GREAT NAVY CAMPOUT

Discover Your Adventure

Sponsorship Package

June 1 – October 31, 2026







www.navymwr.org • facebook.com/NAVYFFR



Background

About Navy MWR Community Recreation: The mission of Navy MWR Community Recreation is to deliver recreation services by developing lifelong leisure skills and socialization activities that help create active lifestyles for Sailors and their family members**.** Community Recreation engages our military community by providing recreational programs and services, including outdoor recreation, community events, discount tickets to attractions and vacation bookings, leisure skills development, recreation equipment rentals, parks and picnic areas, and information and referral to local recreational offerings.

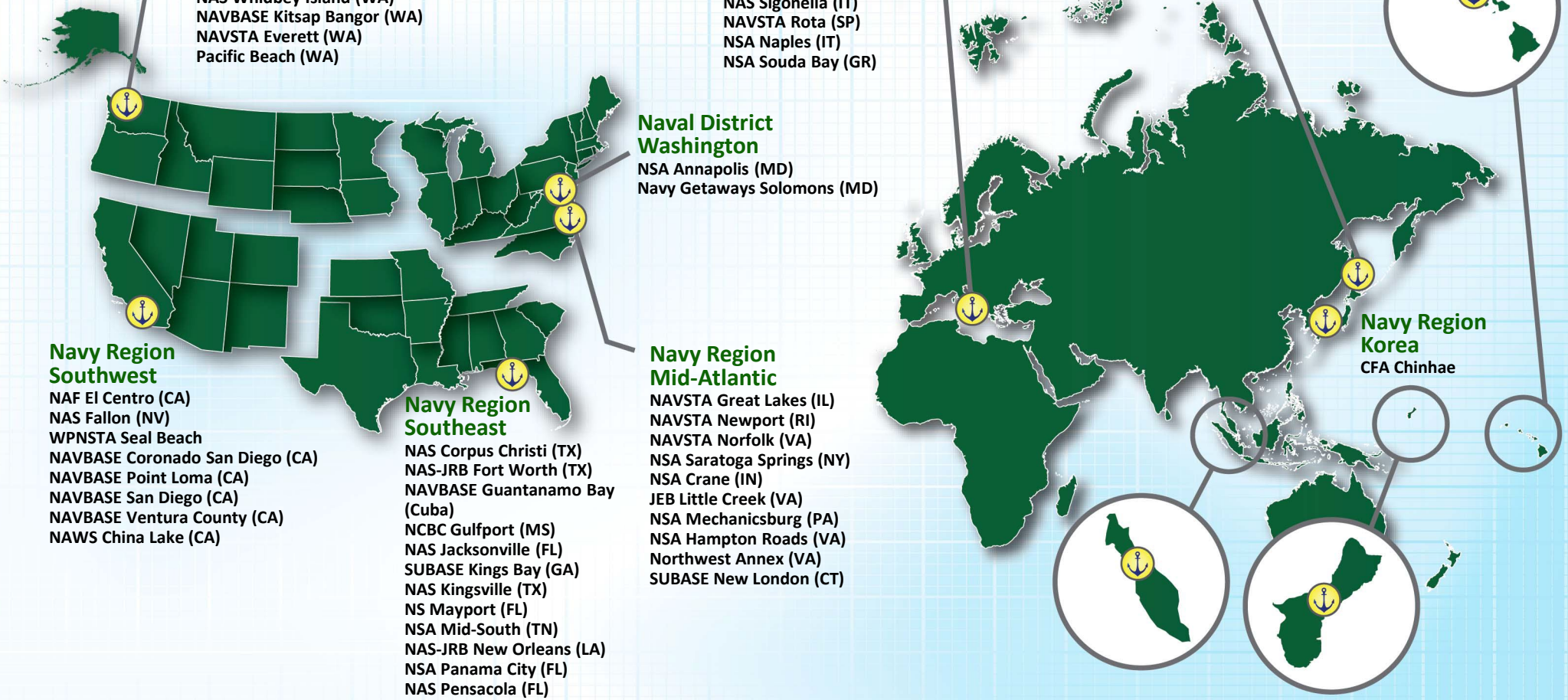
About the Great Navy Campout: Since 2015, the Great Navy Campout has encouraged military members and their families to get outdoors and camp! The goal is to inspire Sailors and their family members to reconnect with nature and wildlife over the summer by participating in MWR camping events. The body, mind and spirit benefit from outdoor recreation, creating a lasting connection and fostering a happy and healthy lifestyle for Sailors and their family members.

In 2026, 50+ Navy installations worldwide are planning to participate in the Great Navy Campout. Participating installations will host a family-friendly, outdoor camping event between June and October 2026. Through partnership with Navy MWR, you can build brand awareness for your company to **active-duty** service members and their families. The Great Navy Campout marketing campaign will garner **millions of impressions** in the **military community** through a multifaceted approach using print, digital, social media and websites.

Pledge to Camp, was added to the program in 2023, offering military customers around the world the chance to win amazing prizes!

