

Partnership Opportunity Profile

Data Privacy Statement

Thank you for considering the US Army Family and MWR Command (FMWRC) as a Partner.

Please complete the following information and submit it back to us. Your partnership request will be reviewed and follow-up will be made by our office within 48 hours. The confidentiality of all information collected on behalf of FMWRC is ensured. If you have additional information to include, please email it to tosponsor@conus.army.mil.

I. Contact Information:

Company/Organization Name:		Contact Name:	
Title:	Are you the final decision-maker in regards to this partnership request: <input type="checkbox"/> Yes <input type="checkbox"/> No		
Mailing address:			
City:	State:	Zip:	
Telephone/VP #:	Fax:		
E-mail:	Web site:		
Have you sponsored/advertised with any military service (Army, Air Force, Marines, Navy or Coast Guard)? <input type="checkbox"/> Yes <input type="checkbox"/> No			
During which timeframe does your organization/company determine sponsorship/advertising budgets:			

II. Sponsorship and Advertising Information:

Please indicate the category/industry that best describes your organization/corporation: (check more than one if applies)	
<input type="checkbox"/> Apparel <input type="checkbox"/> Automotive <input type="checkbox"/> Consumer Electronics <input type="checkbox"/> Defense Contractor <input type="checkbox"/> Financial Services <input type="checkbox"/> Food/Beverages <input type="checkbox"/> Government <input type="checkbox"/> Healthcare <input type="checkbox"/> Marketing/Entertainment Agency <input type="checkbox"/> Restaurant <input type="checkbox"/> Retail <input type="checkbox"/> School/Education <input type="checkbox"/> Sports/Team <input type="checkbox"/> Telecommunications <input type="checkbox"/> Other, <i>please explain</i> :	
Are you interested in a one-time or long-term partnership? <input type="checkbox"/> One-time <input type="checkbox"/> Long-term	Target audience(s) (Age, Income-Level, Gender, Ethnicity, etc.)

Please list the timeframe of interest:	
<p>Partnership Areas of Interest:</p> <p> <input type="checkbox"/> US Army Soldier Show <input type="checkbox"/> Army Concert Tour <input type="checkbox"/> Operation Rising Star <input type="checkbox"/> Custom Concert Tours (Established Artists and Breaking Artists) <input type="checkbox"/> Restaurant and Bar Promotion <input type="checkbox"/> Video Games & Tournaments <input type="checkbox"/> Book & Movie Promotions <input type="checkbox"/> Military Travel Promotions <input type="checkbox"/> Golf & Bowling Promotions <input type="checkbox"/> Automotive Promotion/Events <input type="checkbox"/> Child and Youth Promotions <input type="checkbox"/> High Adventure Events/Programs (WAQ) <input type="checkbox"/> Single Soldier Promotions/Events <input type="checkbox"/> World Class Athlete Program <input type="checkbox"/> Website Advertising/Social & Mobile Campaigns <input type="checkbox"/> MWR Planning Calendar Advertising <input type="checkbox"/> Regional/National Installation Advertising Campaigns <input type="checkbox"/> Other, <i>please explain</i>: </p>	
<p>Rank in order of importance the following property-provided services (1 being the least important and 6 being most important):</p> <p>Assistance Measuring ROI/ROO: Post-event Report/ Fulfillment Audit: Research on Sponsor Recall: Leveraging Ideas: Audience Loyalty to Sponsor/Advertiser: Audience Buying Habits :</p>	<p>Rank in order of importance the following benefits to you (1 being the least important and 9 being most important):</p> <p>Category Exclusivity: On-site Signage: Broadcast Ad Opportunities: Right to Promote Co-branded Product: ID in Property Media Buy: Access to Property Mailing List/Database: Title of a Proprietary Area: Presence on Property Web Site: Property-provided Research:</p>
<p>What type of sponsorship/advertising are you proposing?</p> <p> <input type="checkbox"/> Cash, amount: <input type="checkbox"/> In-Kind, explain: <input type="checkbox"/> Both, amount and explain: </p> <p>Please list any assets you wish to include in the partnerships?</p> <p><input type="checkbox"/></p>	<p>What are objectives/goals you would like to achieve through this partnership? (mark all the apply)</p> <p> Increase Brand Loyalty: Create Awareness/Visibility: Change/Reinforce Image: Drive Retail/Dealer Traffic (AAFES/DeCA): Showcase Community/Social Responsibility: Sample/Display/Showcase Products/Services: Access Platform for Experiential Branding: Capture Database/Generate Leads: </p>

<p>Rank in order of importance the following property characteristics you analyze when making a decision to sponsor/advertise (1 being the least important and 6 being most important):</p> <p>Demographics: Attendance: Fan Passion/Affinity: What Competition Sponsors: Psychographics: Growth Trends in Property Category :</p> <p><input type="checkbox"/> Other, <i>please explain:</i></p>	<p>Stimulate Sales/Trial/Usage:</p> <p><input type="checkbox"/> Other, <i>please explain:</i></p> <p>Rank in order of importance the following analyses in the decision to change or renew your sponsorship/advertising agreement (1 being the least important and 6 being most important):</p> <p>Internal Feedback: Sales/Promo/Bounceback Measures: Primary Consumer Research: Dealer/Trade Response: Media (TV/Radio) Exposure Analysis: Media (Print/Mobile/Social) Exposure Analysis:</p> <p><input type="checkbox"/> Other, <i>please explain:</i></p>
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III. Additional comments, questions and requests:

IV. Additional attachments: