



OPERATION MWR

2024





Operation MWR World Tour

To enhance resilience, readiness, and morale, Navy MWR will establish a comprehensive resiliency program across the enterprise.

The initiative aims to offer service members and their families a recreational and morale-boosting platform, fostering participant readiness and resilience while acknowledging and honoring their service and sacrifices.

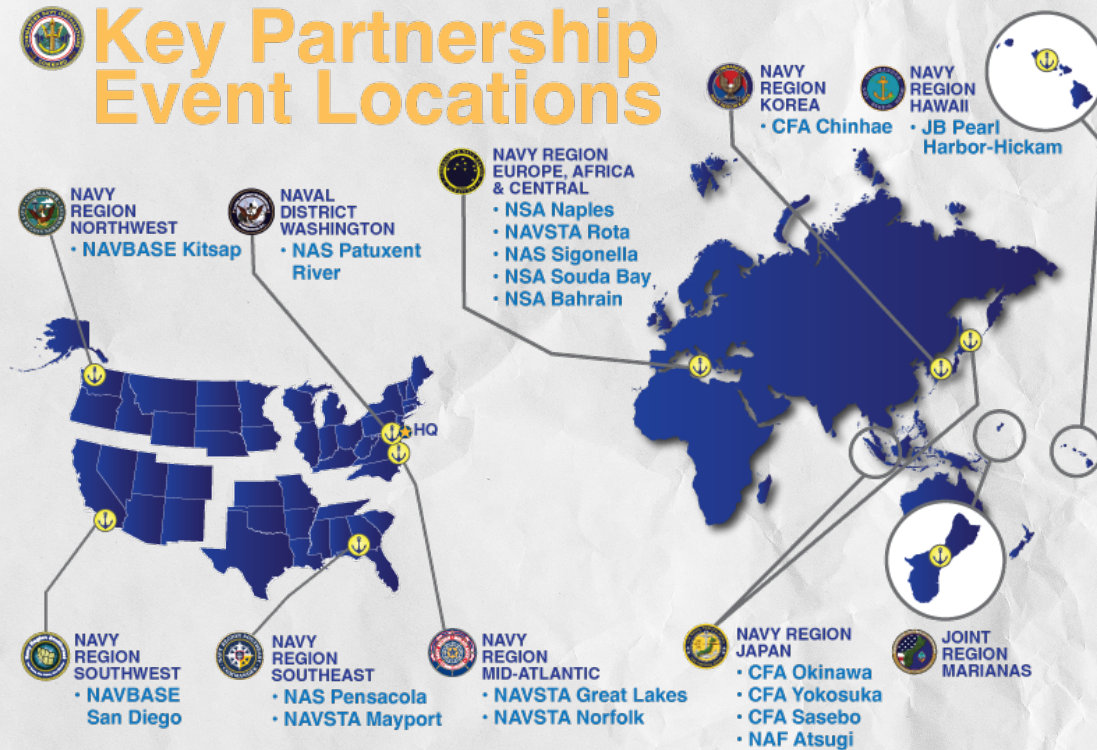
Between May and June 2024, Navy MWR will organize 67 in-person events featuring a range of live entertainment options, including concerts and comedy shows.





Operation MWR World Tour

Key Partnership Event Locations



*Additional key locations may include NSA Bahrain, CFA Okinawa, Japan, and CFA Chinhae, Korea

Worldwide entertainment tour includes top-name recording artists, comedians and recreational activities.

Three Months of Global Brand Exposure:

67 global events, 10 regions

81 MWR installation websites & 46 mobile apps – millions of monthly impressions

On-base digital signage – more than 800 signs, over 21 million monthly impressions

Social media engagement (Navy HQ and installation) – 517K active followers

On-site activation – thousands of attendees

Off-installation assets (billboards, radio, TV and more)



Operation MWR World Tour

Key Partnership Locations

NAS Pensacola, Florida

- Employs more than 16,000 military and 7,400 civilian personnel.
- Major tenant commands: Naval Aviation Schools Command, Naval Air Technical Training Center, Marine Aviation Training Support Groups 21 and 23, the Blue Angels, and the headquarters for Naval Education Training Command.

NAVSTA Mayport, Florida

- Third largest fleet concentration area in the United States.
- 8,500 service members, 21,500 families, 2,000 civilians

JB Pearl Harbor-Hickam, Hawaii

- Serves more than 60,000 people each year.
- Provides berthing and shore support to surface ships and submarines, as well as maintenance and training. Pearl Harbor can accommodate the largest ships in the fleet, including dry dock services, and is now home to more than 160 commands.

NAVSTA Norfolk, Virginia

- Employs more than 1.7 million people regionally and serves the nation's largest community of active-duty military, retirees, family members, Reservists, DoD civilians, and joint forces.

NAVBASE San Diego, California

- One of the largest naval bases in the country. Homeport to the Pacific Fleet, it consists of 50 ships, 13 piers and a base population of 20,000 military personnel and more than 6,000 civilians.

NAS Patuxent River, Maryland

- Home to the Naval Air Systems Command and the Naval Air Warfare Center Aircraft Division headquarters.
- Largest employer in the community with about 20,000 employed on the station. This includes roughly 2,400 active duty, 9,100 federal employees, 9,500 defense contractors, 420 non-appropriated fund employees, and 4,500 family members.

