



USAG ITALY

Family and Morale, Welfare and Recreation (MWR) Happily Serves the Soldiers, Families, Retirees, Civilians and Local National Personnel Associated with USAG Italy

<https://italy.armyMWR.com/advertising>

SPONSORSHIP ADVERTISING



MEDIA KIT



BY THE NUMBERS

POPULATION SERVED - Vicenza + Darby: **19,000**

IDS SCANNED AT GATE 1 FY23: **1,224,552**

€190,000,000
IN ECONOMIC IMPACT

14,000+
WEBSITE VIEWS
italy.armyMWR.com

11,700+
FACEBOOK & INSTAGRAM
FOLLOWERS

AT A GLANCE

40

Banner Spaces in High-Traffic Areas on Ederle

18

Banner Spaces in High-Traffic Areas on Del Din

20+

Facilities & Programs
on TWO Bases

17+

Annual Events of
Various Size

19

High Visibility Ad TVs
Across Both Bases

BUILD YOUR PACKAGE. CONTACT US TODAY!

<https://italy.armyMWR.com/advertising> | Office: 0444-71-4496 | Cell 338-726-4361



DIGITAL

ADVERTISING

WEBSITE PLACEMENT

<https://italy.armyMWR.com>

6 Mo €350 | 12 Mo €600

ARENA DIGITAL BANNERS (Above Bowling Lanes - 16 TVs)

20 SEC STATIC SLIDE (ONE SLIDE ONLY)

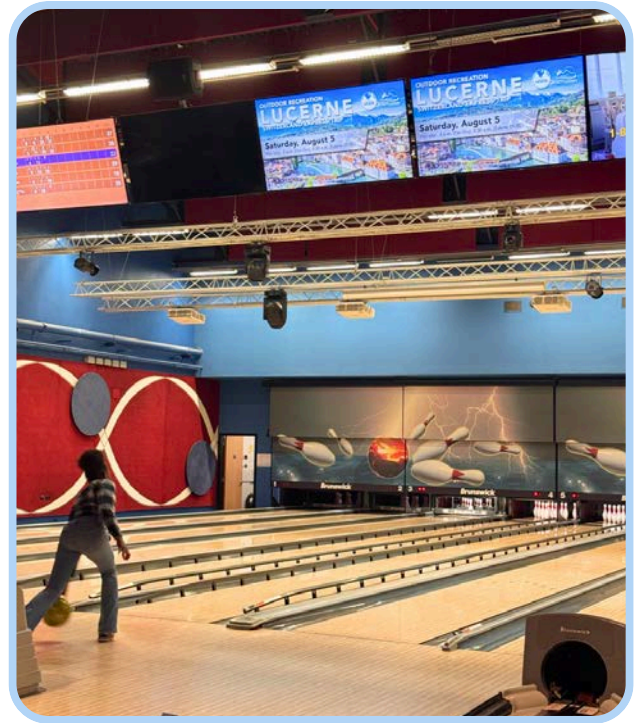
6 Mo €600 | 12 Mo €1200

DIGITAL AD TV's

(Around Base - 19 TVs)

10 SEC STATIC OR 30 SEC VIDEO AD

6 Mo €800 | 12 Mo €1600



DIGITAL MARQUE

10 SEC | 6 Mo €1200

20 SEC | 6 Mo €1600



WHATSAPP AD

SHARED IN MWR ITALY INSIDER
WHATSAPP - **THE SCOOP**

Monthly €100



PRINT ADVERTISING

BANNERS

FITNESS CENTER, HOTEL & VILLAGGIO	3 Mo € 400	6 Mo € 600	12 Mo € 1200
MAIN GATE - EDERLE	3 Mo € 600	6 Mo € 1200	12 Mo € 2400
MAIN GATE - DEL DIN	3 Mo € 400	6 Mo € 600	12 Mo € 1200

IN-HOUSE BANNER PRINTING AVAILABLE - €100 | STAND UP BANNER - €200

ALL BANNERS MUST MEASURE 2 X 1 METERS.

ASK US ABOUT OUR GRAPHIC DESIGN SERVICES AND PRICING!

