



Commander Navy Region Korea
Morale Welfare & Recreation
Sponsorship Opportunities
FY2024



What is NAVY MWR and what is our mission?

Navy MWR is the Navy's Recreation Department. It encompasses every aspect of recreation, which enables Sailors and their families to feel at home no matter where they are. Morale Welfare & Recreation exists to provide the highest level of customer support to the Fleet, Fighter & Family. We are dedicated to providing a full range of quality of life products and services that enhance our customers' lives in support of mission readiness and retention within the Korea Theater of Operations.

What is Sponsorship?

MWR SPONSORSHIP IS A RARE WIN-WIN OPPORTUNITY.

Our sponsorship program enables local businesses and non-federal entities to enhance our efforts in exchange for outreach and promotional opportunities, which provide your organization with a unique opportunity to promote your company, product and/or services directly to the military community.

Sponsorship levels and benefits vary based on estimated exposure at a specific or series of events and/or programs. We accept both cash and in-kind sponsorship.

Benefits

- ◆ Exposure of your brand, product, and or services to the military community.
- ◆ Display your company's banner at our events and facilities.
- ◆ Set up a display booth at our events.
- ◆ Verbal recognition at sponsored events.
- ◆ Logo and company name displayed on MWR event marketing and website.
- ◆ Distribute giveaways, promotional items and product samples to on base military community.

Sponsorship Packages Available

- ◆ **Support Package — \$150.00 USD:** Acknowledgement prior to start of event, 1 social media "Shout Out" post, and 1 table/ signage thanking for support at event check-in.
- ◆ **Basic Package — \$300.00 USD:** Includes booth/ table at event for display and product sample. Acknowledgment via event banners and flyers with use of Organization's Name OR Logo, 3 social media posts, and 1 News Blast emailed to civilian and military patrons.
- ◆ **Premiere Package — \$500.00 USD OR Pick 3 Events for \$1,200 USD:** Includes everything in the Basic Package plus Base Entrance acknowledgment on the LED display for 5 days prior to the event, 1 additional social media post, and 1 additional News Blast emailed. Event also marketed at Base Department meetings.
- ◆ **In-kind/Custom Package:** Work one-on-one with our sponsorship team to create a custom experience for our patrons based on your marketing needs. In-kind sponsorship is a great way to get your organization recognized by contributing a service or goods.

Contact Us TODAY!

0503-363-5211 DSN: 763-5211

OR via email at MWRChinhaeRecreation@fe.navy.mil



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Commander Navy Forces Korea—Busan, South Korea

Command Navy Forces Korea (CNFK) is located within the city center of Busan, South Korea and is the second largest city in Korea with a general population of 3.5million. This coastal city is located on the South Eastern side of South Korea. CNFK is located on a Republic of Korea Base and shares many training, events and work spaces with their Korean counterparts and many of their home ported ships.



Commander Fleet Activities Chinhae - Chinhae, South Korea

Commander Fleet Activities Chinhae (CFAC) is the only stand alone US Navy Base on the South Korea Peninsula. Attached to the ROK Naval Academy, this small city has a very large ROK Naval presence and history.

Department & Facility	Location	Program Goals and Events
Fitness & Aquatics	Chinhae	<p>The goal of the Navy Fitness Program is to create "Fitness for Life" for the entire Navy population, including active-duty Sailors, family members, retirees and DoD civilians. Individual and group instruction is available from certified fitness professionals in cardiovascular conditioning, strength training, flexibility and nutrition. Aquatics programming includes lap swimming, lessons and specialty events.</p> <p>Active-duty Sailors, civilians, retirees, and family members can participate in fun runs, fitness competitions, monthly challenges, and classes.</p>
Community Recreation	Chinhae & Busan	<p>Navy Community Recreation engages patrons by providing recreational programs and services in the areas of outdoor recreation, community events, trips and tours, leisure skills development, recreation equipment rentals and parks and picnic areas. Information and referral are also offered for a variety of recreational activities in the local area. Active-duty Sailors, civilians, retirees and family members can participate in community events like Tree lighting, Breakfast with Santa, Independence Day Celebration, Cherry Blossom Open Base, Easter Picnic, Base-wide events and picnics, Sailor Thanksgiving, Field Days and More...</p>
Movie Theater	Chinhae	<p>The Navy Motion Picture Service provides movies at great prices for the entire family.</p>
Deployed Forces Support	Chinhae & Busan	<p>MWR's Deployed Forces Support Program enhances the quality of life for more than 180,000 Sailors and Marines at sea and forward-deployed Navy ground forces. Sports, recreational programs, physical fitness equipment, social activities (parties/picnics) and tours are just a few of the morale-enhancing opportunities offered.</p> <p>MWR supports visiting ships with trip & tour packages, sporting events and a pier side bazaar.</p>
Bowling	Chinhae	<p>The Navy MWR Bowling Program offers open and league bowling as well as special youth programs. Chinhae's center offers Red-Pin, Poker, Teen Toons and other Mad Games. Birthday and command parties are also available.</p>
Child & Youth Programs	Chinhae	<p>When military members and Department of Defense (DoD) personnel are confident that their children are safe and in good care, they can better concentrate on fulfilling their military and defense support responsibilities. That's why our nationally recognized Child and Youth Programs, serving infants through 18-year-olds, are here to make sure high-quality and affordable child care and recreational programs are readily available for military and DoD families worldwide. We set the standard and we're leading the charge in child care reform.</p> <p>Active-duty Sailors, civilians, retirees and family members can participate in Child and Youth Programs including daily care, special events, youth sports, and home school programs.</p>
Turtle Cove and 3rd Deck Eatery	Chinhae	<p>As the main gather points on CFAC, Turtle Cove and 3rd Deck Eatery offer a great place for companies to advertise and market to the military community through special events, sampling and a variety of marketing opportunities such as take out containers and receipt envelopes.</p>

