



**U.S. COAST GUARD
CSC MWR Program**

**COMMERCIAL
SPONSORSHIP**

MORALE, WELL-BEING & RECREATION

GUIDE



**USCG Community Services Command
Morale, Well-Being, & Recreation
Program Sponsorship & Advertising**

Points of Contact

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Coast Guard MWR

MISSION

The Coast Guard MWR's mission is to deliver high-quality, customer-focused programs and services that contribute to resiliency, retention, readiness, and quality of life.

VISION

MWR STRIVES FOR WORLD CLASS EXCELLENCE AS LEADERS, PROVIDING EXCEPTIONAL CHILDCARE SERVICES, CUSTOMER SERVICE AND RECREATION OPPORTUNITIES.

MWR SHALL BE RECOGNIZED FOR OUR WELCOMING AND GENEROUS HOSPITALITY, COMPETITIVE ADVANTAGES AND DEDICATION TO CUSTOMER SATISFACTION.

THE HIGH REGARD WE HOLD FOR OUR EMPLOYEES INSPIRE OUR ENTHUSIAST CUSTOMER FOCUS, PROVIDING CONTINUAL OPPORTUNITY FOR QUALITY RECREATION AND A BLEND OF COMMUNITY FELLOWSHIP.

“Serving Those Who Protect the Homeland”

Community Services Command maximizes the Coast Guard Exchange (CGX), and Morale, Well-Being, and Recreation (MWR) program benefits for Coast Guardsmen in uniform, their families, and all eligible patrons. We are a “for-benefit” enterprise. All of our efforts are directed at building a system where the Exchange and MWR programs work to continually expand and enhance these highly valuable benefits.

Community Services Command directly manages 66 retail exchange stores, commissaries, and gas stations through a centralized Coast Guard Exchange System (CGX), provides oversight and management to 49 satellite exchanges on ships throughout the Coast Guard, and provides program oversight and funding to MWR programs at over 1200 Coast Guard units globally.

2024 Sponsorship Opportunities

Our sponsorship program is an avenue for your company’s product or service with the ability to reach thousands of potential customers through digital and traditional advertising as well as face-to-face outreach. Our customers are comprised of active duty, reserve, civilian employees, auxiliary members, retirees, family members and others sponsored onto base or otherwise authorized by the base commander. One huge benefit of advertising with us or sponsoring one of our events is that the majority of our population is not static. Most of our staff, residents and students are active duty military which means they will be here for weeks, months, or even years, but they will leave. If you can forge a strong relationship with them they will take your message with them. After these personnel leave to their next duty station a new group of staff, residents and students enter to take their place. You will never be dissatisfied with the always rotating faces here at CSC MWR, we truly are an advertising and marketing dream come true. It is also important to note that we stand as committed to helping you reach your goals as we do in service to our community.

The following sponsorship opportunities are not all-inclusive. We are open to helping you reach our patrons through nearly any means you desire. If you have a unique idea please let us know so we can see how best to help you reach your goal. We offer a population on and off of base and a range of sponsorship opportunities and easy contracting. We will take care of every last detail to see your sponsorship plan to fruition and offer a price range for every marketing campaign.

Sponsorship Packages

Gold Level Sponsorship - \$40,000

Sponsorship Support designated to Coast Guard Day 2024, at 40 installations listed below:

- Sponsor company banner will be displayed in a prominent area 1 May to 7 Aug. 2024.
- Provide dedicated space, table, chairs, and logistical support for the Sponsor representative to set up display at 20 CG Day events. Sponsor must provide representative(s).
- Sponsor allowed to provide product display at the event (excluding alcohol and no sales).
- Positive exposure for your business in all event related marketing materials in print and online through our various digital mediums: Facebook, website posts, e-newsletters, etc.



