

**MORALE, WELFARE, AND RECREATION
STANDARD OPERATING PROCEDURES
FOR COMMERCIAL SPONSORSHIP
Fort Monmouth, New Jersey**

1. **References.**

- a. AR 215-1, Commercial Sponsorship, paragraph 7-47.
- b. Commercial Sponsorship Desk Reference Book - 3 June 1996.
- c. DODI 1015.10 - November 1995.

2. **Introduction.** The US Army Commercial Sponsorship program was approved in January 1989. It is a program designed to use competitive civilian commercial sponsorship to underwrite Army Morale, Welfare, and Recreation Programs and events. Commercial sponsorship support may take the form of goods, cash, or services in exchange for advertising and promotional opportunities.

3. **Principles.** Solicited commercial sponsorship will be conducted in accordance with the following principles:

- a. Events will be consistent with Army and Fort Monmouth goals and objectives.
- b. Sponsored events will be in compliance with federal regulations and state laws.
- c. Multiple sponsorship for different products and/or services may be solicited.
- d. Resale of products provided at the event will be conducted by facility NAFIs or by concession contract if the NAFI is unable to provide the service, subject to approval by the Director of Morale, Welfare, and Recreation (MWR). Only NAFIs will sell alcoholic beverages.
- e. Admission charges, if any, will be collected and accounted for by authorized MWR personnel.
- f. No corporate sponsor will be endorsed by the United States Army.

- (1) The sponsor's services, funds or products may be acknowledged. The sponsor's name, logo, or trademark may be used in conjunction with the event in printed programs, flyers, posters, banners, and promotional materials, etc.
- (2) The Army does not endorse any product or service. A disclaimer will be announced and posted on all written material developed for the sponsorship of the event or program. An example of an acceptable disclaimer is as follows:

Sponsorship does not express or imply endorsement of the U.S. Army

- g. Commercial sponsorship is not a gift or donation to MWR activities. Solicitation of gifts and donations is against DA policy and the Joint Ethics Regulations.
- h. Commercial sponsorship is not a promise to award future business to commercial sponsors.
- i. Solicitation of alcohol and tobacco companies is not authorized. However, sponsorship is acceptable only if unsolicited and similar sponsorship opportunities exist in the civilian community or the sponsored event is open to the public. A responsible use campaign and/or Surgeon General's warning is included in the sponsorship.
- j. Sponsorship will not be sought for employee events.
- k. All commercial sponsorship must be tied to an MWR, AFAP, or AFTB event or program. Examples of events or programs are Armed Forces Weekend, Oktoberfests, Concerts, Children's Activities, Holiday Events, and Sports Programs.
- l. Written Agreements. All commercial sponsorship require a written agreement between the sponsoring companies and the facility prior to the event. Agreements will not exceed one year. Annual renewal options, if any, will not exceed five years. The CFSC agreement format will be used.

- m. The sponsorship agreement shall contain a clause that certifies that no cost of the sponsorship will be charged to the Federal Government.
- n. All commercial sponsorship agreements require Staff Judge Advocate (SJA) approval.
- o. Signing Authority. The Director of MWR should sign all sponsorship agreements.
- p. Commercial sponsorship will be conducted by individuals trained in commercial sponsorship and designated in writing by the Director of MWR. Name and address of commercial sponsorship designees will be forwarded to CFSC-SA.
- q. Solicited sponsorship is competitively solicited from U.S. firms willing to support an MWR event or program and should be limited to firms and organizations involved with consumer products. NAF contracting officials may act in an advisory capacity; however, they have no approval authority and should not solicit potential sponsors.
- r. Solicitations must be announced and should be sent to more than one potential sponsor in each product category. Evaluation of offers will be based on market value of services, goods, or cash offered. Appropriateness of potential sponsoring corporation may be considered.
- s. Unsolicited sponsorship may be accepted. Receipt of an unsolicited proposal does not require solicitation of other sources. Unsolicited sponsorship will be evaluated based on the guidelines provided for solicited sponsorship.

