



Command Navy Region Northwest  
Morale, Welfare & Recreation | Fleet & Family Readiness

## EVENT SPONSORSHIP & ADVERTISING



**100% OF ALL REVENUE**  
**GOES TO SUPPORT ENHANCED PROGRAMMING FOR OUR AUDIENCES**



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[navylifepnw.com](http://navylifepnw.com)  
f y i

**Home to the U.S. Navy's third-largest fleet**



**Ship Homecoming—NSE**



**New Ship Homecoming—NSE**



**Military Skate Night—NBK**



**Ship Homecoming—NBK**





Princess Tea Party—NASWI



Summer Concert—NBK



Summer Concert—NASWI



Ship Homecoming—NSE



Ship Homecoming—NSE



## WHAT TO EXPECT BY WORKING WITH US

- 100% of all revenue goes to support enhanced programming for our audiences
- You'll work directly with DoD employees, no third parties
- An ever-growing advertising program that includes large format print products, search engine optimized web presence, and pervasive digital displays
- Online metrics for web-based solutions
- Your logo on promotional materials
- Recognition and mentions at sponsored events
- audiences



Navy Region Northwest is home to the **U.S. Navy's third-largest fleet** concentration area, which means when you advertise with us you have the potential to reach nearly **120,000 Active Duty military, DoD civilian workers, veterans, retirees and family members**. As the official outlet for Bringing your Brand to the Base, we get your messages seen and heard across Navy installations unlike any other media channel.

Our program works with Navy Fleet & Family Readiness (FFR) and Morale, Welfare & Recreation (MWR) in conjunction with local and national companies and organizations to ensure our base-eligible patrons are keenly aware of products and services that benefit them most. If you have products or provide services that improve quality of life for our Sailors, Marines and their families, we want to partner with you!



## NAVAL STATION EVERETT

EVERETT | SMOKEY POINT | ARLINGTON, WA

- The most modern shore installation in the US
- Only one of two Navy owned deep-water seaports on the west coast
- Employs over 3,500 military and civilian personnel
- Base population plans to double by 2030



## NAVAL AIR STATION WHIDBEY ISLAND

OAK HARBOR, WA

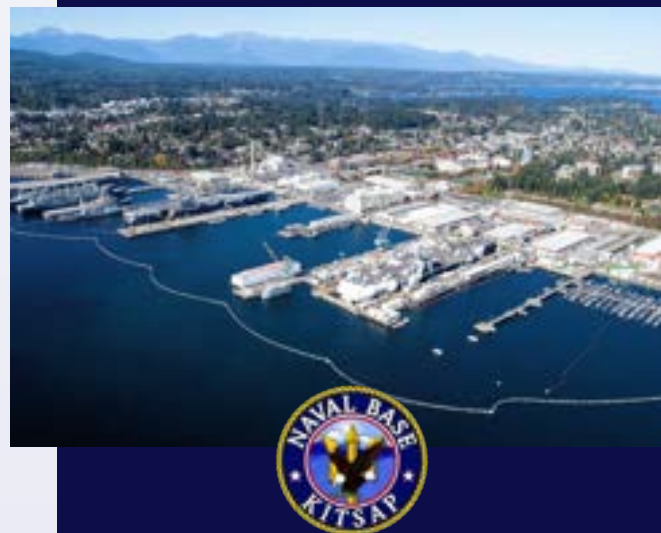
- One of the Navy's largest Air Stations, home to 20 home based squadrons
- Employs over 9,500 military and civilian personnel and home to over 14,000 family members
- Largest employer in Island, San Juan, Skagit and Whatcom counties
- 50% of wages in Island county was paid by the military



## NAVAL BASE KITSAP

BREMERTON | BANGOR | KEYPORT, WA

- 3rd largest Naval installation in US
- Employs over 17,000 civilian employees, over 14,000 active duty military and over 13,000 additional support jobs
- More than 70 tenant commands, including the Nimitz and Theodore Roosevelt aircraft carriers
- Includes property's at Bangor, Bremerton, Keyport, Manchester and Indian Island
- Home to all types of submarine programs and various surface level ships including Nimitz-class aircraft carriers



# READY TO GET STARTED?

# OVER 50 LED SCREENS TO DISPLAY YOUR MESSAGE!

- Located in prominent areas of our fitness centers, recreation centers, LIBERTY centers, conference centers, Fleet and Family Support Centers, sailor barracks and MWR operated food & beverage facilities.
- Display your static graphic or video file for 15 seconds while rotating with other FFR programming during building open hours.
- Screens are on 100% of the time the facility is open.

