



# 2023 SPONSORSHIP OPPORTUNITIES

## Morale, Well-Being, and Recreation Base Cape Cod



***Sponsorship opportunities are available through our Morale, Well-Being and Recreation (MWR) Program in support to our service members and their families.***

MWR spends thousands of dollars providing first-rate quality of life programs, events, and facilities for our service members, both active duty and retired, and their families.

Over 35,000 eligible patrons use our facilities and attend our events. This creates a unique opportunity for your company or business to increase brand recognition, have direct customer contact, 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. Sponsorship can be in the form of cash, product or services, or a combination of all three. Sponsorship is NOT a charitable donation. We will do our part to ensure you receive value from your investment.

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.

# SPONSORSHIP LEVEL DESCRIPTIONS

May vary slightly by event  
Complete packages available on last page

GUARDIAN	NAVIGATOR	CUTTER
<p>Everything in the Navigator and Cutter Packages.</p> <p>Premium Exposure on promotional materials banner locations at events.</p> <p>Prime table location or large space allocated at events for product display and up to 2 representatives.</p> <p>Logo on T-shirts, or any Paraphernalia created for event (if applicable)</p>	<p>Everything in the Bronze Package.</p> <p>Choice of table or display at invent with informational materials and giveaways provided by sponsor.</p> <p>Ability to gain customer contacts via drawings or signup sheets.</p>	<p>Verbal recognition during the event.</p> <p>Logo recognition on flyer used to promote event on base, Facebook, Newsletter, website, and base-wide newspaper* (*Larger events only).</p> <p>Banner placement at the event (sponsor provided)</p>

The below **6 events** are our most attended with the greatest reach for our sponsors and therefore we offer a **(G) GUARDIAN tier** sponsor for each.

Free Ice Sk8ting—This event was so fun last year, we can't wait to host it again this year.

All MWR patrons are invited to join us for 3 hours of free skating, hot cocoa and cookies. Great event for the whole family. In 2022, this event provided fun for over 200 people.

**(Feb 25, 2023-- G: \$500 / N: \$250 / C: \$125)**

Easter Eggstravaganza at The Falcon Golf Course—This event was a major success in 2022! The event showcases Easter egg hunts for the children arranged by age, a visit from the Easter Bunny, music, and food! 2022's attendance was over 125 people and this year we hope for 150!

**(April 2023 – G: \$500 / N: \$250 / C: \$100)**

Coast Guard Day Celebration – For this event, the Coast Guard of the greater Cape Cod and the Islands celebrates the Birthday of the Coast Guard! This event showcases a Golf and Fishing Tournament, cook-out, DJ, Face Painting, bounce houses, desert trucks, pie eating contest, axe throwing and many other events! In 2022, this event had over 700 people in attendance, and that was through 90 degree heat!

**(August 2023 – G: \$1000 / N: \$500 / C: \$250)**

Commander's Cup Golf Tournament -The 3<sup>rd</sup> Annual Commander's Cup tournament draws active duty Coast Guard golfers from Base Cape Cod, Air Station, and area tenant commands for a chance to win the coveted trophy and bragging rights for the year. Golfers receive breakfast prior to the start of the tournament, followed by lunch and awards to include an additional plaque added to the trophy with their names. This event always sells out.

**(EARLY October 2023—G: \$500 / N: \$250 / C: \$125)**

Trunk or Treat— This isn't just for little ones, it's a fun event for single military, teens and families. Everyone has a great time, from hosting a trunk and decorating it for the "Best Trunk" competition, to dressing up and trick or treating, or traeling through the haunted trails if your brave enough. We serve free popcorn and offer food and drinks for folks to enjoy. This opportunity is excellent to reach our Coast Guard members. In 2022 we had a little over 250 attend.

**(LATE October 2023 – G: \$500 / N: \$250 / C: \$125)**

Holiday Celebration – This event is magical. Where else can military families join together to sign carols while lighting the tree and welcoming Santa. Coast Guard families from all across the base attend this event with food, arts and crafts and of course pictures with Santa—and a lil gift for those under 10. Our attendance last year had just over 150 people, however this year we are adding craft tables per request.

**(EARLY December 2023 – G: \$750 / N: \$500 / C: \$250)**

### **Additional Events Specific sponsorship that reach smaller yet diverse audiences.**

#### **February**

Trivia Night w/Prizes: (Reach 45-60)

(N) Sponsor is invited to this event to hand out prizes.

