

EVENT SPONSORSHIP

NAVAL AIR WEAPONS STATION CHINA LAKE



SPONSORSHIP CONSIDERATIONS

Morale, Welfare and Recreation (MWR) programs serve our current and growing population of Sailors, family members and retirees. As an MWR Sponsor, you receive highly visible and customized sponsorship packages focused directly to your target audience, our military customers.

	PRESENTING	SUPPORTING	OFFICIAL	BOOTH
"Presented by" tagline in event ads, on digital screens, theater slides, publications and event marketing materials	★			
Name on marquees	★			
Logo on event promotional materials	★	★		
Logo on sponsored event page on www.chinalake.navylifesw.com	★	★		
Logo or name on event promotions on digital screens located in MWR facilities	★	★		
Dollar for dollar advertising space	★	★	★	
Company banner placement at event (Sponsor provided, up to 6'x3')	★	★	★	
Recognition in "Thank You to our Sponsors" ad in Desert Winds Magazine available at www.chinalake.navylifesw.com	★	★	★	
Booth space at sponsored events	★	★	★	★
Verbal recognition at sponsored events	★	★	★	★

Sponsorship Revenues Benefit Navy Quality of Life Programs
www.navylifesw.com/chinalake

★ For advertising opportunities, contact - Marketing & Sponsorship Department
 760-939-2602 • CHLK_CLMarketing@navy.mil ★

GET YOUR MILITARY MARKET SHARE!

MULTIPLE OCCURRING EVENTS- PRICES ARE FOR ANNUAL SPONSORSHIP

WINE & PAINT NIGHTS

Quarterly - Held quarterly to sold out classes. Patrons paint their own masterpiece with instruction from a professional artist. Light refreshments are provided. Expected participation: 25/class, 100/year. Presenting \$800 • Supporting \$400 • Official \$250 • Booth not available

TRIVIA NIGHTS

Quarterly - Trivia nights started at the request of our patrons. Held quarterly, patrons bring their thinking caps to Barefoot Bar where they can enjoy beverages while testing their knowledge on various trivia themes! Past events have included Disney and movie trivia. Expected participation: 80/event, 320/year. Presenting \$1,500 • Supporting \$750 • Official \$350 • Booth \$150

SIPS & SWINGS

Monthly - (Jan 23, Feb 27, Mar 26, Apr 23, May 28, Jun 25, Jul 23, Aug 27, Sep 24, Oct 22) It's Ladies Night! Grab your girlfriends and join us at the golf course for drinks and a good time on the driving range. Our resident golf expert will be available for any tips. Expected Participation: 20/event, 200/year. Presenting \$800 • Supporting \$400 • Official \$250 • Booth \$150



YOUTH SPONSORSHIP EVENTS

Quarterly - These special events are held so military families new to China Lake can meet families currently living here. This program is in place so youth can "sponsor" each other to make transitions as seamless as possible with peer-to-peer contact, outreach, orientation and events throughout the year. These events are filled with activities, crafts, snacks, and special gifts. Expected participation: 500/year. Presenting \$1,500 • Supporting \$750 • Official \$350 • Booth \$150

MILITARY TEENS CLUB

Monthly during school year, 1x during summer. - Military students at various schools meet to connect with students in similar life paths through support groups filled with games, activities, and crafts. Supplies, refreshments, and goodies are included. Expected participation: 400+/year. Presenting \$1,500 • Supporting \$750 • Official \$350 • Booth \$150

MILITARY KIDS CLUB

Military students at various schools meet to connect with students in similar life paths through support groups filled with games, activities, and crafts. Supplies, refreshments, and goodies are included. Expected participation: 700+/year. Presenting \$1,500 • Supporting \$750 • Official \$350 • Booth \$150

MILITARY SPOUSE SOCIALS

All military-connected spouses and significant others welcome for quality of life and education discussions. Info, news, concerns, and feedback. Also allows for spouse networking. Expected participation: 200/year. Presenting \$800 • Supporting \$400 • Official \$250 • Booth not available

