



USAG ITALY

COMMERCIAL SPONSORSHIP & ADVERTISING MEDIA KIT

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>

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

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.

Type	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

Type	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 https://italy.armyMWR.com	€350	€600



BANNERS

Type	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:				
<ul style="list-style-type: none"> • 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:

- Easter egg hunts (ages 0-12 years)
- Pictures with the Easter Bunny
- Arts and crafts activities
- Fitness-related scavenger hunt (adults)



Independence Day Celebration

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

Annual celebration of the United States independence. What to expect:

- Fireworks show
- Live entertainment (headline band)
- Car show
- MX Show
- Kids games and activities
- Kids inflatables
- Traditional games (adults and families)
- Food and beverage operations



Oktoberfest

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

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

- Live entertainment (traditional band)
- Fitness competitions
- Kids games and activities
- Kids inflatables
- Traditional games (adults and families)
- 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
- Pictures with Santa
- High school band performances
- Area for kids games/activities
- Vendors
- Food truck(s)

Additional Option: 3 day market advertising walkway sign.

MINOR EVENTS

- 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)

SPONSORSHIP PACKAGE LEVELS

1

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

2

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

3

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 displayed on digital program publicity



CONTACT

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Facebook Page: Vicenza MWR Advertising

Instagram Page: [Vicenza_MWR_GoToGuide](#)

