
Banner display during events
Distribution of marketing material on Facebook, in weekly Newsletter and bulletin boards
Post event photos on website and FB
Complimentary invite for 2 company representatives.

NAVIGATOR \$5,000 ANNUALLY

Sponsorship of 15 MWR events for the year (your choice).
Logo on all marketing materials for your sponsored events.
Banner display during events
Distribution of marketing material on Facebook, in weekly Newsletter and bulletin boards
Post event photos displayed on website and FB

CUTTER \$2,000 ANNUALLY

Sponsorship of 5 MWR events for the year (your choice).
Logo on all marketing materials for your sponsored events.
Booth and banner display during events
Distribution of marketing material on Facebook, in weekly Newsletter and bulletin boards
Post event photos displayed on website and FB

CHANNEL MARKER \$750

Sponsorship of Coast Guard Day and Trunk or Treat, 2 largest events of the year for MWR
Logo on all marketing materials for your sponsored events.
Distribution of marketing material on Facebook, in weekly Newsletter and bulletin boards

Additional Opportunities—Provide gift cards, paraphernalia, event specific prizes, food, etc.

Each year MWR spends hundreds of thousands of dollars providing first-rate quality of life programs and services for our service members and their families. Each year, over 35,000 eligible patrons use our facilities and attend our programs. This creates a unique opportunity for your company or business to increase brand recognition, have direct customer contact, generate leads and ensures awareness of your products and services. We will work with you to tailor a plan that meets your marketing objectives and provides the right exposure and access to our patrons.