**Over 2,500,000  
people pass our  
screens**



**Convergence Zone—NASWI**



**Fitness Center—NASWI**

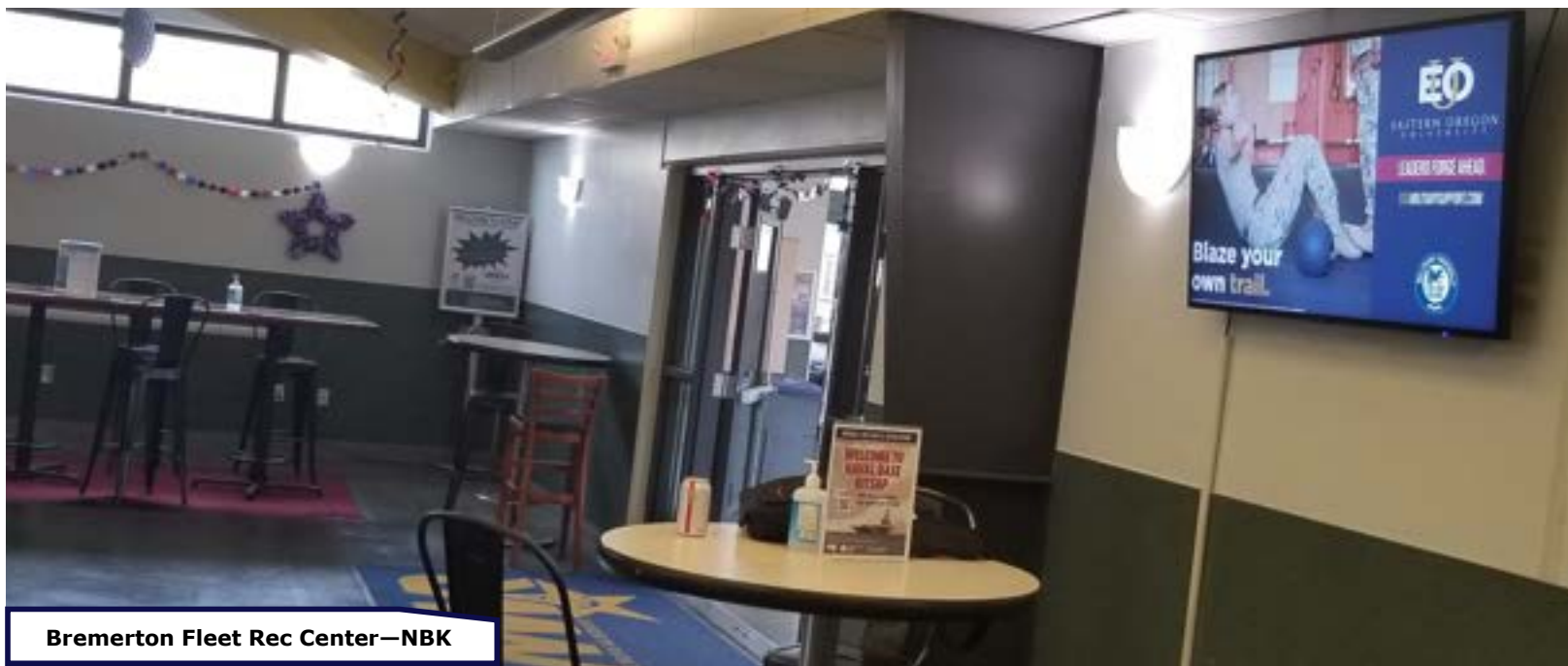


**Commons—NSE**



**Fitness Center—NSE**





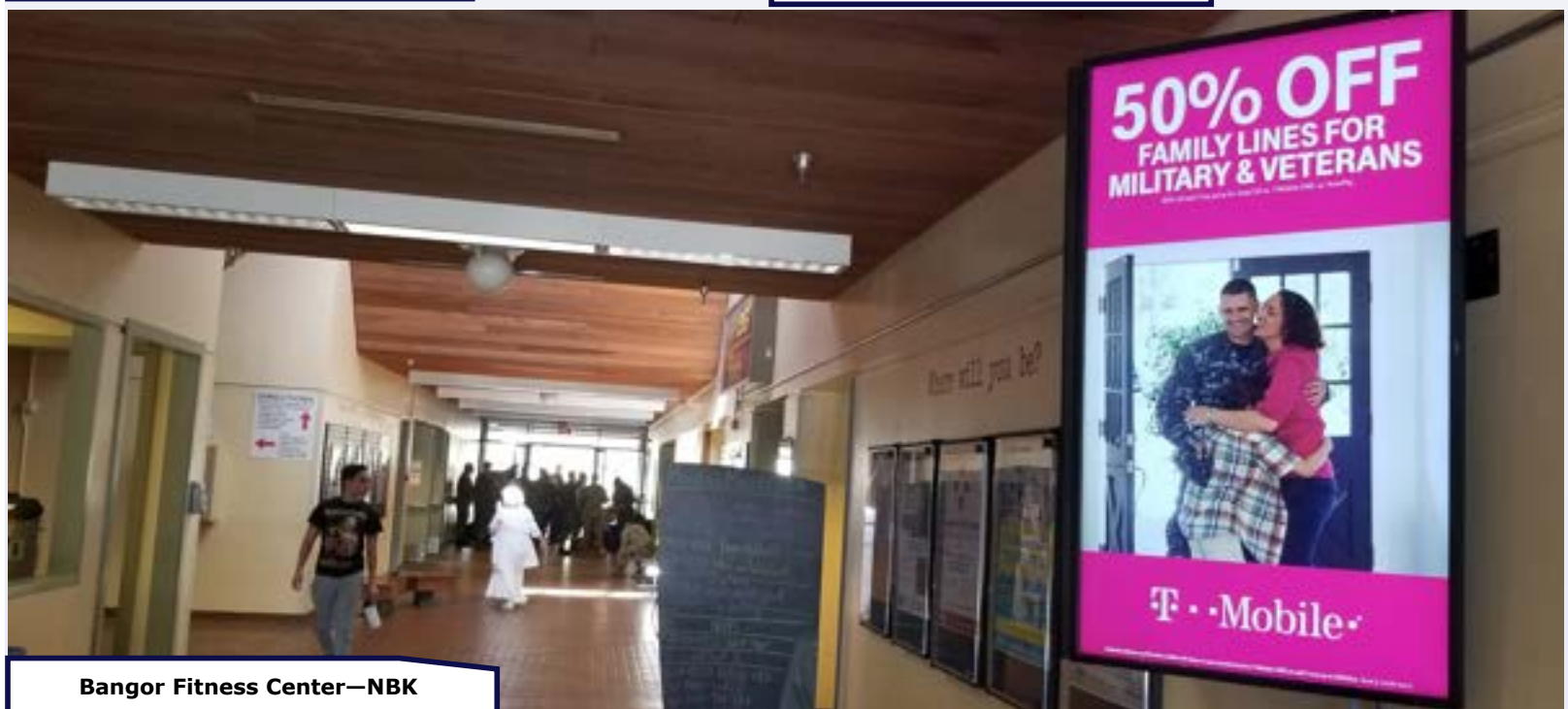
**Bremerton Fleet Rec Center—NBK**



**Bremerton Rec Center—NBK**



**Bangor Liberty Center—NBK**

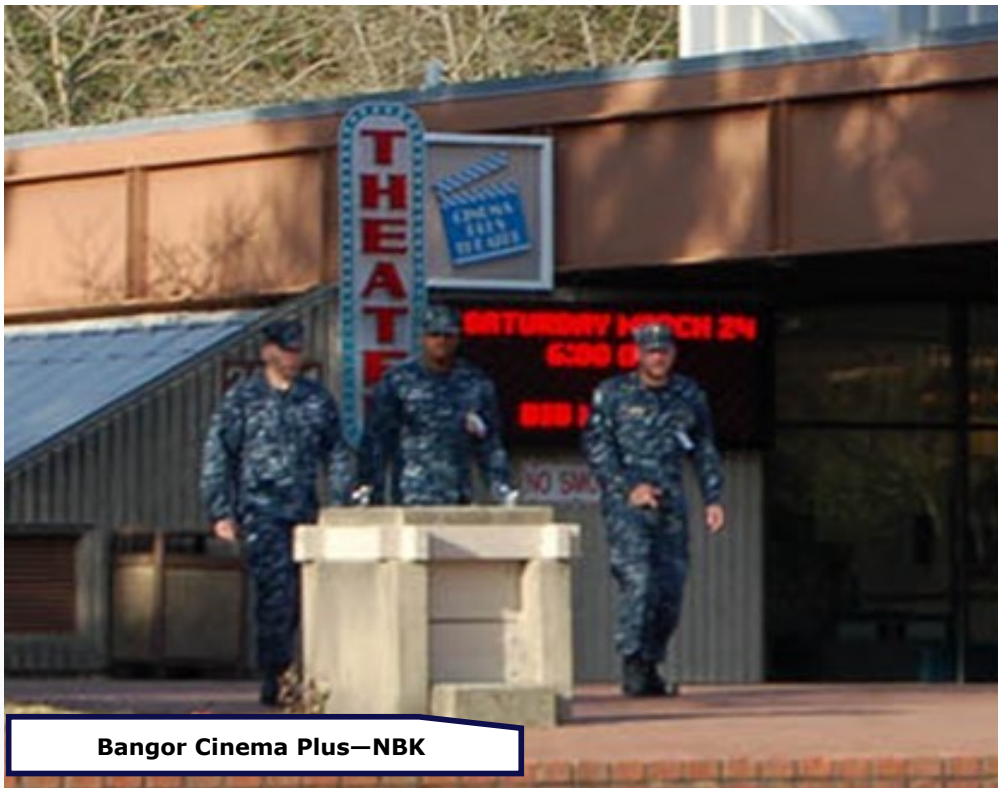


**Bangor Fitness Center—NBK**

# HAVE YOUR COMMERCIALS SHOWN AT ON-BASE MOVIE THEATERS!

- See your commercial on the Silver Screen before every movie!
- Newly released feature films show in the evening and free family movies shown earlier in the day.
