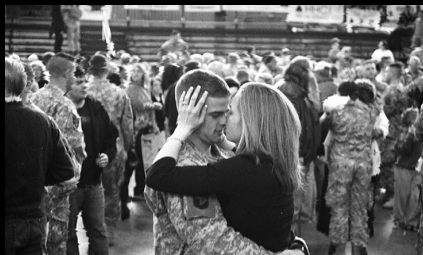


# U.S. Army FMWR Detroit Arsenal

**CORPORATE PARTNERSHIP SPONSORSHIP &  
ADVERTISING OPPORTUNITIES GUIDE**



# Our Army Community

39,200

Active-Duty, DOD Civilians,  
Reservist, family members,  
and contractors

*The Detroit Arsenal also serves the Army National Guard throughout Michigan, Surviving Family members, Veterans, and Retirees.*

64%

Percentage of service members who find brands more meaningful when they see their ads on an installation



Has Money To Spend

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



Is Smart

*Army Soldiers and workforce is well educated. The G.I. Bill provides them and their families opportunities for further education.*





## **U.S. ARMY MWR DETROIT ARSENAL PARTNERSHIP OPPORTUNITIES:**

Commercial Sponsorship and Advertising 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. The amount and type of sponsorship you provide is negotiable and based on a fair and equal exchange of value. It is our goal to develop a win-win relationship with you and your company.

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.



# SANGB Golf Club and Pro Shop

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.



## Opportunities Include:

- Golf Cart Advertising
- Score Cards and Pencils
- Tee-Hole Markers
- How-To Video on our Website
- Youth Golf Club In-Kind
- Banners





# Selfridge ANG Golf Club

Sponsorship Level:	Officer \$ 2,000	Warrant Officer \$ 1,200	Enlisted \$ 800
2) Tee-Hole Markers	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
(2) Golf Cart QR Code & Logo Keychains	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
144 Logo Pencils	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) Logo Golf Cart Clings	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Customized Packages  
To Fit your Budget!





# Mulligan's Banquet Center Catering and Conference Center at Selfridge Golf Club

## SEATING CAPACITY:

- UP TO 250 AND 12 ADDITIONAL BAR SEATS
- CONFERENCE (SPLIT ROOM): 60-80 PEOPLE
- GOLF COURSE HOURS OF OPERATION: APRIL 1 - NOV 10

## OPPORTUNITIES INCLUDE:

- COUNTER WRAP
- PATIO UMBRELLAS
- WINDOW ADVERTISING
- BANNER ADVERTISING



# U.S. Army Garrison – Detroit Arsenal Child & Youth Services (CYS)

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
- Worldwide Day of Play
- STEM Center of Innovation
- Open Rec & ESPORT nights
  - Summer Camps
- Youth Sports and Fitness
  - Field Trips
- Youth Clubs: Mindfulness, Cooking, Lego, Theater, Gardening, Mental Health, Woodworking, 4-H





# Outdoor RV Storage

## at Selfridge ANGB + DTA Storage

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.  
**(Banners provided by the sponsor.)**

### Available Opportunities:

- Banner Advertising
- Wraps
- Window Clings
- Customized advertising opportunities inside our RV rentals!

Think: Logo plates, cups, coffee, coupons, brochures, and hitch covers.







# Selfridge Marina

## at Selfridge ANGB

*Located on the beautiful Lake St. Clair, the Marina at Selfridge, just a short drive from the main gate.*

### Available Opportunities:

- Customized advertising opportunities. Tell us what you need! (Examples include landscaping and design, host an event, or promote your product.)
  - Banner Advertising
  - Landscaping...Presented by:
    - Benches...Provided by:
    - Dock Box Advertising





# Fitness Center

- Equipment Clings
- Cleaning Stations
- Window Advertising
- Counter Wrap
- Have an idea? Let's talk!





# Detroit Arsenal FMWR

## Advertising Opportunities:

- Customized Packages Are Always Available!
- Banners
- Window Advertising
- Coming Soon: Coffee Shop Advertising
- Coming Soon: Digital Advertising



# Additional Sponsorship and In-Kind Events Include:

- MONTH OF THE MILITARY CHILD (CHILD ABUSE AWARENESS)
- ARMY BIRTHDAY
- BRUNCHES - AT MULLIGAN'S/SELFRIDGE
- CYC SUMMER CAMP
- AAFES VENDOR FAIRS AT THE DTA \*\*
- ARSENAL FAMILY PICNIC \*\*
- GINGERBREAD HOUSE DECORATING CONTEST
- HOLIDAY TREE/TANK LIGHTING \*\*
- U.S. ARMY FAMILY & MWR CYS FALL FEST \*\*

\*\* 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:

ADVERTISING \_\_\_ SPONSORSHIP \_\_\_ IN-KIND SPONSORSHIP \_\_\_

Customized Package

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# Thank you for your Support!

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