FAMILY DAYS & MOVIE NIGHTS

18/year (Jan 4, Feb 8, Mar 14, Apr 4, May 9, Jun 3, Jun 10, Jun 17, Jun 24, Jul 8, Jul 15, Jul 22, Jul 29, Aug 8, Sep 12, Oct 10, Nov 14, Dec 5) - Everyone with base access can bring their entire family to enjoy everything the RecStop facility has to offer. After a day of playing games, families can hang out for a FREE MOVIE PREMIERE. Expected participation: 350/year. Presenting \$800 • Supporting \$400 • Official \$250 • Booth \$150



SUMMER MONTH POOL PARTIES

Monthly during summer (Jun 12, Jul 17, Aug 7) - Our outdoor pool is open every day of the summer season, but we bring the party once a month! This special event gives service members and their families an area to cool off and enjoy a family friendly dinner during the in climate weather. Expected participation: 100-150 per event/500 for summer. Presenting \$1,500 • Supporting \$750 • Official \$350 • Booth \$150



EAGLE SPONSORSHIP

Sponsor TWO golf tournaments with ONE swing! Presenting \$800 • Supporting \$400 • Official \$250 • Booth \$150

SWEETHEART GOLF TOURNAMENT

Sat, Feb 15 - Players will grab their sweetheart and partner up for this Valentine's themed couple's golf tournament! Men and women compete with a long drive and putting contest and then gather on the patio after for lunch and fun Valentine's prizes! Expected participation: 50 players

SCHOOL'S OUT 9-HOLE GOLF TOURNAMENT

Sat, Jun 6 - Young golfers will say farewell to the school year, and hello to summer in this 9-hole golf tournament. After long drive and putting contests, players will refuel with a catered lunch on the patio. Prizes will be awarded to the contest and tournament winners. Expected participation: 50 players

SINGLE EVENTS

TEEN DATING VIOLENCE AWARENESS MONTH

Month of February - Fleet & Family Support Center provides prevention education, outreach activities, and workshops for teenagers to understand the dynamics and concepts of healthy relationships in relation to dating violence and cyberbullying. It is important to teach our youth boundaries and warning signs of abusive relationships in both interpersonal and acquaintance relationships. With these efforts, we can provide our youth tools to increase self-esteem, reduce incidents of dating violence, be aware of social media/cyberbullying dangers, and provide early intervention strategies to support safe and healthy relationships. Events include cyber bullying prevention class, rock painting positive emotions, "The Hunt" mystery party scavenger hunt, and a respect dance. Expected participation: 150. Presenting \$800 • Supporting \$400 • Official \$250 • Booth not available

MURDER MYSTERY DINNER/THEATER

Fri, Mar 27 - Patrons work with their friends to figure out "who dunit?" at an entertaining dinner theater experience. Held at Paradise Community Center, patrons have the opportunity to dress up and put on their thinking caps for an evening of intrigue. Expected participation: 200. Presenting \$800 • Supporting \$400 • Official \$250 • Booth \$150



SPRING COLOR RUN

Attendees of all ages run the course in crazy garb, showered along the way with color and fun. This popular event has drawn over 250 attendees each year and is one of our most popular. Sponsorship is needed for shirts, color and participation items.

GET YOUR MILITARY MARKET SHARE!

MONTH OF THE MILITARY CHILD EVENT

Month of April & Sat, April 25 - April celebrates military children and the sacrifices they make. The School Liaison Officer facilitates events and assemblies throughout the month at all school locations to highlight military culture and recognize students. Then at the end of the month, there is a large event for military children and families. These events are filled with presentations, activities, snacks, and special gifts.

Expected participation: 700+ month, 200/event
Presenting \$1,500 • Supporting \$750 • Official \$350 • Booth \$150



ADVENTURE AWAITS

Thu, Jun 16 - School Liaison Officer hosts one summer educational event annually in partnership with numerous commands and organizations on base. Partner and vendor tables include science experiments, hands on artifacts, crafts, reading station, food activity, gross motor exercises and more.

Expected participation: 250 Presenting \$800 • Supporting \$400 • Official \$250 • Booth \$150

PIRATE POOL PARTY

Fri, Jun 19 - MWR invites patrons to walk the plank at our Annual Pirates Pool Party! Patrons enjoy a poolside pirate performance while eating a tasty buffet, swim in Oasis pool, and play lawn games with their families.

