



SPONSORSHIP AND ADVERTISING **OPPORTUNITIES** IN THE **VICENZA MILITARY COMMUNITY**





ABOUT US

Family and Morale, Welfare and Recreation (Family and MWR) in the Vicenza Military Community delivers programs and services to Soldiers, Families, retirees and civilians located across Caserma Ederle and Caserma Del Din! We reach over 10,000 American Soldiers, civilians and their Families with a population that is always growing.

ADVERTISING WITH US

When you choose to advertise with Family and MWR, you're gaining access to a great market where your products and services will be widely viewed with minimal outside competition. You'll be able to:

- Introduce and develop your business
- Increase your business and revenue
- Continually have new opportunities to present your products and services to our ever-changing market

ADVERTISING DISCOUNTS

Family and MWR values the Soldiers, Families, retirees and civilians of the Vicenza Military Community. We know that your products and/or services are not only profitable for you but will also enhance the quality of life for our community members.

To help make Family and MWR your first choice for advertising, we've created discounts for first-time advertisers and repeat customers.

Please note: discounts cannot be grouped together but we will make sure your business receives the maximum discount possible.

REPEAT ADVERTISER SPECIAL

We appreciate our advertisers and value them for choosing us. As a thank you to our repeat advertisers, we offer the following specials when you choose to renew your yearly contract:

First Year

Regular price

Second Year

5% off all advertising

Third Year +

10% off all advertising



MULTI-MEDIUM AD DISCOUNT

Why advertise in only one way across one advertising medium? With our "Multi-Medium Ad Discount" you'll receive discounts that only grow the more you advertise!

One Medium

Regular price

Two Mediums

5% off 2nd medium

Three Mediums

5% off 2nd, 10% off 3rd

Four+ Mediums

15% off every medium



HALF OFF DIGITAL SIGNAGE

When you sign up for a year of digital signage advertising, why not make it two? With this discount, you'll get your second year of digital signage advertising for half off when you sign a year long advertising contract.

First Year

Regular price

Second Year

*50% off a year long
digital signage contract*



THE "DISCOUNT" DISCOUNT

Special treatment and competitive pricing are great incentives for choosing a vendor. When you open a discount for our military community, we want to provide a discount to you in return. We'll even go so far as to match the discount percentage you offer to our community members!*

Example:

If you're offering 15% off of every purchase to our community members, we'll match that with 15% off of your advertising package with us.

* Discount not to exceed 15%.



INSTALLATION MANAGEMENT COMMAND

Italy Family and MWR

Facilities & Programs

Calendar

Contact Us

Arts & Crafts Sports & Fitness Outdoor Recreation More

Search

Europe > Italy

ARMY MWR MASTERCARD
2% Cash Back at the Exchange, Commissaries and MWR locations
1% Cash Back everywhere else
No Annual Fee
Competitive Rate
[Learn More](#)

PAID ADVERTISEMENT. NO FEDERAL ENDORSEMENT IMPLIED.



MAY
15

League Bowling Spectacular

9 a.m. - 3 p.m.

Vicenza

[Arena Soldier and Family Entertainment Center](#)

[Reserve your space now!](#)

25%
FLYER TEMPLATE
LOREM IPSUM DOLOR SIT AMET, CONSECUTUR ADIPISCING ELIT. SODERUS ALIQUAM LECTUS, PRON CONQUE ENIM ENDS. EGET CONSECUTUR PURUS SUSCIPIT VITAE.

NEW PHONE
LOREM IPSUM DOLOR SIT AMET, CONSECUTUR ADIPISCING ELIT. SODERUS ALIQUAM LECTUS, PRON CONQUE ENIM ENDS. EGET CONSECUTUR PURUS SUSCIPIT VITAE.

ARMY MWR MASTERCARD
2% Cash Back at the Exchange, Commissaries and MWR locations
1% Cash Back everywhere else
No Annual Fee
Competitive Rate
[Learn More](#)

Ederle Auto Skills
Hours of Operation

Mon	Closed
Tue	12 p.m. - 8 p.m.
Wed	12 p.m. - 8 p.m.
Thu	12 p.m. - 8 p.m.
Fri	12 p.m. - 8 p.m.
Sat	9 a.m. - 5 p.m.
Sun	Closed

The Ederle Auto Skills Center is your resource for maintaining your vehicle, making minor and major repairs or restoring your classic. Family and MWR's Automotive Skills Program offers a modern working environment complete with individual work bays, state-of-the-art diagnostic and mechanical tools, and a team of ASE certified staff ready to help. Pay nominal fees to rent:

- Work bays
- Tools
- Machinery and diagnostic equipment

The Automotive Skills Program is accessible to everyone, regardless of skill level or training.