4. **Installation sponsorship timeline/procedures.**

- a. Activities should be put in request for sponsorship 8 to 10 months prior to event. Requests will be reviewed, approved and prioritized by the Commercial Sponsorship Coordinator. Activities are not authorized to approach commercial sponsors on their own.
- b. Exceptions to policy will be determined on a case by case basis by the Director of MWR.
- c. The marketing department, with the assistance of the activity manager, will advertise and solicit commercial sponsors for these events. If approved commercial sponsorship involves expenditure of NAF, the requesting activity will be contacted to submit a NAF purchase request, DA Form 4065-R or credit card purchase.
- d. The marketing/sponsorship department, contracting officer and the Director of MWR will evaluate and select the sponsors for the event.
- e. The marketing/sponsorship department will negotiate the details of the agreement with the sponsors.
- f. The NAF contracting officer and sponsorship coordinator will prepare the sponsor agreements and submit to SJA for approval. Agreements must be signed by the Director of MWR and an authorized representative of the sponsor. All agreements must be signed prior to the publicity and the start of the event.
- g. The marketing/sponsorship department and activity manager will work together on ensuring the sponsor receives proper recognition and all aspects of the contract are followed.
- h. The sponsorship coordinator will prepare an after action report for each sponsored event.

5. **Accountability.** All cash, services or equipment must be accounted for in the sponsorship agreement.

- a. Cash procedures/internal controls. A separation of duties must be in place to ensure proper management controls as it relates to the receipt of moneys for sponsorship. All monetary transactions must be made by check. Sponsorship personnel should never receive the cash (check) payment from a sponsor. Cash (check) payments should be mailed directly to the Financial Management Division (FMD) to be deposited and credited to the proper general ledger account code for sponsorship (GLAC 553). For every sponsored event involving a cash fee, an invoice documenting the dollar amount being charged must be produced. The invoice can be sent from either the sponsorship manager or the FMD. The invoice should include the fee charged, name of event sponsored, and FMD address for payment.
- b. Equipment and Supplies. Equipment and supplies will be listed by name, quantity, serial number (if applicable), and dollar value. Equipment not considered expendable i.e. video camera, TV etc. will be added to the gaining activity's hand receipt. Expendable supplies such as food or soft drinks will not be required to be added to hand receipts, but must be assigned a dollar estimate (retail value) for reporting purposes.

- c. Services. When the event is finished, a dollar estimate is made and recorded of what the services were worth. An example of a service would be a performance by an entertainer.

6. **Reports.**

- a. Fort Monmouth is required to provide, through proper command channels, an annual update to USACFSC not later than 31 October. Reports should include:
 - (1) a cumulative cash figure and the total value of merchandise/in-kind services provided during the previous calendar year. Cash and services are broken down by solicited and unsolicited. Unsolicited must then be further broken out by alcohol, tobacco, and other.
 - (2) a by-name list of the top 25 sponsors and the total sponsorship value per sponsor, to include cash and merchandise/in-kind services.
 - (3) samples of reports follow.

MORALE, WELFARE, AND RECREATION STANDARD OPERATING PROCEDURES FOR MARKETING DEPARTMENT

1. **Introduction.** This SOP establishes the policies and operation for the Marketing Department in the Directorate for Morale, Welfare, and Recreation (MWR). This SOP is a basic guideline for all activity managers and supervisors within MWR. Supervisors should ensure adherence to these policies and procedures, with the exception of deviations specified and approved by MWR.
2. **Principles.** The Marketing Department will develop and promote publicity for MWR activities and assist them in marketing their services. Marketing's mission is to deliver comprehensive support and services directed toward maximizing usage, customer satisfaction, and profitability for MWR programs and services; and to provide research, analysis, and recommendations pertaining to market and business trends in formulating operational and strategic plans.
3. **Procedures.**
 - a. Coordinate with MWR activity managers in the planning and execution of publicity for events, program activities and services to include the determination of the type, extent and timing of publicity.
 - b. Assist managers in marketing their services to the community. Through Marketing research, planning, coordination and implementation.
 - c. Initiate and maintain a close liaison with the post Public Affairs Office and with key media representatives in the civilian community.
 - d. Prepare MWR news releases, feature stories, magazine articles, radio fact sheets, television scripts, flyers, posters and other publicity.
 - e. Organize arrangements for appropriate MWR personnel to appear on radio and television programs and public service announcement commercials, and to appear on such programs when necessary to publicize major MWR events of interest to the off-post civilian community.
 - f. Assist managers and activities in product brochures and pamphlets. Marketing will assist in editing, layout and design, composition and printing. Managers and activities must provide content.
 - g. Marketing is responsible for developing the triennial assessment through questionnaires, focus groups and other research means when necessary.
 - h. Marketing is responsible for creating and printing the bi-monthly MWR Messenger, booklets on Commercial Sponsorship and Advertising, personnel newsletter, and weekly Peek At Next Week for the Monmouth Message, and other publications that need to be designed.