



U.S. Army MWR Detroit Arsenal

CORPORATE PARTNERSHIP
SPONSORSHIP & ADVERTISING OPPORTUNITIES GUIDE

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Our Army Community...

HAS TIME FOR

LEISURE: Soldiers earn 30 vacation days a year.

HAS MONEY

TO SPEND: Soldiers typically have more disposable income due to a comprehensive benefits package including housing, medical, dental, etc.

IS YOUNG: 58% of Active-Duty Soldiers are younger than 30, and the average age is 29.

IS SMART: Army Soldiers are well educated. The G.I. Bill provides them and their families opportunities for further education.

IS LOYAL: 64% of service members find brands more meaningful when they see their ads on an installation.

The Detroit Arsenal has approx. 7,900 colleagues and more than 181,000 Military, Family members, Retirees, Veterans and DoD Civilians in the Detroit Metro Market. Our efforts reinforce The Army Strong message!



SOLDIERS • SPOUSES • FAMILIES • YOUTH • VETERANS





U.S. ARMY MWR DETROIT ARSENAL PARTNERSHIP OPPORTUNITIES:

Commercial Sponsorship is a Department of Defense program that opens the door for civilian businesses to sponsor Family and Morale, Welfare and Recreation (MWR) programs on the installation.

Sponsorship can be cash, products, or services. In return, you will be provided with logo coverage, advertising, couponing opportunities, plus other benefits. All revenue generated through sponsorship goes directly to MWR programs to make them successful.

Consider the impact your company can have on America's Soldiers, Veterans, and their families by becoming a Corporate Sponsor.

CONTACT US TODAY!



SANGB Golf Club and Pro Shop



U.S. ARMY



Originally established in the late 1940s, the Selfridge Golf Course is an 18-hole course, situated at the southeast end of the Selfridge Air National Guard Base flight line. This PGA-sanctioned course is complete with large undulating greens, well-drained sand traps, and challenging hole layouts.



Our Driving Range features 2 tiers with ample tee space, a chipping green, and 3 large practice target greens along with a practice sand trap.



Adjacent to the clubhouse is an 8000 square foot putting green surface with many levels, mounds, and rolls to challenge all players, beginner to pro!

Our professional staff offers:

- Golf tournaments
- Meeting space
- Group clinics for all ages and all levels
- Individual instruction.



U.S. ARMY





Mulligan's Banquet Center

Catering and Conference Center at
Selfridge Golf Club

Opportunities Include:

- Pro Shop
- Food Truck and offsite catering!
- Golf Tournaments
- Golf Trainings
- Golf Outing
- Special & Seasonal Events

Seating Capacity:

Up to 250 and 12 additional
bar seats

Conference (split room): 60-
80 people

Golf Course Hours of Operation:
7am – Twilight from
April 1 - Nov 10



Selfridge ANG Golf Club

Sponsorship options:

- 1 Tee Hole Marker + Sign + (2) Golf Cart Banners for 1 year
- Sponsorship of 4 or more MWR events such as:
 - Fall Festival
 - Breakfast with Santa
 - Father's Day Golf
 - Mother's Day Brunch
- Logo placement on MWR posters and workforce Eblasts

Only \$9,600



U.S. Army Garrison - Detroit Arsenal

Child and Youth Services

The Child and Youth Services Program supports our military families by reducing the conflict between mission readiness and parental responsibility.

Boys & Girls Clubs of America and the U.S. Armed Forces have partnered to help children of military families face the unique challenges of military life.

This no-cost membership provides our youth with the same high-quality programs and curriculums that traditional Boys & Girls Clubs provide.