- Movies are shown Thursday thru Sunday.
- Up to three movies shown per day on Saturday and Sunday.
- Show your :15 or :30 second commercial – with audio – just before the previews.

**Over 25,000  
Tickets sold a year**



**Bangor Cinema Plus—NBK**



**Skywarrior Theater—NASWI**



# BOWL OVER THE COMPETITION IN OUR NAVY BOWLING CENTERS!

- LCD screen displays above lanes and on the scoring controls scroll through your ads as base patrons relax and have fun.
- Bowling centers are located in our Rec Centers that have other activities like food, video games, kids play areas, libraries, outdoor equipment rentals, tickets and tours office, etc.
- Promotional nights include \$1 nights and disco bowling.



Convergence Zone—NASWI



Bremerton Rec Center—NBK

**Over 45,000  
visitors a  
year stop by  
our centers.**



# MAKE A STATEMENT WITH A FIELD WRAPS & BANNERS!

AVAILABLE AT ALL NAVY  
REGION NORTHWEST  
INSTALLATIONS

- It doesn't get any bigger than this! Big, bold statement pieces that can't be missed. Field wrap's are placed to fit the area that they're in and can reach up to 50ft. wide by 9ft. tall!
- Professionally place wall and window wraps inside facilities for up to 12 months.
- Banner's are up to 15ft. wide by 5ft. tall that can fit in multiple spots around the region.