(N) \$300 (C) \$150

#### **March**

Paint & Sip: (Reach 25-30)

Adult night out Paint a canvas with the instructor while enjoying a cocktail

(N) \$200 (C) \$100

#### **April**

1,000lb Club Weightlifting Competition: (Reach 20-25)

Active Duty, Family and Civilian Staff, get stickers for their lift entry into different weight groups, prizes for top finishers.

(N) \$100 (C) \$50

## **May**

### Trivia Night w/Prizes: (Reach 45-60)

(N) Sponsor is invited to this event to hand out prizes.

(N) \$300 (C) \$150

### Cinco De Mayo 5K: (Reach 25-30)

All Active Duty, Civilian employees, and families (kids too) are encouraged to run/walk 5K. Free breakfast tacos, coffee, and sombreros.

(N) \$150 (C) \$75

## **June**

### Fishing Derby: (Reach 50 children and adults)

Held on-base at Osborn pond for all ages to compete. Prizes given for heaviest, smallest, most weight.

N) \$200 (C) \$100

### Father's Day Golf Tournament –(Reach 50-60)

Scramble Format open to all Active Duty, their families, Civilian Employees and retirees. Golf and awards lunch.

(N) \$200 / (C) \$100

## **July**

### Fishing Derby: (Reach 50 children and adults)

Held on-base at Osborn pond for all ages to compete. Prizes given for heaviest, smallest, most weight.

N) \$200 (C) \$100

### Freedom Red, White and Blue 5K: (Reach 25-30)

All Active Duty, Civilian employees, and families (kids too) are encouraged to run/walk 5K. Free breakfast tacos, coffee.

(N) \$150 (C) \$75

### Evening Sandcastles and Smores: (Reach 30+ children and adults)

Held at Snake Pond, just off-base, for all ages to enjoy a making smores and sandcastles on the beach.

(N) \$100 (C) \$50

## **August**

### Fishing Derby: (Reach 50 children and adults)

Held on-base at Osborn pond for all ages to compete. Prizes given for heaviest, smallest, most weight.

N) \$200 (C) \$100

### Evening Sandcastles and Smores: (Reach 30+ children and adults)

Held at Snake Pond, just off-base, for all ages to enjoy a making smores and sandcastles on the beach.

(N) \$100 (C) \$50

### Movie and Camping under the stars: (Reach 30+ children and adults)

Held at the C-side, outdoor movie on the big screen, free pizza, and a fun and safe way to camp with the little ones

(N) \$100 (C) \$50

## **September**

### Fishing Derby: (Reach 50 children and adults)

Held on-base at Osborn pond for all ages to compete. Prizes given for heaviest, smallest, most weight.

N) \$200 (C) \$100

Say Hello to Fall-Chili Cook Off : (Reach 40+)

Who doesn't love bragging rights? Competitors are voted on by their peers for the best.

Prizes Awarded.

(N) \$200 (C) \$100

**October**

1,000lb Club Weightlifting Competition: (Reach 20-25)

Active Duty, Family and Civilian Staff display their strength, get stickers for their entry into different weight groups and prizes for top finishers.

(N) \$100 (C) \$50

WEAR PINK 5K: (Reach 25-30)

All Active Duty, Civilian employees, and families (kids too) are encouraged to run/walk 5K. Free Breakfast, coffee, and breast cancer awareness stickers

(N) \$150 (C) \$75

**November**

Turkey Trot 5K: (Reach 25-30)

All Active Duty, Civilian employees, and families (kids too) are encouraged to run/walk 5K. Free Breakfast, coffee, and a raffle for 3 free turkeys.

(N) \$150 (C) \$75

**December**

Spreading Holiday Cheer: goody bags (Reach 300)

Many active duty are far from home, spending the holidays without family. This is a way to spread some holiday joy and boost morale. Bags with discount cards, homemade goodies and candy to say "thank you for your service!"

(N) \$400 (C) \$200

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## SPONSORSHIP PACKAGES\*

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### GUARDIAN \$5,000 ANNUALLY

Sponsorship of ALL MWR events for the year with premium exposure

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 at events.

### NAVIGATOR \$3,000 ANNUALLY

Sponsorship of ALL Navigator level events (add \$500 for CG Day)

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

\*If added CG Day, 2 complimentary representatives are invited to that event only.

### CUTTER \$1,000 ANNUALLY

Sponsorship of 8 Cutter level MWR events for the year (CG Day not included).

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

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