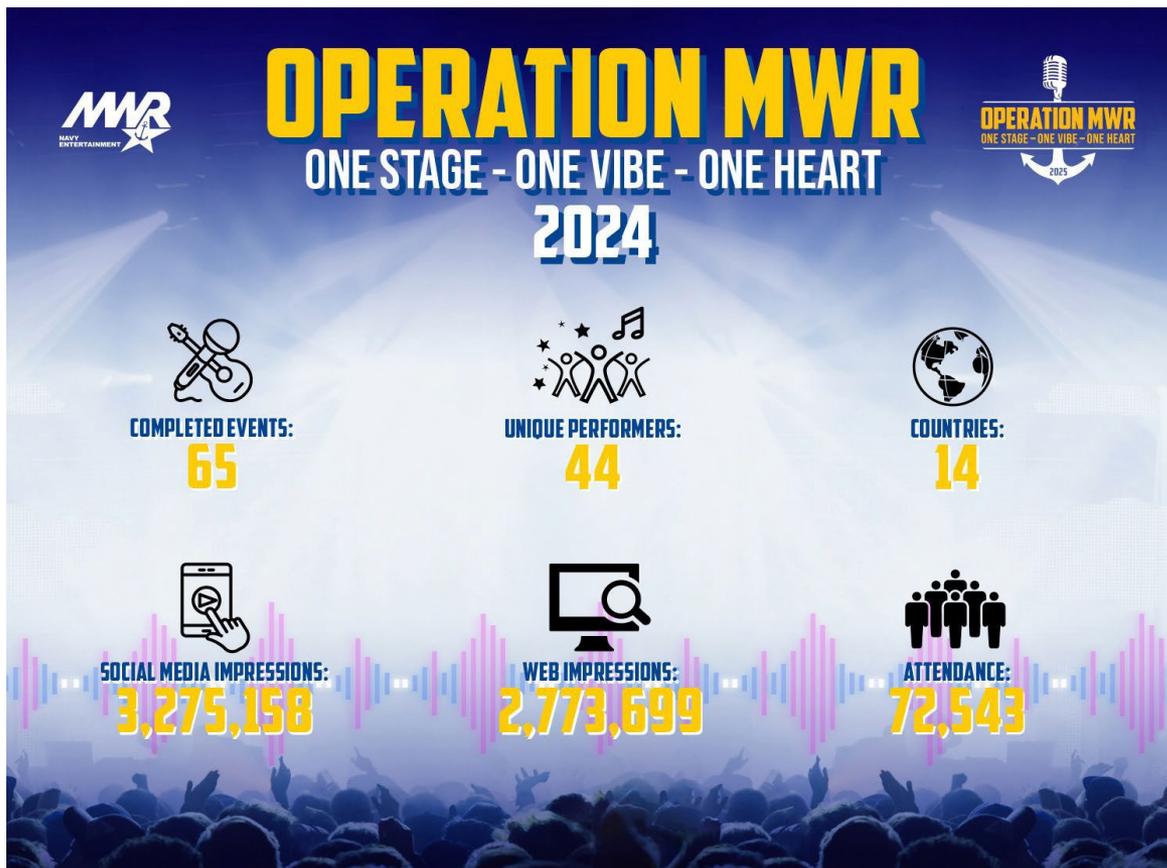


# OPERATION MWR

ONE STAGE - ONE VIBE - ONE HEART









# OPERATION MWR 2025



## ONE STAGE - ONE VIBE - ONE HEART



ATTENDANCE:  
**APPROXIMATELY  
50,000**



LOCATIONS:

**2**

Naval Station Norfolk, VA  
and Naval Air Station  
Jacksonville, FL



SOCIAL MEDIA IMPRESSIONS:

**3,355,025**



PERFORMERS:

**4**

Jelly Roll, Gwen Stefani,  
Shaboozey, and Hueston



WEBSITE PAGEVIEWS:

**545,690**

BAE SYSTEMS



DISCOVER  
NETWORK

United Concordia  
dental

PAPATUI  
TAKE BETTER CARE

Amazon Military Affairs



## Operation MWR's Mission:

To **enhance resilience, readiness, and morale**, Navy MWR will establish a comprehensive resiliency program.

The initiative aims to offer **service members and their families** recreational and morale-boosting events, fostering participant readiness and resilience while acknowledging and **honoring their service and sacrifices**.

In 2026 Navy MWR will organize **FIVE A/A+ ARTIST** concerts and **additional, morale boosting events across the enterprise!**