**Over 2,000,000  
cars pass by  
certain banner  
locations**



Fleet Rec Center Fence—NBK



Softball Fence—NASWI



Football Fence—NSE





Softball Field Dugout—NBK



Softball Fence—NASWI



Fitness Center —NBK



Fitness Hallway—NASWI

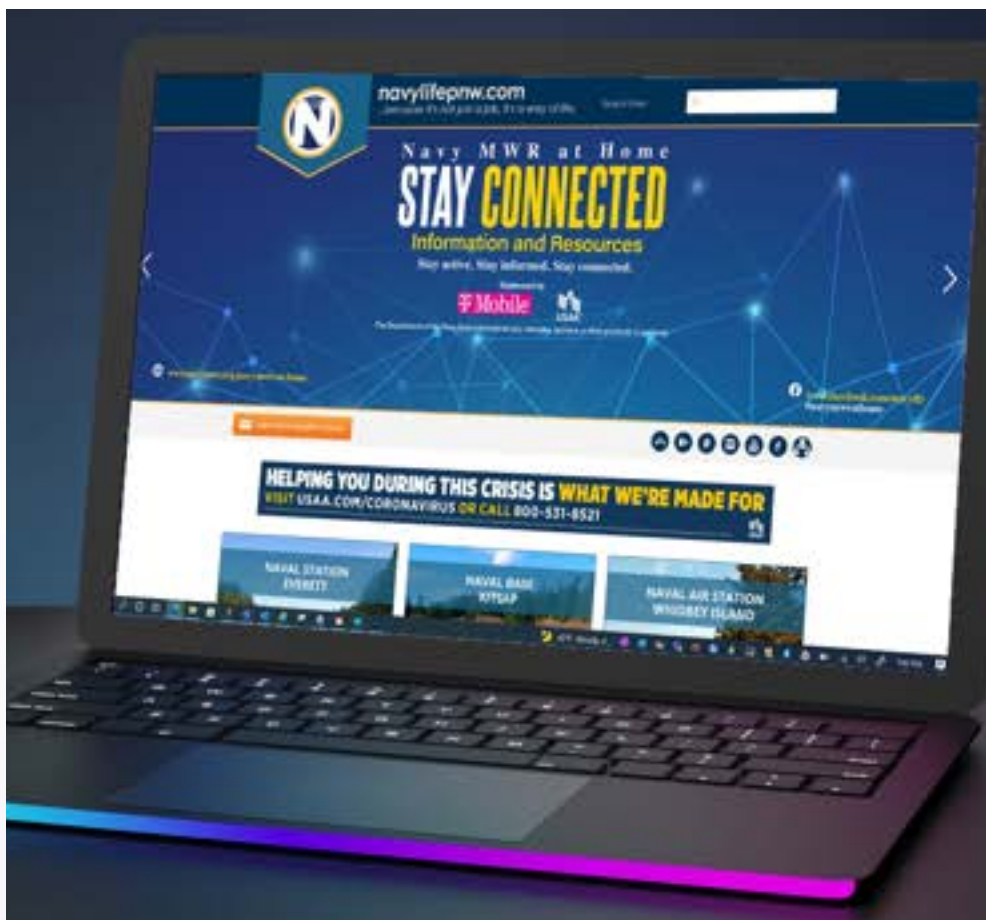


# YOU WON'T MISS THIS GRAPHIC ON YOUR WEBSITE!

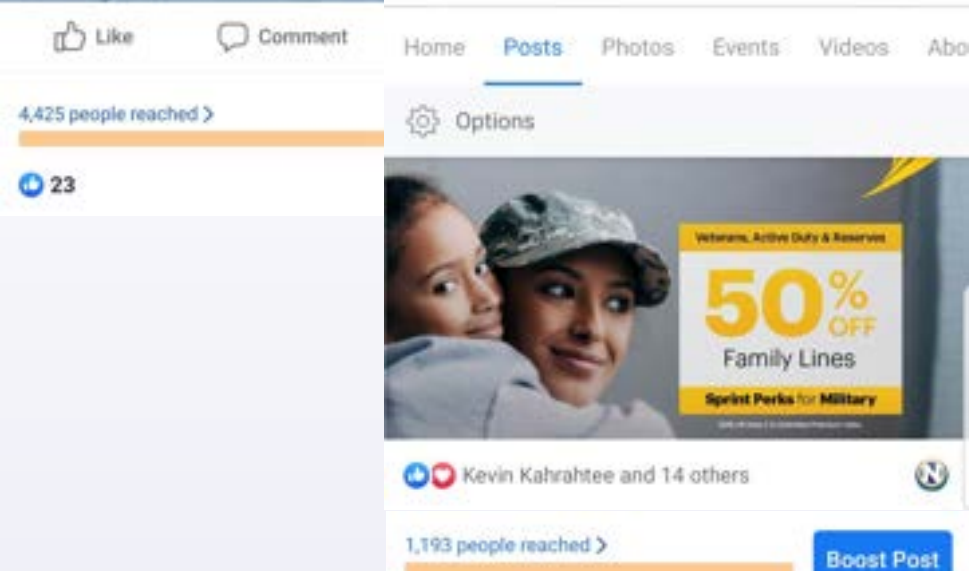
AVAILABLE AT ALL NAVY REGION NORTHWEST INSTALLATIONS

- Big and bold graphic located on the main pages of navylifepnw.com.
- Updates on total viewership of your image and number of clicks per month.
- Flexible customization with the ability to refresh your graphic on a monthly basis.
- 1400 x 420p

Over 1,200,000 page views per year







# POST ON OUR FACEBOOK & INSTAGRAM ACCOUNTS!

AVAILABLE AT ALL NAVY  
REGION NORTHWEST  
INSTALLATION PAGES

- See your interaction with our patrons on our base Facebook and Instagram pages. In total we have more than 28,000 followers and our social media is a quick way to get your message out.
- Create your own post for us to display or share, or sponsor one of our fan engagement contests like a photo or trivia contest.

**Over 28,000  
followers on  
social pages**



# COME FACE TO FACE AT OUR **EVENTS** WITH OUR MILITARY COMMUNITY!

AVAILABLE AT ALL NAVY  
REGION NORTHWEST  
INSTALLATIONS

- From Large Summer Concerts to Princess Tea Party's there are many events throughout the year to reach our community of active duty service members, family members, veterans and DoD Civilians.