Sponsorships and In-kind Gifts available for:

- Fall Fest – October 13
- STEM Center of Innovation
- Youth Clubs: Mindfulness, Cooking, Lego, Theater, Gardening, Mental Health, 4-H Woodworking
- Open Rec & ESPORT nights
- Summer Camps
- Youth Sports and Fitness
- Field Trips

In-Kind Gifts

*** includes free Logo Placement Package





Outdoor RV Storage

at Selfridge ANGB

The Family and Morale, Welfare & Recreation (FMWR) Outdoor RV Storage offers secure and convenient options for vehicles, trailers, or RVs

Our Outdoor RV Storage consist of 3 lots and has ample space to accommodate 400 recreational vehicles. RV Storage — open year-round and located directly across from the Selfridge Golf Course. (Banner provided by the sponsor.)

Available Opportunities:

Banner Ad Package includes (1) Marina Banner + (1) RV Storage Banner + Logo Placement Package or customize a package to fit your needs.

Only \$ 9,600

Marina

Located on Selfridge ANGB

Located on the beautiful Lake St. Clair, the Marina at Selfridge is operated by Army Family and Morale, Welfare, and recreation.

The Marina is conveniently located a short drive from the main gate off HWY 59 and provides high visibility year-round.

Banner Ad Packages are available or customize a package that works best for you.





Morale, Welfare, & Recreation

Advertising Opportunities:

Posters

- (3) Detroit Arsenal posters— strategically placed along the main corridors throughout the Detroit Arsenal. Poster size: 40x30.
12 months (\$2,250) 6 months (\$1,500)
****Includes free logo Placement Package!**

Banners:

- Marina— high visibility year-round! Located off the HWY 59 **main gate** entrance. (Banner provided by the sponsor.)
- RV Storage — open year-round and located directly across from the Selfridge Golf Course. (Banner provided by the sponsor.)
\$9,600.00
****Includes free logo Placement Package!**

Logo Placement Package

- Logo placed on MWR flyers and workforce Eblasts.
- \$2,500 year





Website Advertisement:

Detroit Arsenal MWR website
www.detroit.armymwr.com

Square Tile Ad

12 months (\$1,500)

6 months (\$1,000)

****Includes free logo Placement Package!**

**Customized Packages
Are Always Available!**

Website Advertising

Square Tile Ad:

300x250 pixels (as seen here)

Located on the right panel
of the detroit.armymwr.com homepage.
Rotates
on page refresh.

12 months (\$1,500)

6 months (\$1,000)



U.S. ARMY





Additional Sponsorship and/or In-Kind Events Include:

Month of the Military Child (child abuse awareness) -April

Brunches - at Mulligan's/Selfridge

Breakfast with Santa at Mulligan's/Selfridge

**CYC Summer camp

**Veterans Day – November 11

**Trunk Or Treat – October

**Army Birthday – June 14

**Independence Day – July 4

**Christmas Tank lighting

Retiree Appreciation Day

**U.S. Army Family & MWR CYS Fall Fest or similar CYS event

such as, Worldwide Day of Play, or 4H Stem Event

****Opportunity for Sponsors to have an info Table available for meet/greet attendees (when appropriate), workforce e-blasts and listing inclusion on appropriate flyers/posters displayed through the Detroit Arsenal & Selfridge ANG Base.**





Company Budget Range:

☐ Under \$1,000 ☐ \$1,000-\$2,500 ☐ \$2,500-\$5,000
☐ \$5,000-\$10,000 ☐ \$10,000+ ☐ In-Kind Gifts

☐ Posters Package

☐ 12 Month - \$1,500

☐ Banner Package - \$9,600

☐ Tee Hole Package - \$9,600

☐ Website Ad – Square Tile

☐ 6 Month - \$1,000

☐ 12 Month - \$1,500

☐ Logo Only Sponsor - \$2,500

☐ Golf Tee Hole Marker - \$2,000

☐ (2) Golf Cart Banners - 1 Year

☐ \$500 + banner costs (\$35 per banner.)

☐ Child & Youth Event

☐ Package - In-Kind gift

☐ Child & Youth Club Only

☐ Package – In-Kind Gift

Club Name

*** BANNER SIZE – 25 ½" W x 6"H





Customized Package



Thank you for your Support!

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