◆ **Fall Fest** - Chinhae Recreation

Date: 28 October 2023

Demographic: Military and DOD Families

Expected attendance: 100+

Description: A community wide block party to enjoy games, crafts, pumpkin carving, a haunted house, and food.

Seeking cash or in-kind sponsorship for: Candy, entertainment, decorations.

◆ **Daegu E-World Trip** - Busan Recreation

Date: 21 October 2023

Demographic: Military, DOD Families and guests

Expected attendance: 40

Description: Trip to E-world to see Halloween decorations and attractions.

Seeking cash or in-kind sponsorship for: Entry fee for venue, cold drinks and food.

◆ **Fall Swim Challenge** - Chinhae Fitness

Date: November 2023

Demographic: Military Service Members

Expected attendance: 20+

Description: Endure the colder weather at the Aquatics Center. Challenge your swimming endurance with a self-paced challenge. Streamline your skills with weekly workshops.

Seeking cash or in-kind sponsorship for: Decorations, supplies, prizes.

◆ **Tree Lighting** - Chinhae Recreation

Date: 1 December 2023

Demographic: Military and DOD Families

Expected attendance: 75+

Description: Enjoy a warm cup of cocoa and join Santa and the Commanding Officer as they light the base Christmas tree to kick off the holiday season.

Seeking cash or in-kind sponsorship for: Candy, catering, entertainment, decorations.

◆ **Winter Reading Program** - Chinhae and Busan Recreation

Date: December 2023 - January 2024

Demographic: Military and DOD Families

Expected attendance: 40

Description: Winter Reading program encouraging children and adults to keep reading throughout the winter months.

Seeking cash or in-kind sponsorship for: Incentives, refreshments, signage.

◆ **Winter Wonderland** - CYP and Recreation

Date: 2 December 2023 (Chinhae) / 9 December 2023 (Busan)

Demographic: Military and DOD Families

Expected attendance: 100 between the two locations

Description: Celebrate the upcoming holidays with crafts, games, breakfast, Letters to Santa, and pictures with Santa.

Seeking cash or in-kind sponsorship for: Catering, prizes, decorations, crafts, banners, etc.

◆ **Army vs Navy** - Chinhae Fitness

Date: Early December

Demographic: Military and DOD Families

Expected: 100

Description: Local Area annual Flag Football Game to coincide with the actual Army & Naval Academy Games.

Seeking cash or in-kind sponsorship for: Banners with sponsorship logo, hot refreshments for teams, Football keepsakes for fans to commemorate the games such as small footballs, pom-poms.

◆ **Liberty Stockings** - Chinhae and Busan Recreation

Date: Late December

Demographic: Single Sailors in the Barracks

Expected attendance: 100+ between the two locations

Description: Stockings/packages are delivered to single sailors that are in Korea for the holidays.

Seeking cash or in-kind sponsorship for: Stockings, snacks, candy, promotional items.

◆ **Get Fit 2024** - Chinhae Fitness

Date: Mid-January to End of March

Demographic: Military and DOD Families

Expected Attendance: 50+

Description: 12-14 weeks designed to kick start healthy lifestyles for the CNRK Community.

Seeking cash or in-kind sponsorship for: Banners, fitness giveaways, t-shirts with sponsorship logo.



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◆ **Super Bowl Watch Party** - Chinhae and Busan Recreation
Date: Early February 2024
Demographic: Military and DOD Families
Expected attendance: 100+ between the two locations
Description: Commercials, great food, and a football game. MWR bring this classic American tradition to Korea.
Seeking cash or in-kind sponsorship for: Catering, prizes, decorations.