[Price List](#)
[Towing & Roadside Assistance \(During operating hours\)](#)

Contact
Caserma Ederle
Bldg. 44
DSN: 0140634-7014
Commercial: +39 0444-71-7014
[Email Us](#)
[Write an ICE comment](#)

APR 2015

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

[Contact Us](#)
[Webtrac Payments](#)
[Enrollment](#)

ENTERPRISE WEB ADVERTISING

Advertise your products and services to the Vicenza Military Community through the web on www.italy.armyMWR.com. Our website averages over 10,000 visitors per month and is a favorite in the military community to find information on facilities, programs and events.

Our website is optimized for phones, tablets and desktop computers so that your ad will always be visible in the best possible way with all web ads directly linking to your website.

All prices are based on the cost per thousand views (CPM).

	50,000 VIEWS	100,000 VIEWS	100,000+ VIEWS
COST	€500	€1,000	€8 per CPM

DIGITAL SIGNAGE



Digital signage is the fastest growing marketing and communications medium in the world. Your ad will play on 40" LCD screens across Ederle, Del Din and Villaggio, including some locations that do not permit other forms of advertising. Your 30 second spot is one of just 24 spots that play 24 hours a day, 7 days a week. With an annual contract, ads can be switched out quarterly at no additional charge.

THE ALL FACILITIES PACKAGE

Facilities: 24 | Includes: Business facilities, recreational locations, child/youth services, support locations and many more!

	3 MONTHS	6 MONTHS	12 MONTHS
COST	€1,000	€1,700	€2,700

THE HIGH TRAFFIC PACKAGE

Facilities: 6 | Includes: Community Mail Room, Vehicle Registration, Arena, Ederle Library, Ederle and Del Din Fitness Centers

	3 MONTHS	6 MONTHS	12 MONTHS
COST	€300	€540	€950

FAMILIES AND CHILDREN PACKAGE

Facilities: 6 | Includes: Two CDCs, SAC, Ederle Teen Center, Villaggio Youth Center, SKIESUnlimited, Ederle ACS

	3 MONTHS	6 MONTHS	12 MONTHS
COST	€250	€470	€900

SINGLES AND SOLDIERS PACKAGE

Facilities: 6 | Includes: The Arena, The Lion's Den, Del Din Warrior Zone, 5:01 Bar, Ederle and Del Din Fitness Centers

	3 MONTHS	6 MONTHS	12 MONTHS
COST	€250	€470	€900

ANNUAL PUBLICATIONS



TAX RELIEF BOOKLET

The Tax Relief Office (TRO) has over 1,100 customers enrolled in the Utility Program which saves them money on their monthly utilities. The Tax Relief Booklet provides information on how to read meters and Italian bills, make tax-free purchases, and qualify for tax-free vehicle repairs. The booklet is provided to all new community members and is available for pick up at TRO or as a download from our website.

Copies: 3000

	COST
BLACK & WHITE	
Half Page	€200
Full Page	€400
COLOR	
Half Page	€450
Full Page	€500



FAMILY AND MWR "GO TO GUIDE"

Don't miss your chance to stand out to all of our current and incoming community members! This information publication is an all-in-one guide to our on-post facilities, off-post destinations and local favorites. We've set aside prime areas of this publication to offer to advertisers like yourself and will list your location on a map page, when possible. This guide is provided at key locations on post and handed out to newcomers.

Copies: 10,000

	COST
1/4 Page (A7)	€480
1/2 Page (A6)	€960
Full Page (A5)	€1,300
Business Card	€160
Mention	€100

IN-FACILITY AND OUTDOOR POSSIBILITIES

Soldiers, Families, retirees and civilians come in our facilities and so should you! We have various advertising options that come in all shapes and sizes to suit your advertising needs.

FACILITY POSTERS (A3 & A4)



We'll post your advertising poster on our dedicated facility boards, presenting your products/services alongside our own publicity. Select 3, 6 or 12 months.

A4	3 = €130	 6 = €260	 12 = €320
A3	3 = €180	 6 = €320	 12 = €450

HOTEL GUEST DIRECTORY



Reach our communities newest arrivals and visiting guests by putting an ad for your product or service in the Ederle Inn's guest directory.

6 = €500 | 12 = €850

BUSINESS CARD HOLDERS



Promote your business or discount with a "Take One" card holder on the counter or wall of a main service area. You'll provide the holder and we'll stock it up.

