



COMMERCIAL SPONSORSHIPS & ADVERTISING OPPORTUNITIES AT NAS PATUXENT RIVER & NRC SOLOMONS

The Navy's **Commercial Sponsor and Paid Advertising Program** will help your business or organization reach the more than **20,000 military and civilian employees** working aboard the NAS Patuxent River and NRC Solomons installations. Home to the Naval Air Systems Command and the Naval Air Warfare Center Aircraft Division headquarters, Pax River is the **largest employer in Southern Maryland**, with approximately 70 percent of employees living in St. Mary's County, and 19 percent residing in nearby Calvert and Charles counties.

Advertising & Sponsorship with MWR



- Gets your business message and name in front of a large Department of Defense community
- Builds goodwill with customers by showing your direct support of the military
- Can be customized to fit your budget and marketing goals
- Offers brand visibility at events & facilities through signage, website links & ads, social media posts, t-shirts, event programs, banners, displays, sampling & more!

ADVERTISING

- **Banner (6'x3')** \$440 ea. per month*
- **Wall Cling** \$440 ea. per month
- **Counter Wrap** \$1320 6 months
\$2640 12 months
- **Poster (22" x 28")** \$110 ea. per month

**Banners larger than 6'x3' are an additional \$50 per foot.*

- **Website Ad** \$275 per month
- **Digital Monitor Ad (7)** \$550 per month*
- **Bowling Center Ad (12)** \$385 per month**
- **Movie Theater Ad** \$385 per month
- **Golf Cart Sign (62)** \$400 per month
- **eNewsletter** \$275 per month

**Price includes all digital monitors. **Price includes all Bowling Center digital screens.*

Banners

- Barracks
- Drill Hall
- Tennis Courts / Movie Theater

Posters

- Movie Theater
- Tickets & Travel
- Drill Hall
- Golf Course

Clings / Wraps

- Drill Hall
- Movie Theater (wraps only)

Digital Screens

- Drill Hall
- Golf Course
- Fleet & Family Support Center
- Bowling Center (12)
- Child Development Center
- Tickets & Travel
- NRC Solomons
- Community Rec

Ask about additional banner, poster & cling locations!



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SPONSORSHIP

CHESAPEAKE	\$40,000	12-month sponsor recognition. Includes 4 poster locations, 2 banner locations, sponsor table at all events (when applicable), MWR website ad, weekly eNews ad & digital screen ads.
PATUXENT	\$20,000	12-month sponsor recognition. Includes 2 poster locations, 1 banner location, sponsor table at 4 main events, MWR website ad, weekly eNews ad & digital screen ads.
CEDAR POINT	\$15,000	12-month sponsor recognition. Includes 1 poster location, sponsor table at 3 main events, MWR website ad, weekly eNews ad & digital screen ads.
MATTAPANY	\$10,000	12-month sponsor recognition. Includes 1 poster location, sponsor table at 2 main events, MWR website ad & digital screen ads.
SUSQUEHANNA	\$5,000	6-month sponsor recognition. Includes 1 poster location, sponsor table at 1 main event & digital screen ads.
MAIN EVENT	\$1,000	One-time sponsor recognition for one main event. Includes sponsor table at event.
OTHER EVENT	\$500	One-time sponsor recognition for one (not main) event.

Sponsor recognition includes social media tags for sponsored events, and inclusion of sponsor name and/or logo on all print and digital marketing pieces and posts.

MAIN EVENTS

- Easter Celebration
- Freedom Fest
- Barracks Bash
- Back to School Bash
- Trunk or Treat
- Haunted Trail of Treats
- Cookies with the Clauses
- Tree Lighting

OTHER EVENTS

- Intramural Sports Leagues
- Monthly Barracks Meals
- Bus Trips
- Sensory-Friendly Movies
- DIY Take-Home Crafts
- Golf Open Houses
- Pax River Push Pull Lift Event
- St. Patty's 10-Mile Relay
- Pax River Triathlon
- Movies Under the Stars
- Splash Dash
- Roller Skating Party
- Spring Splash
- Barracks Christmas Party
- Military Spouse Appreciation
- Bells Across America

...and more!

Events are subject to change.