Silver Level Sponsorship - \$30,000

Sponsorship Support designated to Coast Guard Day 2024, at 30 installations listed below:

- Sponsor company banner will be displayed in a prominent area 1 May to 7 Aug, 2024.
- Provide dedicated space, table, chairs, and logistical support for the Sponsor representative to setup display at 12 CG Day events. Sponsor must provide representative(s).
- Sponsor allowed to provide product display at the event (excluding alcohol and no sales).
- Positive exposure for your business in all event related marketing materials in print and online through our various digital mediums: Facebook, website posts, e-newsletters, etc.



Bronze Level Package - \$20,000

Sponsorship Support designated to Coast Guard Day 2024, at 20 installations listed below:

- Sponsor company banner will be displayed in a prominent area 1 May to 7 Aug, 2024.
- Provide dedicated space, table, chairs, and logistical support for the Sponsor representative to setup display at 5 CG Day events. Sponsor must provide representative(s).
- Sponsor allowed to provide product display at the event (excluding alcohol and no sales).
- Positive exposure for your business in all event related marketing materials in print and online through our various digital mediums: Facebook, website posts, e-newsletters, etc.



Digital Presence

coastguardmwr.org

In the past 30 days:

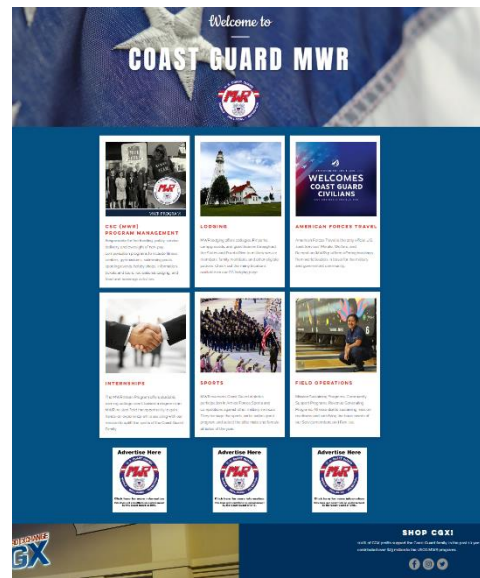
- We appeared more than 41,500 times in Google search results and were clicked on 3,525 times.
- We have a strong presence on Military.com and the USCG FORCECOM site, they are the #1 and #2 non- search engine sites that sends traffic directly to us.
- Nearly 3,800 users on our site generated nearly 4,246 sessions. 77% of these visitors were ‘new users’ showing a very strong growth trend.
- Average session duration of nearly 4 minutes 33s which is an extremely long time and speaks to the quality of our content and high interest in our services.
- 1.94 sessions per user means we have strong repeat traffic to the site.
- 55% of our users are male.
- 35% of our users are ages 25-34, 26% 35-44 and 32% over 44 means we have a very broad demographic and huge target market with endless potential.
- Our web traffic comes from every state in the U.S. with a concentration on the West and East Coast as well as the Southern states.

The *Market Segments* of our users:

- Travel/Hotels and Accommodations 3.71%
- Real Estate 2.57%
- Travel 2.57%
- Financial Services 2.57%

The *Affinity Category* of our users:

- Shoppers/Value Shoppers 3.82%
- Food and Dining 3.03%
- Technology 2.72%
- Media and Entertainment 2.71%



Website Advertising on Homepage

Digital Ad Size	3 Months	6 Months	12 Months
1 x 1"	\$300	\$500	\$900
2 x 3"	\$400	\$700	\$1300
3 x 5"	\$500	\$900	\$1700

Facebook.com/coastguardmwr

- More than 600 active and engaged followers.
- Popular posts regularly reach more than 2,500 people.
- Our growth trend is accelerating: our page has experienced 12% Fan growth in the past 6 months with 8% of this growth coming in the last quarter.
- Rich content posted multiple times a day ranging from deals, specials and key information for a range of users.
- 66% of our Fans are female - women make the purchase, financial and vacation decisions in most American households.
- 20% of our Fans are ages 25-34, 31% 35-44, and 32% 44+.