IN - FACILITY

BROCHURES	6 Mo € 450	12 Mo € 850
FACILITY POP UP STAND	6 Mo € 650	12 Mo € 1200
IN-PERSON INFO TABLE	1 € 250	5 € 1000
ARENA TO GO ITEMS	Pizza Boxes €1600	Cups €1200

Coasters €500
Warrior Zone + Arena

EVENT T-SHIRTS

SLEEVE PLACEMENT	€300
BACK OF SHIRT	€500
EXCLUSIVE LOGO - BACK	€ 1200



PRINT ADVERTISING

ITEM SAMPLES



Pizza Box
4200 Pieces (12 Mo)



Soda Cup
10,000 Pieces (12 Mo)



Coaster
3,000 Pieces (6 Mo)



Front



Back



**Exclusive
Back
Logo**



Sleeve

SPONSORSHIP MAJOR EVENTS



INDEPENDENCE DAY CELEBRATION

Summer | Estimated: 20,000 People

Annual celebration of the United States Independence.
Fireworks Show • Live Music • Military Show
Kids Games and Activities • Kids Inflatables
Adult and Family Games • Food and beverages



OKTOBERFEST

Fall | Estimated: 3,000 People

Annual celebration of the beginning of Fall.
Live Music • Fitness Competitions
Kids Games and Activities • Kids Inflatables
Adult and Family Games • Food and Beverages



CHRISTMAS TREE LIGHTING CEREMONY

Winter | Estimated: 2,000 People

Annual celebration of the beginning of Christmas.
Santa Arrival on Fire Truck • Pictures with Santa
High School Band Performance • Kids Area
Vendors • Food trucks • Community Tree Lighting
Option: 3 Day Market Advertising Walkway Sign



EGGASTRAVAGANZA

Spring | Estimated: 1,500 People

Annual Easter egg hunt open to the entire community.
Easter Egg Hunts (ages 0-12 years)
Pictures with Easter Bunny • Egg Hunt
Arts and Crafts Activities • Food and Beverages

SPONSORSHIP MINOR EVENTS

Annual Minor Events

*Attendance Varied
1000-3000 People*

Spring/Fall Bazaar
Spring/Fall Flea Market
Month of the Military Child
Car Show
Halloween Trunk-or-Treat



Yearly Sport Programs

*Attendance Varied
100-450 People*

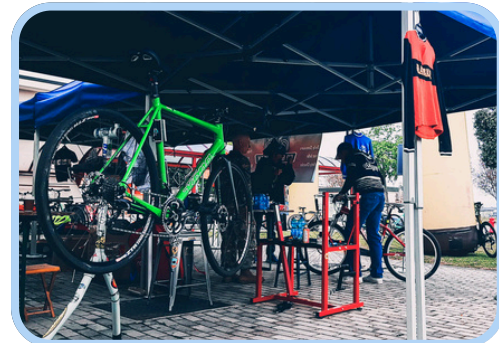
Youth Sports
Intramural Sports



Annual Sport Events

*16,000+ People Ederle Fitness
Center Foot Traffic per Month*

Bike Week
800 People
Pisa - Escape the Tower
500 People
9/11 Solidarity Run
1200 People
Turkey Trot
300 People



EVENT SPONSORSHIP PACKAGES



1 Premium VIP

- Canopy Banner at Event (High Visibility)
- VIP Reserve Lounge - Rest & Relax in Exclusive Area with Refreshments
- All benefits of Deluxe Sponsors
- All the benefits of Standard Sponsors
- All the benefits of Basic Sponsors

2 Deluxe

- Space for Physical Presence at the Event
- All the Benefits of Standard Sponsors

3 Standard

- Verbally Acknowledged at the Event
- Logo/Graphic Displayed on Printed Program
- Logo/Graphic Displayed on Digital Program
- Listed as a Sponsor when Program is Posted on Social Media

**BUILD YOUR OWN PACKAGE,
CONTACT US FOR PRICING**



CONTACT

Sponsorship & Advertising Coordinator (USAG Italy)

Phone:

0444-71-4483 (for English)

0444-71-4484 (per Italiano)

Email: marketing.vicenzamwr@gmail.com

Facebook Page: *Vicenza Family and MWR*