### 2026 Event Locations:

#### Joint Base Pearl Harbor, Hawaii

Sunday, March 22 featuring **Riley Green**

Estimated attendance: 10,000

#### Naval Air Station Pensacola, FL

Saturday, April 18 featuring

**Russell Dickerson and headliner Kane Brown**

Estimated attendance: 10,000

#### Naval Base San Diego, CA

A/A+ Artist Concert on Saturday, September 19

Estimated attendance: 30,000

#### OCONUS Fleet Concentration Installation, TBD

A/A+ Artist Concert

#### CONUS Fleet Concentration Installation, TBD

A/A+ Artist Concert

#### Navy Installations Across the Enterprise

50+ events, smaller scale



Sponsor Benefits	Presenting	Supporting	*Estimated Impressions
	\$250,000	\$65,000	
<b>Brand Inclusion</b>			
Recognized as <b>Presenting Sponsor</b> with <b>naming rights</b> and <b>category exclusivity</b>	X		5 Million +
Logo Inclusion on Operation MWR event promotions (designated level) 50+ events across the enterprise throughout 2026	X	X	5 Million +
<b>Websites</b>			
Logo inclusion on Navy MWR enterprise web promotion Network of ninety (90) installation websites and forty-one (41) mobile apps	X		1.3 Million
Logo inclusion on HQ Navy MWR website hero banner www.navymwr.org	X	X	400,000 +
Logo inclusion with hyperlink on HQ Operation MWR Event Page www.navymwr.org/operationmwr	X	X	100,000 +
Logo inclusion on Navy installation websites hosting events 50+ Installations across the enterprise throughout 2026	X	X	1.4 Million
<b>Social Media</b>			
Sponsor recognized and tagged in Navy HQ FFR social media posts @NAVYFFR	X	X	400,000 +
Sponsor tagged in hosting Navy installation social media posts 50+ Installations across the enterprise throughout 2026	X	X	2 Million +
Logo inclusion in social media animation displayed on HQ and installations platforms	X		400,000 +
<b>On-site Assets</b>			
Promotional Booth display with Sponsor produced Signage	X	X	50,000 +
Recognition during verbal announcements	X	X	50,000 +
Logo inclusion on Navy MWR produced, prominent event signage	X	X	50,000 +
Sponsor produced commercial video on stage digital boards with sound	X (:30 sec)	X (:15 sec)	50,000 +
Logo inclusion on staff and volunteer shirts Estimated 1,800 shirts	X		50,000 +
<b>*Impressions based on 2024 and 2025 analytical data</b>			

## Presenting Sponsor (Category exclusivity, Naming Rights): \$250,000 CASH

### Brand Inclusion

- Brand exposure on U.S. Navy participating installations as presenting sponsor with naming rights and category exclusivity. **Example: Operation MWR presented by Sponsor**
- Inclusion on participating installation event promotions to include, but not limited to, social media, website graphics, print products, and digital signage.

### Web

- Inclusion on the Operation MWR website promotion displayed in top hero banner location on Navy MWR's HQ website homepage, [www.navymwr.org](http://www.navymwr.org).
- Inclusion with hyperlink on the Operation MWR website, a subpage of [www.navymwr.org/operationmwr](http://www.navymwr.org/operationmwr).
- Inclusion of Operation MWR promotional content on participating installation websites.
- Inclusion on global navy installation website promotion, banner displayed on top forth of every page on our network of ninety (90) installation websites and forty-one (41) mobile apps

### Social

- Logo inclusion on the Operation MWR animation displayed on HQ and participating installation social media platforms. \*Video will be produced by Navy MWR and will be at least 15 seconds.
- Inclusion on Navy MWR social media platforms (HQ and participating installations) including cover images, posts, and social tags.

### On-Site Activation

- Booth space with sponsor provided signage.
- Sponsor recognition during a minimum of two (2) verbal announcements.
- Logo inclusion on prominent Navy MWR produced event signage.
- Thirty-second (:30) sponsor produced commercial video inclusion on stage digital boards with sound. *\*Only applicable to events with digital boards*
- Logo inclusion on staff shirts.

## Supporting Sponsor: \$65,000 CASH

### Brand Inclusion

- Brand exposure on U.S. Navy participating installations as a **supporting sponsor**.
- Inclusion on participating installation event promotions to include, but not limited to, social media, website graphics, print products, and digital signage.

### Web

- Inclusion on the Operation MWR website promotion displayed in top hero banner location on Navy MWR's HQ website homepage, [www.navymwr.org](http://www.navymwr.org).
- Inclusion with hyperlink on the Operation MWR website, a subpage of [www.navymwr.org/operationmwr](http://www.navymwr.org/operationmwr).
- Inclusion of Operation MWR promotional content on participating installation websites.

### Social

- Inclusion on Navy MWR social media platforms (HQ & participating installations) including posts and social tags.

### On-Site Activation (maximum 5 shows)

- Booth space and sponsor provided signage
- Fifteen (:15) second sponsor produced commercial video inclusion on stage digital boards with sound. *\*Only applicable to events with digital boards*
- Sponsor recognition during a minimum of one (1) verbal announcement.
- Logo inclusion on prominent Navy MWR produced event signage.

# OPERATION MWR

ONE STAGE - ONE VIBE - ONE HEART

# Proofs of Concept



Navy MWR presents  
**OPERATION MWR** | ONE STAGE - ONE VIBE - ONE HEART

Saturday, October 18 • Flightline  
Naval Air Station Jacksonville

Event open to DoD ID cardholders and their guests only.

SPONSORED BY

MWR | BAE SYSTEMS | DISCOVER NETWORK | United Concordia dental | OPERATION MWR ONE STAGE - ONE VIBE - ONE HEART | 1250

[NavyMWRJacksonville.com/OperationMWR](http://NavyMWRJacksonville.com/OperationMWR)

No Navy endorsement implied.