Expected participation: 200
Presenting \$800 • Supporting \$400 • Official \$250 • Booth \$150

4TH OF JULY SUMMER FESTIVAL

Sat, Jul 4 - An annual favorite! Fun for all families, this festival will include Oasis outdoor pool fun, bounce house, DJ, and lawn games on the Lanai grounds throughout the day. Barefoot Bar will be open for refreshments, with movies on the stage in the late afternoon. Decorations and small prizes for children will be

offered as well. Expected Participation: 250
Presenting \$800 • Supporting \$400 • Official \$250 • Booth \$150

BACK TO SCHOOL EXPO

Tue, Aug 4 - School Liaison Officer hosts one back to school event to help military dependent students fill their school supply lists with necessary and suggested items. One hundred percent of sponsorship funds go to school supply purchase and distribution. Fun educational and resource opportunities also available at event.

Expected participation: 200 students
Presenting \$800 • Supporting \$400 • Official \$250 • Booth \$150

MASSIVE BARRACKS BASH

Fri, Sep 25 - MWR brings the party to the Barracks for our sailors! Free BBQ, Outdoor movie, lawn games, and a forum for sailors to be heard about their quality of life: Sailors have come to know this isn't a party to miss!

Expected participation: 100
Presenting \$800 • Supporting \$400 • Official \$250 • Booth \$150

DOMESTIC VIOLENCE AWARENESS MONTH

October - With sponsorship support, Fleet & Family Support Center provides domestic violence prevention and awareness activities to help break the cycle of violence. Events include; self-defense workshops, emergency preparedness training (safest ways to leave a domestic violence relationships), classes on becoming self-resilient and fostering independence (examples: budgeting, menu planning, auto care, navigating financial obstacles, self-esteem, paying for child care). Sponsored outreach allows FFSC to break the silence around this issue and helps provide the opportunity to empower victims of DV to be self-sufficient and take steps to be safe, healthy, and happy.

Expected participation: 150
Presenting \$800 • Supporting \$400 • Official \$250 • Booth not available

ULTIMATE GOLF TOURNAMENT

Fri, Oct 23 - A new favorite! Local businesses host a hole to feature their businesses, services and products. It might be sliders, massages, or sushi, each hole will have something fun and exciting for participants!

Expected participation: 100
Presenting \$1,500 • Supporting \$750 • Official \$350 • Booth \$150

HALLOWEEN COSTUME CLUB NIGHT

Sat, Oct 24 - Calling all goblins, ghosts, and freaks of the night. Creep, float, or crawl over to our Halloween Costume Fright. Thriller competition, monster mash, best costume contest and more! Finger foods and breakfast burritos provided to refuel those all night dancers! Shuttle service available for base residents.

Expected Participation: 100
Presenting \$800 • Supporting \$400 • Official \$250 • Booth \$150

DÍA DE LOS MUERTOS

Fri, Oct 30 - Celebrate Día de los Muertos festivities with Navy Life China Lake. Games, Haunted House, Trunk or Treat, Crafts, an Ofrenda, Piñatas, Tacos, Churros, and MORE!

Expected participation: 1,100
Presenting \$2,000 • Supporting \$1,000 • Official \$500 • Booth \$200

THANKSGIVING COMEDY AND DINNER THEATER

Thu, Nov 12 - Gobble, gobble until you wobble wobble with lots of laughs and cheer during our thanksgiving comedy show event. Bringing holiday joy to those unable to be with family during Thanksgiving. Shuttle Service available to base residents.

Expected Participation: 100
Presenting \$800 • Supporting \$400 • Official \$250 • Booth \$150

WINTER WONDERLAND

Fri, Dec 4 - During this winter festival, all with base access come together for an evening of celebration. Experiences include a festive tree lighting with carolers, family activities, and a visit from Old Saint Nick for children to enjoy!

Expected participation: 1,700.
Presenting \$2,000 • Supporting \$1,000 • Official \$500 • Booth \$200

SUPER'S REVENGE GOLF TOURNAMENT

Sat, Dec 5 - Players will test their skill as our Superintendent gets his REVENGE! Tires on the green, driving through a hay bale, putting through a sea of utility flags? All kinds of creative challenges will litter the course in this 2-person scramble tournament.