PARTICIPATING INSTALLATIONS

*Subject to change



Navy Region Northwest
NAS Whidbey Island (WA)
NAVBASE Kitsap Bangor (WA)
NAVSTA Everett (WA)
Pacific Beach (WA)

Navy Region Southwest
NAF El Centro (CA)
NAS Fallon (NV)
WPNSTA Seal Beach
NAVBASE Coronado San Diego (CA)
NAVBASE Point Loma (CA)
NAVBASE San Diego (CA)
NAVBASE Ventura County (CA)
NAWS China Lake (CA)

Naval District Washington
NSA Annapolis (MD)
Navy Getaways Solomons (MD)

Navy Region Southeast
NAS Corpus Christi (TX)
NAS-JRB Fort Worth (TX)
NAVBASE Guantanamo Bay (Cuba)
NCBC Gulfport (MS)
NAS Jacksonville (FL)
SUBASE Kings Bay (GA)
NAS Kingsville (TX)
NS Mayport (FL)
NSA Mid-South (TN)
NAS-JRB New Orleans (LA)
NSA Panama City (FL)
NAS Pensacola (FL)
NAS Whiting Field (FL)

Navy Region Mid-Atlantic
NAVSTA Great Lakes (IL)
NAVSTA Newport (RI)
NAVSTA Norfolk (VA)
NSA Saratoga Springs (NY)
NSA Crane (IN)
JEB Little Creek (VA)
NSA Mechanicsburg (PA)
NSA Hampton Roads (VA)
Northwest Annex (VA)
SUBASE New London (CT)

Navy Region Europe, Africa, Southwest Asia
NAS Sigonella (IT)
NAVSTA Rota (SP)
NSA Naples (IT)
NSA Souda Bay (GR)

Navy Region Japan
CFA Sasebo (JP)
CFA Yokosuka (JP)
NAF Atsugi (JP)

Navy Region Hawaii
Joint Base Pearl Harbor-Hickam (HI)
PMRF Barking Sands (KAUAI)

Navy Region Korea
CFA Chinhae

Joint Region Marianas
NAVBASE Guam

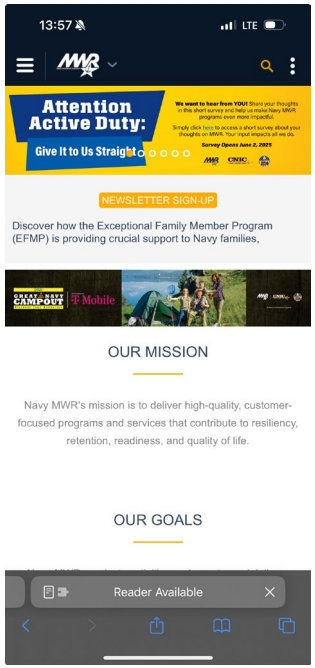
Sponsorship Opportunities

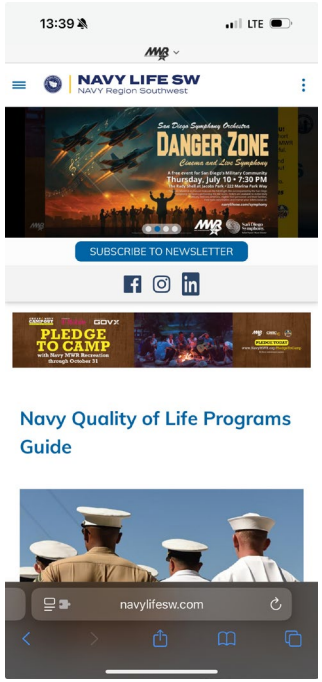
Sponsor Benefits	Presenting Level	Supporting Level	
	$100,000	$60,000	Estimated impressions
Installation Event Promotions - June 1 through Oct. 31, 2026			
Logo inclusion in global promotional event graphics to include website, social media, digital signage and print	X (Presented by Sponsor in headline)	X (Supporting sponsor logo placement)	3 Million +
Social Media - June 1 through October 31, 2026			
Navy MWR HQ Facebook page tag/inclusion in post/graphic, https://www.facebook.com/navyffr	X (Minimum of 15 total posts)	X (Minimum of 10 total posts)	57,000 followers
Navy MWR HQ Facebook page cover Image tag/inclusion in post/graphic (one week) - Facebook (www.facebook.com/navyffr)	X	X	57,000 followers
Websites - June 1 through October 31, 2026			
Logo inclusion on enterprise campout event promotional banner on Navy MWR's enterprise network of ninety (90) installation websites and forty-one (41) mobile apps.	X		2.7 Million Total
Logo inclusion on enterprise Pledge to Camp event promotional banner on Navy MWR's enterprise network of ninety (90) installation websites and forty-one (41) mobile apps.	X		2.7 Million Total
Logo inclusion on Navy MWR HQ homepage hero banner event promotional graphic, https://www.navymwr.org/	X	X	200,000 average monthly impressions
Logo inclusion on Pledge to Camp subpage hero banner https://www.navymwr.org/great-navy-campout/pledge-to-camp	X	X	15K Total
Logo inclusion on GNC event subpage hero banner https://www.navymwr.org/great-navy-campout	X	X	5K Total
Sponsor listed with hyperlink on GNC and Pledge to Camp subpages	X	X	20K Total
Navy MWR Newsletters - June 1 through October 31, 2026			
Inclusion in HQ Navy MWR newsletter	X (Minimum of 4)	X (Minimum of 4)	24K Total