3 = €150 | 6 = €280 | 12 = €500

FACILITY BANNERS (1x2 meters)



Make a big impression in select facilities by posting a banner. Banners on an annual contract can be switched to other locations quarterly at no charge.

3 = €350 | 6 = €500 | 12 = €1,000

TABLE TENTS (6x4 inches)



Grab the attention of future customers by advertising where they go. We'll place your ad in table tents in our various facilities. Ask us for location details.

3 = €300 | 6 = €550 | 12 = €1,000

BROCHURE HOLDERS



Promote your business, menu or discount with a "Take One" holder on the counter or wall of a main service area. You'll provide the holder and we'll stock it.

3 = €300 | 6 = €500 | 12 = €800

MEET & GREET



Meet our community members face to face! With our meet and greet options you'll increase the visibility of your business and enhance our programs.

1 Time = €100 | 3 Times = €200

DISPLAY CASE



Show off your wares and services with fully enclosed trophy cases. Enjoy an on-site presence in Outdoor Recreation, Ederle Inn and other locations.

3 = €350 | 6 = €500 | 12 = €1,000



ADVERTISING PACKAGES

DIGITAL AND SOCIAL

With this package, you'll have your brand and products displayed across a range of digital and print advertising mediums.

Opportunities include:

- Family and MWR web advertising
- Digital signage screens
- MWR pocket guide (full page)
10,000 copies per 12 months
- Tax Relief information booklet
3,000 copies per 12 months

COST: ASK US!

REC AND FAMILY

With this package, you'll have your brand and products displayed across a variety of recreational facilities as well as in Family-centered locations.

Opportunities include:

- Indoor banners
- Table top printed signage
- Brochures and business cards
- Digital signage screens

COST: ASK US!

POST-WIDE EVENTS AND SPONSORSHIP

Our major and most popular Vicenza Military Community events range in attendance from approximately 1,200 to 20,000 people. These premier events are the most coveted by sponsors wanting to ensure that their promotions directly reach our military community and receive the personal exposure that being present at an event affords.



EGGSTRAVAGANZA

Date: TBD

Time: 11 a.m. - 3 p.m.

An Easter basket and an appetite are all you need to enjoy the annual Caserma Ederle egg hunt! Activities typically include egg hunts by age group, children's activities, bowling specials at the Arena and more!



INDEPENDENCE DAY CELEBRATION

Date: Friday, June 30

Time: 4 p.m. - Midnight

Celebrate our nation's independence with carnival rides, games, food, entertainment and fireworks! On average, over 20,000 American and Italian attendees enjoy this annual event.



TURKEY TROT 5K FUN RUN/WALK

Date: TBD

Time: Begins at 8 a.m.

Participants in this annual event enjoy a 5K run/walk event with a chance to win a turkey and other giveaways. The first 250 people to sign up receive an event t-shirt, and there is typically a great mix of American and Italian athletes participating.



HOLIDAY TREE LIGHTING CEREMONY

Date: Thursday, December 7

Time: 4 - 7 p.m.

Kick off the holiday season with the annual lighting of the community Christmas tree. Participants enjoy musical performances, arts and crafts, vin brulé, photos with Santa, and refreshments.

PLEASE NOTE

Additional sponsorship opportunities are available in the form of various sporting events and other fitness-related activities. Contact the Sponsorship and Advertising Coordinator for more information.

Events listed are not comprehensive. Additional events may become available throughout the year. Please note that events listed are subject to change.

SPONSOR PRICING

For prices and other information about sponsorship, contact our Sponsorship Coordinator at the numbers listed on the back cover. We'll be happy to help you create some fantastic opportunities to reach the Vicenza Military Community.

PROMOTION OPPORTUNITIES

- Title Sponsorship⁺
- Industry exclusivity
- Couponing
- On-site sampling
- On-site event exposure
- Cross promotions
- Opportunity to distribute your company promo items
- Prize drawing at event to build database^{*}
- Public recognition at the event
- Recognition in a minimum of one press release sent to military markets
- Recognition on event publicity at the Community Mail Room, Post Library and Hotel
- Advertise event at your business
- Logo and hyperlink on our website
- Logo on shirts *(if produced)*
- Logo on event marketing materials
- Banner you provide at the event
- Your ad on our Digital Signage in 25 facilities during promotions of the event
- Merchandising displays in Family and MWR facilities
- Advertising space in three Family and MWR facilities
- Copy of printed marketing materials
- Copy of media clippings
- Photos to display participation at the event^{**}
- Right of first refusal

+ Title Sponsorship negotiated | * requires opt-in clause on entry form | ** photos cannot be reproduced





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Coordinator

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