



OFFICE OF THE UNDER SECRETARY OF DEFENSE
4000 DEFENSE PENTAGON
WASHINGTON, D.C. 20301-4000



PERSONNEL AND
READINESS

MAY 25 2004

MEMORANDUM FOR ASSISTANT SECRETARY OF THE ARMY (M&RA)
ASSISTANT SECRETARY OF THE NAVY (M&RA)
ASSISTANT SECRETARY OF THE AIR FORCE (MR)

SUBJECT: Commercial Sponsorship Policy

This memorandum provides interim Department of Defense policy guidance concerning commercial sponsorship as delineated in DoD Instruction 1015.10, *Programs for Military Morale, Welfare and Recreation (MWR)*. Paragraph E9.1.1 of the Instruction defines commercial sponsorship as "the act of providing assistance, funding, goods, equipment (including fixed assets) or services to an MWR program(s) or event(s) by an individual, agency, association, company, corporation or other entity for a specific (limited) period of time in return for public recognition or advertising promotions."

Unless a specific waiver to accept commercial sponsorship exists, only authorized DoD MWR programs may accept commercial sponsorship. Non-MWR organizations, including those authorized to operate on DoD installations, may not accept commercial sponsorship. The Military Departments shall ensure that procedures are in effect to comply with this policy. The current waivers to this policy for the Army Family Team Building programs and the Army Family Action Plan shall remain in effect.

The Military Departments shall also ensure that procedures exist for DoD MWR organizations to decline commercial sponsorship offers that do not reflect favorably upon the Department of Defense. In addition, the Military Departments shall ensure commercial sponsors do not obtain personal contact information from attendees at MWR programs or events without the express written consent of the attendee.

DoD Instruction 1015.10 will be revised to reflect this guidance. Please direct your questions to Colonel Michael Pachuta or Mr. James Ellis, MWR Policy Office by telephone at (703) 602-5001 or DSN 332-5001.


Charles S. Abell
Principal Deputy