◆ **Cherry Blossom Festival** - Chinhae Recreation
Date: Early April 2024
Demographic: Open to general public
Expected attendance: 4000+
Description: This annual event aligns with the Jinhae Cherry Blossom Festival. The base is open to the community so they can experience an America style festival.
Seeking cash or in-kind sponsorship for: Prizes, entertainment, crafts, decorations.

◆ **Easter Eggstravaganza** - CYP and Recreation
Date: Mid April 2024 (Chinhae) / Beginning April 2024 (Busan)
Demographic: Military and DOD Families
Expected attendance: 200+ between the two locations
Description: Hop into spring with egg hunts, games, crafts, pictures with the Easter bunny and more!
Seeking cash or in-kind sponsorship for: Candy, catering, prizes, entertainment, decorations, crafts, games, etc.



◆ **May the "4th" Be With You** - Chinhae Fitness and Recreation
Date: May 2024
Demographic: Military & DOD Families
Expected: 50+
Description: Participants don Jedi robes and arm themselves with lightsabers before attempting to defeat the Darth Vader obstacle course.
Seeking cash or in-kind sponsorship for: Banners, costumes, lightsabers, refreshments.

◆ **Water Safety Month** - Chinhae Aquatics
Date: May 2024
Demographic: Military and DOD Families
Expected attendance: 50+
Description: Keep yourself and your family safe in, on and around the water with safety tips from your Aquatics Team
Seeking cash or in-kind sponsorship for: Crafts, activities, lifejackets for participants under 17 years old.

◆ **Various Liberty Events** - Chinhae and Busan Recreation
Date: Throughout FY24
Demographic: Junior and Unaccompanied Sailors.
Expected attendance: 200+ throughout the year
Description: Board Game Night, Lawn and Leisure Sports Day (e.g. Disc Golf), and Leisure skills classes (e.g. Wood Burning, 3D Printing).
Seeking cash or in-kind sponsorship for: Refreshments, supplies, prizes, entry/activity fees.

◆ **Themed Nerf Battle** - Chinhae CYP
Date: Once a year, based off of trends & seasonal planning
Demographic: Military and DOD Families
Expected attendance: 50+
Description: Fitness and FUN meet when Sailors & youth battle for bragging rights.
Seeking cash or in-kind sponsorship for: Food, fencing, additional safety glasses, nerf bullets and nerf guns, decorations.



◆ **Video Game Tournaments** – Chinhae and Busan Recreation
Date: Every other month
Demographic: Single and Unaccompanied Sailors
Expected attendance: 25 per event
Description: These tournaments will rotate between games such as Super Smash Brothers, Call of Duty, and Madden 2K for Single Sailors.
Seeking cash or in-kind sponsorship for: Prizes, promotional swag, finger foods, refreshments.

◆ **Independence Day Celebration** - Chinhae Recreation
Date: Early July 2024
Demographic: Open to the General Public
Expected attendance: 1500+
Description: Celebrate our independence day in Korea with fire works and good American style festival.
Seeking cash or in-kind sponsorship for: Prizes, fireworks, entertainment, crafts, decorations, etc.



◆ **Paintball and ATV Trip** - Busan Recreation

Date: August 2024

Demographic: Single and Unaccompanied Sailors

Expected attendance: 25+

Description: Sailors will get out of their rooms and relive stress during a paintball and ATV trip.

Seeking cash for: Entry fee for venue, cold drinks/food.



◆ **Back to School Bash** - Chinhae/Busan CYP and Recreation

Date: August 2024

Demographic: Military and DOD civilians

Expected attendance: 75+ between the two locations

Description: This event brings youth together for some fun as they kick off the new school year.

Seeking cash or in-kind sponsorship for: School supplies, food, prizes, entertainment, decorations.

◆ **Barracks Bash** - Chinhae Recreation

Date: September 2024

Demographic: Single and Unaccompanied Sailors living in the barracks.

Expected attendance: 50+

Description: Event with barbecuing, DJ, interactive games, and inflatables as they bond with their "neighbors".

Seeking cash or in-kind sponsorship for: Catering, prizes, entertainment, decorations.

◆ **Water Wipe Out Day** - Chinhae Recreation

Date: August 2024

Demographic: Sailors and Adults

Expected attendance: 75+

Description: Community Recreation will bring fun for adults at the end of summer with a water wipe out obstacle course.

Seeking cash or in-kind sponsorship for: Prizes, promotional items, cold drinks/food.



◆ **Navy Operational Fitness and Fuel System (NOFFS) Games** - Chinhae Recreation & Fitness

Date: September 2024

Demographic: Military and DOD civilians

Expected attendance: 150+

Description: A friendly competition, to see who is the best of the best across a series of competitions.

Seeking cash or in-kind sponsorship for: Prizes, banners, entertainment, and equipment.

Exposure of company and/or sponsor logos, products, and services are subject to governance by the Joint Regulation, and does not include US Navy or US Federal Government endorsement of Non-Federal Entity, company, and sponsor or their products and services.

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