

Family and Morale, Welfare and Recreation (MWR) in Vicenza, Italy happily serves the Soldiers, families, retirees, civilians and local national personnel associated with USAG Italy, a population of nearly 18,000 personnel. USAG Italy in Vicenza has two primary installations: Caserma Ederle and Caserma Del Din. MWR manages a wide range of facilities on on both of these installations, providing facilities and services. Some of these include: gyms, leisure and adventure trips, libraries, childcare facilities, a bowling center, conference center, auto mechanic shop, art center, IVA-exemption program, hotel and much more! USAG ITALY BY THE NUMBERS

- 18,000 Population Served
- Economic Impact: €190,000,000
- Four themed annual events
- 8000+ copies of the Go To Guide Info Booklet
- 32 Banner Spaces in high-traffic location on Ederle
- 12 Banner Spaces in high-traffic location on Del Din
- 14,000+ Website Views https://italy.armyMWR.com

# 2023/2024

# **ADVERTISING OPPORTUNITIES**



## **GO TO GUIDE MAGAZINE**

Our annual MWR publication. We print 8,000+ copies per year, distributing across Ederle, Del Din (Vicenza) & Camp Darby (Livorno) and into the hands of all incoming military and civilian personnel.

Туре	12 Months
Full Page (A5)	€1000
Half Page (A6)	€600
1/4 Page (104x74 mm)	€300
Outside Back Cover (A5)	€1750
Inside Front Cover (A5)	€1500
Inside Back Cover (A5)	€1500





### **IN FACILITY OPTIONS**

Туре	6 Months	12 Months
Brochures (A3/A4/A5/A6)	€450	€850
Facility Pop Up Stand	€650	€1200
Arena Digital Banners (above lanes)	€600	€1200
Website Placement	€350	€600
https://italy.armyMWR.com		



## BANNERS

Туре	1 Mo	3 Mo	6 Mo	12 Mo	
Fitness Center, Hotel & Villaggio	€200	€400	€600	€1200	
Main Gate - Ederle	€200	€650	€1200		
Main Gate - Del Din	€200	€400	€850		
In-house Banner Printing Available = €100					
Additional Information: • All banners must measure 2x1 meters					

• Ask us about our graphic design services and pricing!

# **SPONSORSHIP - TOP 4 EVENTS**







#### Eggastravaganza

#### Date: Saturday, April 8 | Estimated: 300 people

This is an annual pre-Easter egg hunt open to the entire community. What to expect:

- Pictures with the Easter Bunny
- Arts and crafts activities

• Easter egg hunts (ages 0-12 years)

- Fitness-related scavenger hunt (adults)





### **Independence Day Celebration**

#### Date: Friday, June 30, 2023 | Estimated: 2,500 people

Annual celebration of the United Stated independence. What to expect: • Live entertainment (headline band)

- Fireworks show
- Car show
- Kids games and activities
- Traditional games (adults and families)





- Spring/Fall Bazaar
- Spring/Fall Flea Market
- Bike Week
- Intramural **Sports**
- Youth Sports
- Halloween **Trunk or Treat**
- BOSS Shirts. Flags & Banner
- BOSS Summer **Excursion** (May)
- Art in the Park (June)
- BOSS v Vatican Trip (October)





### Oktoberfest

#### Tenative Date: Saturday, October 14, 2023 | Estimated: 1,340 people

Annual celebration of the beginning of Fall. What to expect:

- Live entertainment (traditional band)
- Kids games and activities
- Fitness competitions
- Kids inflatables

MX Show

Kids inflatables

Food and beverage operations

• Traditional games (adults and familities) • Food and beverage operations







## **Christmas Tree Lighting Ceremony**

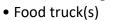
#### Date: Friday, December 7, 2023 | Estimated: 1,350 people

Annual celebration of the beginning of Christmas. What to expect:

- Santas arrival on fire engine
- High school band performances
- Vendors

Additional Option: 3 day market advertising walkway sign.

Area for kids games/activities



• Pictures with Santa

https://italy.armyMWR.com | Email: marketing.vicenzamwr@gmail.com

# **SPONSORSHIP PACKAGE LEVELS**



# Gold - €1,750

As a level 1 sponsor, you can expect to receive the following:

- Space for physical presence at the event
- All the benefits of Silver sponsors
- All the benefits of Bronze sponsors



# Silver - €750

As a level 2 sponsor, you can expect to receive the following:

- Verbally acknowledged at the event
- All the benefits of Bronze sponsors



## Bronze - €500

As a level 3 sponsor, you can expect to receive the following:

- Logo/Graphic will be displayed on printed program publicity
- Logo/Graphic will be disiplayed on digital program publicity









## CONTACT

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