

SPONSORSHIP/ADVERTISING PROCEDURES FOR FORT MCCOY

Authorized Commercial Sponsorship and Advertising personnel on Fort McCoy

The only persons authorized to obtain Commercial Sponsorship or sell Advertising on Fort McCoy are Ms Liz Faber (x2362) and Ms Christie Clark (x5358), both in the MWR Marketing Office. Any and all sponsorship inquiries should be directed to these individuals. Both these individuals have been appointed in writing to act as the command representative and have a signed designation letter on file with the Department of the Army (FMWRC). ***Only these individuals are authorized to solicit and sell on behalf of Army MWR programs and events on Fort McCoy.***

Authorized programs to benefit from Commercial Sponsorship and Advertising

Only bonafide MWR programs and events as recognized by AR215-1 may be sponsored or display advertisements and benefit from Commercial Sponsorship or Advertising such as Army 10 Miler, Soldier Show, and Wellness Fair. However, the Department of Defense has permitted sponsorship for three non-MWR programs: Army Family Team Building (AFTB); Army Family Action Plan (AFAP); and Army Community Services (ACS). Note that this permission is limited to the NAF funded portion of the programs and only when the use of APFs is not authorized. Expenditures of NAF are authorized only where APF is not authorized.

MWR sponsorship managers may not solicit sponsorship on behalf of private organizations; or installation events **that are not conducted by MWR**. For example, an MWR sponsorship manager is not allowed to seek sponsorship for private organizations such as AUSA; the Officers' and Civilians' Wives' Club; Boy Scouts; or a Toastmasters Club. In addition, just because a private organization or installation entity hosts an event at an MWR facility does not qualify it as an MWR event, nor does it make the event eligible for MWR sponsorship.

FRGs and Commercial Sponsorship and Advertising

MWR sponsorship managers may not solicit sponsorship and/or advertising for FRGs.

Unit commanders are responsible for funding FRG mission essential activities. Because the FRG is an official Army program, the commander must use the unit's appropriated funds (APF) to support FRG mission activities.

FRGs are not established for the purpose of being a fund-raising organization and they have no authority to engage in external fundraising on or off post. FRG's may not solicit gifts or donations.

For more information about FRGs, please refer to the U.S. Army FRG Leader's Handbook.

JAG and Commercial Sponsorship and Advertising

The authorized Commercial Sponsorship and Advertising personnel listed above must coordinate all sponsorship and advertising with the Fort McCoy Installation Legal Office. Working with the Installation Legal Office is required to ensure proper compliance with Army regulations. All sponsorship and advertising agreements must be legally approved by the Installation Legal Office prior to submission to a client.