- Activate your business at MWR events with tables, banners, product sampling, etc. Be a sponsor at great military family events throughout the year, including Halloween, Holiday Tree Lightings, Base Picnics, Fun Runs, etc.
- Contact today for the latest event list.



Base Summer Concert—NASWI



Base Picnic—NSE



Carrier Homecoming—NBK





**Homecoming—NSE**



**New Command Info Fair—NSE**



**4th of July Event—NBK**



**Base Picnic—NSE**



**Jurassic Adventures—NSE**



# PRINTED & DIGITAL MAGAZINES IN THE PALMS OF YOUR HANDS!

AVAILABLE AT ALL NAVY  
REGION NORTHWEST  
INSTALLATIONS

- Bi-Annual issues are filled with base program information, events for all ages and much more.
- Full and half-page advertisements available.
- Printed and digital copies are distributed throughout each base and Navy Getaways locations, base housing, [navylifepnw.com](http://navylifepnw.com) and our social media feeds.







Fitness Lobby—NBK



Convergence Zone—NASWI



Fitness Center Hallway—NASWI

# YOU CAN'T MISS THESE POSTERS IN FFR FACILITIES!

AVAILABLE AT ALL NAVY REGION NORTHWEST INSTALLATIONS

- You can't miss this! See your poster up in our fitness centers, rec. centers, Fleet & Family Service Center, Liberty Centers, etc.
- Locations vary from 22 x 28in to 40 x 60in options, available in professional frames. Ask about adding on a flyer/business card holder next to it.

