

Morale, Welfare & Recreation

2016 Travel Show

Naval District Washington



For further inquiries contact
NDW MWR Marketing at 202-685-1197.





Overview

Navy Community Recreation Tickets & Travel offers a full-service agency for our military community to obtain the best travel rates nationally and internationally! It also offers discounted tickets to a wealth of event venues, attractions and theme parks such as Disney, Universal Studios and Busch Gardens.

Last year NDW Tickets and Travel sold 112,460 tickets and saved our military patrons \$1.7 million dollars!

SUPPORT

Commercial sponsorship allows your business to deliver its message to an often hard-to-reach, but valuable target audience while supporting this MWR program. Through this partnership your company has the unique advantage to effectively and strategically increase visual identity and brand recognition. MWR sponsors receive high visibility which can help shape the buying habits and attitudes of the military consumer.

AUDIENCE

Estimated 10,000 patrons to include active duty, retired military, reservists, DoD employees and family members; Participants must be a DoD cardholder to enter the installations. DoD cardholders may bring guests.

MISSION

MWR strives to provide a quality of life to the military community that is commensurate with their sacrifice and service. MWR’s mission is to foster and support high productivity for our audience through mental and physical fitness, personal growth, a sense of community, positive values, and Family well-being.

2016 TRAVEL SHOW DATES AND LOCATIONS

NAS Patuxent River	May 9
Office of Naval Intelligence	May 10
Washington Navy Yard / Joint Base Anacostia-Bolling	May 11
NSA Bethesda / Walter Reed Medical Center	May 12
NSA Annapolis	May 13





DEMOGRAPHICS

Source: Military OneSource; 2014 Demographics Profile of the Military Community

NAVAL DISTRICT WASHINGTON: 117,500

INSTALLATIONS WE SERVE

- Naval Support Activity Washington - DC
- Joint Base Anacostia-Bolling - DC
- Naval Support Activity Annapolis - MD
- Naval Support Activity Bethesda - MD
- Naval Support Facility Indian Head - MD
- Naval Air Station Patuxent River - MD
- Naval Support Facility Dahlgren - VA

NDW CUSTOMER BASE: 117,500



Civilian Employees	39%
Retirees	26%
Family Members	21%
Active Duty	13%
Reservists	1%

ACTIVE DUTY PROFILE: 326,684

GENDER



Male	85%
Female	15%

AGE DISTRIBUTION



Ages 18-21	19%
Ages 22-30	46%
Ages 31-40	26%
Ages 41+	9%

Impressions

CHANNEL	CIRCULATION/ IMPRESSIONS	# of RUNS
Websites (9)	82,000+ views monthly	Daily
MWR Facebook & Twitter feeds	33,600	Daily
Mobile Apps (2)	7,600	2x per Month
Digital eNews	220,000	3
Base Newspapers	45,000	1
Digital Ads inside MWR facilities	15,000	Daily
Base Movie Theater	6,200 monthly	Weekly
Electronic Marquees	160,000	2
JBAB 411 Magazine	10,000	1
Printed Flyers, Posters and Banners	5,000-10,000	—



Presenting
Major
Supporting

SPONSOR BENEFITS

Presenting: \$5,000
Major: \$3,000
Supporting: \$1,500
Cash can be combined with In-Kind Items

BENEFITS

•			Event Title; Sponsor included in event title – 2016 Travel Show presented by...
•	•	•	Premium Booth Space at all five Travel Shows
5	2	1	Public Recognition Announcements during events
•	•	•	Logo Placement on Event Signage

DIGITAL MEDIA/ADVERTISING

•	•		Naval District Washington Email Blasts & eNews
•			Individual Ad with Click Through to Sponsor Website in NDW eNews
•	•	•	Sponsor included on eight base websites and Official Event web page
•	•		Social Media (Facebook at seven installations and Twitter)
•	•	•	Digital TV Screens
•	•	•	Bowling Center TV Monitors
•	•	•	Base Movie Theater (NAS Patuxent River)
•	•		Individual Ad in Base Movie Theater
•			Electronic Marquees (located at base entrances at Joint Base Anacostia-Bolling and NSA Annapolis)
•			MWR Mobile Apps (JBAB and NSA Bethesda)
•			In Store Navy Exchange Radio Announcements

PRINT ADVERTISING

•			Naval District Washington Military Installation Newspapers
•	•		Banners
•	•	•	MWR 411 Magazine (JBAB)
•	•	•	FFR Happenings Newsletter (NSA Bethesda)
•	•	•	Posters and Flyers