All ages welcome!
Expected participation: 100

TOY WORKSHOP

Thu, Dec 10 - Child and Youth Programs holds an annual holiday-themed craft and ornament free event where youth are able to move from activity to activity. School Liaison Officer coordinates outreach events to highlight military culture and help students successfully transition to new locations during fun and casual environments.

Expected Participation: 100
Presenting \$800 • Supporting \$400 • Official \$250 • Booth \$150



HOLIDAY DINNER AND MAGIC SHOW

Sat, Dec 19 - Putting the magic in the holidays in a different way! Watch your holiday blues magically disappear. Join us at the Paradise Café for a mysterious night of magic and family friendly fun. Expected Participation: 100
Presenting \$800 • Supporting \$400 • Official \$250 • Booth \$150

All dates and themes subject to change. Expected participation are estimates based on previous years and facilities capacity levels.

SPONSORSHIP ORDER FORM

EVENT SPONSORSHIPS (PG 11-14)

Circle desired level for corresponding events. Event sponsorship contracts must be submitted 8 weeks prior to event for proper recognition.

EVENT	PRESENTING	SUPPORTING	OFFICIAL	BOOTH
Wine & Paint Nights Quarterly	\$800	\$400	\$250	
Trivia Nights Quarterly	\$1,500	\$750	\$350	\$150
Sips & Swings Monthly	\$800	\$400	\$250	\$150
Youth Sponsorship Events Quarterly	\$1,500	\$750	\$350	\$150
Military Teens Club Monthly during school year	\$1,500	\$750	\$350	
Military Kids Club	\$1,500	\$750	\$350	
Military Spouse Socials Monthly	\$800	\$400	\$250	
Family Days & Movie Nights	\$800	\$400	\$250	\$50/ event
Summer Month Pool Parties Monthly during summer (Jun 12, Jul 17, Aug 7)	\$1,500	\$750	\$350	\$150
Eagle Sponsorship Sweetheart Golf Tournament Sat, Feb 15 School's Out 9-Hole Golf Tournament Sat, Jun 6	\$800	\$400	\$250	\$150
Teen Dating Violence Awareness Month Month of February	\$800	\$400	\$250	
Murder Mystery Dinner/Theater Fri, Mar 27	\$800	\$400	\$250	\$150
Spring Color Run at China Lake Golf Course	\$800	\$400	\$250	\$150
Month of the Military Child Event Month of April & Sat, April 25	\$1,500	\$750	\$350	\$150
Adventure Awaits Thu, Jun 16	\$800	\$400	\$250	\$150

EVENT	PRESENTING	SUPPORTING	OFFICIAL	BOOTH
Pirate Pool Party Fri, Jun 19	\$800	\$400	\$250	\$150
Fourth of July Summer Festival at Oasis Sat, Jul 4	\$800	\$400	\$250	\$150
Back to School Expo Tue, Aug 4	\$800	\$400	\$250	\$150
MASSIVE Barracks Bash Fri, Sep 25	\$800	\$400	\$250	\$150
Domestic Violence Awareness Month October	\$800	\$400	\$250	
Ultimate Golf Tournament Fri, Oct 23	\$800	\$400	\$250	\$150
Halloween Costume Club Night Sat, Oct 24	\$800	\$400	\$250	\$150
Día de los Muertos Fri, Oct 30	\$2,000	\$1,000	\$500	\$200
Thanksgiving Comedy and Dinner Theater Thu, Nov 12	\$800	\$400	\$250	\$150
Winter Wonderland Fri, Dec 4	\$2,000	\$1,000	\$500	\$200
Super's Revenge Golf Tournament Sat, Dec 5	\$800	\$400	\$250	\$150
Toy Workshop Thu, Dec 10	\$800	\$400	\$250	\$150
Holiday Dinner and Magic Show Sat, Dec 19	\$800	\$400	\$250	\$150

All dates and themes subject to change. • Expected participation are estimates based on previous years and facilities capacity levels.