NAVBASE Kitsap, Washington

- 15,600 active duty, 25,653 civilians, 18,700 family members, 35,908 retirees
- Serves as host command for the Navy's fleet throughout West Puget Sound and provides base operating services, including support to submarines, aircraft carriers and surface ships homeported at Bremerton and Bangor.

NAVSTA Great Lakes, Illinois

- Great Lakes has been turning civilians into Sailors for more than 100 years. From its founding in 1911, Great Lakes has maintained its position as the Navy's largest training facility.
- Home to more than 4,000 active-duty staff personnel and families, 14,000 recruits and students, 3,000 government civilian employees, and over 2,000 contractors.



Operation MWR World Tour

Key Partnership Locations

CFA Sasebo, Japan

- There are about 6,000 active-duty personnel, SOFA-sponsored civilians, and dependents onboard CFA Sasebo.
- Home of the Navy's only forward-deployed Amphibious Ready Group.

NAF Atsugi, Japan

- Home to 5,000 personnel and is the only U.S. Navy installation supporting an entire air wing. Atsugi supports more than 40 tenant commands.

CFA Yokosuka

- Personnel include 25,000 active-duty service members, families, military retirees, DoD civilians, and other employees.
- Provides service to the U.S. Seventh Fleet.

NSA Souda Bay, Greece

- Home to about 1,000 people, including active-duty military, U.S. civilian employees, local national employees, contractors, and family members.
- Strategically located for power projection in the Eastern Mediterranean, supporting warfighters with access to an all-weather airfield, a deep-water pier facility, and refueling and resupply services.

NAVSTA Rota, Spain

- Nearly 1,300 active-duty military, 1,700 family members and 400 U.S. civilian employees. There are also about 300 U.S. military retirees in the area.
- Provides support for U.S. and NATO ships, supports the safe and efficient movement of U.S. Navy and U.S. Air Force flights and passengers, and provides cargo, fuel and ammunition to units in the region.

NSA Naples, Italy

- Includes more than 50 separate commands and about 8,500 personnel.
- Mission is to exercise command and area coordination over assigned activities, coordinate provisions, and provide logistics and administrative support.

NAS Sigonella, Italy

- 2,173 active duty, 1,930 family members, 353 CONUS hires, 99 CONUS hire dependents, 775 Italian local national employees
- The primary mission is to provide consolidated operational, command and control, and administrative, logistical and advanced logistical support to U.S. and other NATO forces.
- **Additional key locations may include NSA Bahrain, CFA Okinawa, Japan, and CFA Chinhae, Korea**



Operation MWR World Tour Partnership Opportunities

Presenting Sponsor: \$75,000 - \$150,000 (Promotional time period: April - June 2024)

Brand Inclusion

- **Exclusive to PRESENTING Level:** Inclusion on non-traditional advertising assets such as local radio stations and billboards.
- Three months of global brand exposure on U.S. Navy installations
- Inclusion on local installation event promotions to include, but not limited to, social media, website graphics, print products, and digital signage.

Web

- **Exclusive to PRESENTING Level:** Inclusion on global network web promotion - displayed on Navy MWR's network of 81 Navy MWR websites and 46 Navy MWR mobile applications.
- Inclusion on the Operation MWR website promotion displayed April 1 through June 30, 2024, in top hero banner location on Navy MWR's HQ website homepage (www.navymwr.org).
- Inclusion on HQ Operation MWR event subpage located on Navy MWR's website (www.navymwr.org).

Social

- **Exclusive to PRESENTING Level:** Recognition during the Operation MWR animation produced by Navy MWR for use on Navy FFR social media platforms. *Video promotion will be a minimum of 15 seconds.
- Inclusion on Navy FFR's Facebook page (www.facebook.com/navyffr) cover image graphic promoting Operation MWR. Cover image will be displayed for a minimum of one week during the event promotional period, April 1 through June 30, 2024.
- Tagged in a minimum of 10 social media posts, events or other graphics on Navy FFR's Facebook page during the event promotional period, April 1 through June 30, 2024.

On Site Activation

- **Exclusive to PRESENTING Level:** On-site activations including booth space, stage/on-site signage, PA announcements, etc. *Limited to 15 installations

**All deliverables are subject to local installation policy and procedures*



Operation MWR World Tour Partnership Opportunities

Supporting Sponsor: \$50,000 (Promotional time period: April - June 2024)

Brand Inclusion

- Three months of global brand exposure on U.S. Navy installations.
- Inclusion on local installation event promotions to include but not limited to social media, website graphics, print products and digital signage.

Web

- Inclusion on the Operation MWR website promotion displayed April 1 through June 30, 2024, in top hero banner location on Navy MWR's HQ website homepage (www.navymwr.org).
- Inclusion on HQ Operation MWR event subpage located on Navy MWR's website (www.navymwr.org).

Social

- Inclusion on Navy FFR's Facebook page (www.facebook.com/navyffr) cover image graphic promoting Operation MWR. Cover image will be displayed for a minimum of one week during the event promotional period, April 1 through June 30, 2024.
- Tagged in a minimum of 5 social media posts, events or other graphics on Navy FFR's Facebook page during the event promotional period, April 1 through June 30, 2024.

**All deliverables are subject to local installation policy and procedures*

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FOR SPONSORSHIP DETAILS

Contact Shannon Revelle

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