Over 1,300,000 people visit our Fitness Facilities



## SUGGESTED PACKAGES

Below are some places to start when advertising on-base and the kind of impressions you can expect. There are so many combinations to fit your needs and your budget!

### Event Promotion at Naval Station Everett!

		Impressions
1 month	Digital Screens at the base (12 screens)	20,000
1 month	Web Advertising	2,000
1 month	Banner (15' x 4')	3,000
3 social media posts	Facebook and Instagram on FFR Pages	8,300
<b>TOTAL</b>		<b>33,300</b>

### All Region, All Digital Package

		Impressions
One Year	Digital Screens at the base (64 screens)	2,500,000
6 months	Web Advertising	123,000
One year	Bowling and Theater Screens	62,000
<b>TOTAL</b>		<b>2,685,000</b>

### Go Big or Go Home

		Impressions
One Year	Field Wraps at each base	400,000
One Year (2) issues	Full page ad in all base guides, inside front cover	6,000
One year	Golf Cart Wrap at NASWI	25,000
<b>TOTAL</b>		<b>431,000</b>



Homecoming—NSE

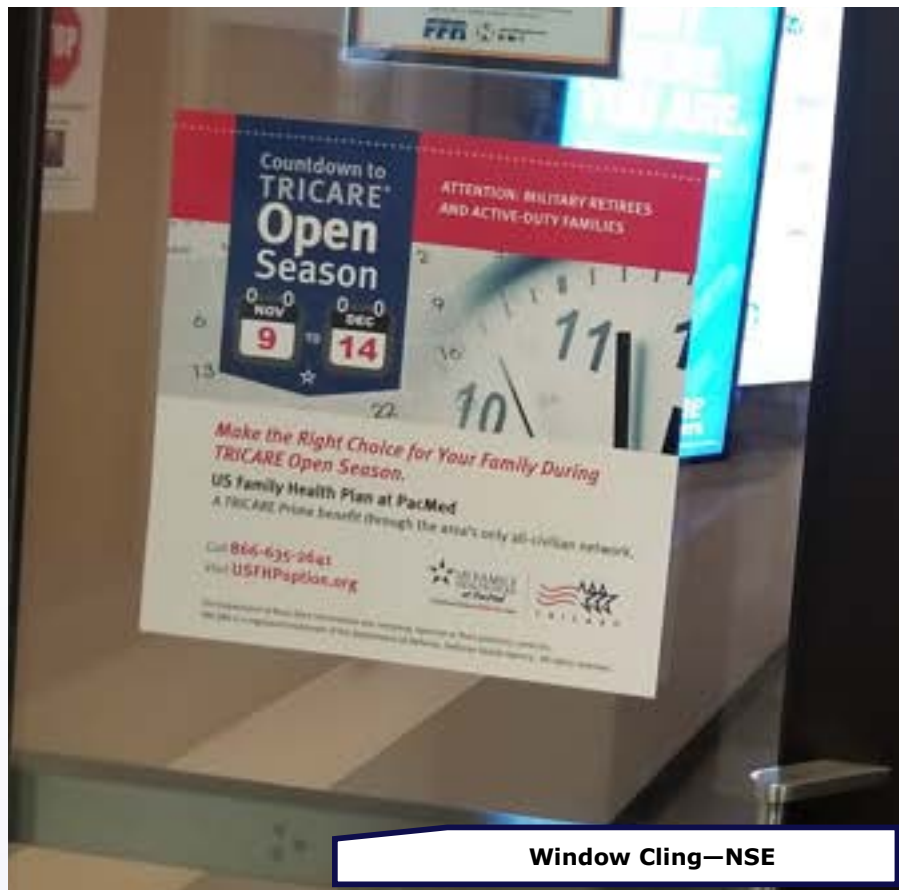


Summer Concert—NASWI





**Golf Cart Wraps—NASWI**



**Window Cling—NSE**



**Bowling Pin Sweeps—NASWI**



**Social Media Contest—NBK**



**eSports Tournaments—NBK**



# NRNW ESPORTS TOURNAMENTS



***Monthly Tournaments at each base!***



navylifepnw.com

