

**FUNCTIONAL SUPPORT PLAN for
FORT MONROE COMMERCIAL SPONSORSHIP**

FY04

GOAL 1: Increase Commercial Sponsorship Support

STRATEGY: Identify areas of sponsorship need and pair those needs with appropriate commercial sponsors.

LONG TERM OBJECTIVE: Increase Commercial Sponsorship support for the **Fort Monroe Concert Series.**

SHORT TERM OBJECTIVES:

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| 1. Develop themed ideas per concert for sponsorship support. | January 2004 |
| 2. Identify sponsorship benefits in conjunction with the concert series and beyond the concert series. | January 2004 |
| 3. Develop sponsorship proposals | Ongoing |

LONG TERM OBJECTIVE Increase Commercial Sponsorship support for **MWR Programs.**

SHORT TERM OBJECTIVES:

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|---|------------|
| 1. Receive written sponsorship needs from program managers to include demographics of such programs. | March 2004 |
| 2. Identify potential commercial sponsors for programs. | May 2004 |
| 3. Develop sponsorship proposals to cover a majority of a program manager's events for a fiscal year. | Ongoing |

POC: Shae Inglin, Commercial Sponsorship Coordinator, (757) 788-3296, inglinse@monroe.army.mil