Previous Event Analytics - Websites

2025 Enterprise Promotion (banner ad)

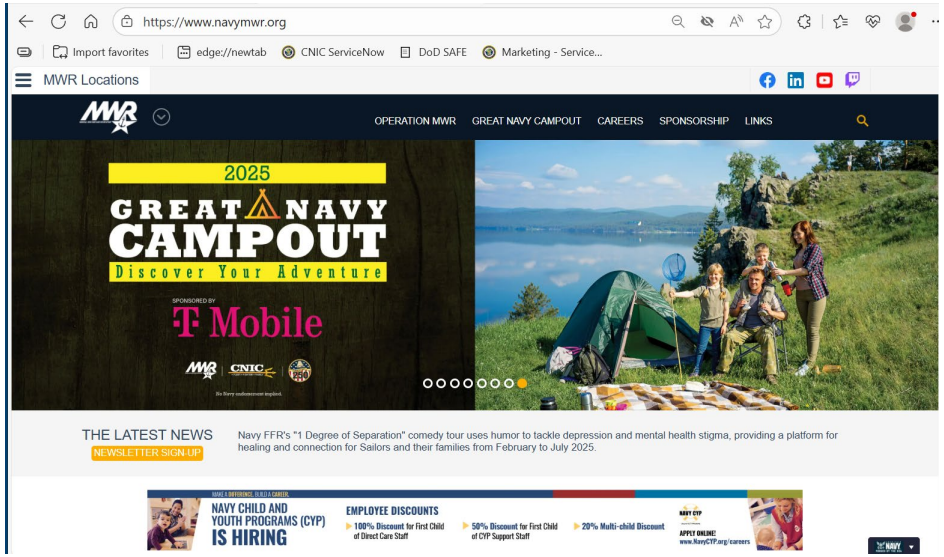
Run Dates: June 12 – October 31, 2025
All Navy FFR/MWR websites (includes HQ, region, and installation websites).
Total Impressions: 2,793,132





NavyMWR.org Homepage (hero banner)

https://www.navymwr.org
Run Dates: May 18 – Oct. 31, 2025
Page views: 86,926



Event Analytics – Social Media

2025 HQ Navy FFR Facebook

Campaign Dates: May 19 – October 31, 2025

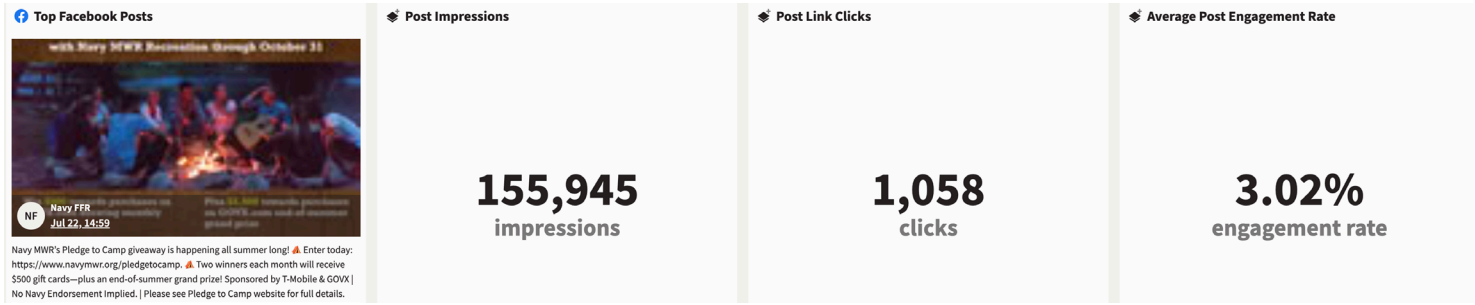
Impressions: 429,449

Link Clicks: 2,221

Average Engagement Rate: 3.59%

Source: All Navy FFR/MWR social media impressions (includes HQ, region, and installation Facebook and Instagram pages)

Total number of posts: 212 (Facebook: 156| Instagram: 56)



Top Performing Post:
https://www.facebook.com/231512102358309/posts/1118473753662135


MWR
MORALE, WELFARE AND RECREATION
Make an IMPACT
on the LIVES
of SAILORS
and their FAMILIES.
For more information regarding sponsorship and advertising opportunities,
please contact Veronica Scott at 760-521-2551 or email veronica.v.scott.naf@us.navy.mil.
CNIC
★ FLEET ★ FIGHTER ★ FAMILY