



## MORALE, WELFARE & RECREATION

# 2025-2026 Advertising and Commercial Sponsorship Program



# NSA Naples Morale, Welfare and Recreation

Thank you for taking the time to consider partnering with the Naval Support Activity Naples Commercial Sponsorship and Advertising Program. The program is your pathway to reaching the largest concentration of current and former military members, Department of War (DoW) civilian employees and their families in southern Italy. Our program encompasses more than 14,600 personnel on three installation locations. We provide customized packages to maximize your exposure and meet your company's goals through a broad spectrum of options. The following pages outline the scope of the Advertising and Sponsorship Program and highlight the unique and exciting opportunities available to you throughout these installations. We look forward to creating a collaborative and beneficial relationship with you!

MWR provides outstanding quality of life services worldwide, supporting active-duty, reserve and retired military; DoW civilian employees; and their family members. Our programs encourage positive individual values, and provide for the physical, emotional, cultural and social needs of a mobile Navy.

Our programs occur throughout the year, including run/walks, concerts, family festivals, lifestyle classes, cultural programs, single military events and special engagements. As a sponsor of MWR, you will have the opportunity to reach tens of thousands of sailors, soldiers, marines, airmen and their families in our community. We hope you will consider partnering with MWR to capitalize on this unique opportunity and look forward to working with your company or organization!

Learn more about us at:

Website: [www.navymwrnaples.com](http://www.navymwrnaples.com)

Facebook: [www.facebook.com/mwrnaples](http://www.facebook.com/mwrnaples)

[www.facebook.com/libertynaples](http://www.facebook.com/libertynaples)

[www.facebook.com/napleschildandyouthprograms](http://www.facebook.com/napleschildandyouthprograms)

[www.facebook.com/NaplesFFSC](http://www.facebook.com/NaplesFFSC)

[www.facebook.com/NSANaplesHousing](http://www.facebook.com/NSANaplesHousing)

<https://www.facebook.com/mwrgaeta>

App: NavyLifeNaples

## Support the Navy

Advertising and sponsorship support programs and activities that contribute to Navy quality of life programs for our military, DoW civilians and their families through:

- Auto Skills Center
- Bowling center
- Child Development and Youth centers
- Dining
- Fitness centers and swimming pools
- Fleet and Family Support centers
- Golf Course
- Green areas including picnic areas, sports fields and dog parks
- Libraries
- Movie theaters
- Recreation and Community centers
- Recreation/Outdoor equipment rentals
- Recreational Lodging
- Single Military center
- Tickets and Travel centers

### Our MISSION

Deliver high-quality, customer-focused programs and services. MWR is an integral part of NSA Naples, directly affecting military readiness and supporting the quality of life needs of the military community.



# Our Military Community

Naval Support Activity Naples was established in 1951 and is co-located with II Comando Aeroporto di Capodichino, the Host Nation base commander. NSA Naples is home to more than 50 tenant commands including the headquarters for U.S. Naval Forces Europe, U.S. Naval Forces Africa, U.S. Navy Sixth Fleet and the Navy Installation Command Regional Europe, Africa, Central office. Also, NSA Naples is the U.S. Navy's primary command-and-control and communications center for operations supporting U.S. European Command, U.S. Africa Command and U.S. Central Command. NSA Naval Detachment Gaeta is under NSA Naples. NSA Naples' mission is to sustain the Fleet, enable the Fighter and support the Family.



## Economic impact

In FY24, the approximate economic impact of NSA Naples on the annual economy of Italy was **\$443,299,826 / €418,906,879**.

<b>Labor</b> includes Host Nation salaries and U.S. personnel entitlements	<b>\$76,061,960</b>
<b>Leases and direct payments</b> includes acquisition payments, facility leases and U.S. personnel housing leases	<b>\$146,776,457</b>
<b>Procurement</b> includes contracts, construction and fuel/pier services	<b>\$142,560,632</b>
<b>Tourism and other spending</b> includes NEX vendors/concessionary sales, purchases from Host Nation vendors and U.S. personnel spending	<b>\$77,900,777</b>
<b>Total</b>	<b>\$443,299,826 / €418,906,879</b>

## Demographics

	<b>NSA Naples</b>	<b>Gaeta</b>	<b>Total</b>
Active-duty military	3,458	215	3,673
Military family members	4,049	138	4,187
DoW civilians	1,137	163	1,300
Civilian family members	2,843	408	3,251
Others served by MWR	2,182	14	2,196
<b>Total</b>	<b>13,669</b>	<b>938</b>	<b>14,607</b>



# Programs at a Glance

## Auto Skills Center

Amateur mechanics can find everything they need to keep their vehicles running smoothly at the Auto Skill Centers. It provides the latest equipment needed for do-it-yourself vehicle repairs and preventive maintenance.

## Bowling Center

Strikers includes a 16-lane bowling alley, Strikers Grill and O'Rhys Pub. Patrons may bowl with friends and family or join a bowling league. The center has a large-screen TV to watch sporting events. O'Rhys Pub offers nightly events and entertainment including trivia night, dance lessons, jam sessions and Karaoke.

## Child and Youth Programs (CYP)

CYP includes two child development centers, a School-Age Care program, Teen Center and Youth Sports available to children in the military community. School-Age Care and the Teen Center provide before/after-school activities that focus on character development, leadership skills, arts and culture. Youth Sports offers a variety of organized sporting activities for children that promote physical fitness, self-esteem, teamwork and leadership skills.

## Fitness and Aquatics

Fitness is a mission-essential part of the Navy. NSA Naples has two fitness centers, two pools and multiple outdoor fitness areas that allow our military community members the opportunity to optimize physical, mental, social and emotional personal health. MWR hosts a fun or fitness event each month. Aquatics programs include swim lessons, lap swim and recreational swimming. The pool hosts a swim team for children.

## Fleet and Family Support Program

Fleet and Family Support staff members recognize that being in the military is a lifestyle that presents unique challenges and opportunities for service members and their families. The programs support individual and family readiness through a full array of resources, which help families to be resilient, well informed and adaptable to the military environment. There are centers on Capodichino, Support Site and Gaeta.

## Golf Course

Carney Park Golf Course is a nine-hole course that includes a pitch-and-putt area and a driving range. Golf instruction is offered at all levels by a PGA pro and clubs may be rented. Additionally, golf equipment, sports clothing and other items for the golf enthusiast are available for purchase in the Pro Shop.

## Housing

Housing supports all military and Department of War civilian families and unaccompanied personnel assigned to NSA Naples with a goal to help personnel locate suitable and

affordable housing either on the installation or off-base. Family Housing and off-base Housing offices are located at Support Site.

## Liberty

Liberty, the Navy's single military program actively involves military members in the planning of recreation activities to meet their specific needs. Liberty staff ensures that a variety of special events, life-skills classes, trips and outdoor activities meet these needs in a fun and responsible way. Military members E4 and below and geographically single enlisted are eligible for Liberty programs.

## Libraries

NSA Naples offers three libraries (one each at Capodichino, Support Site and Gaeta) that offer a wide variety of print and digital books and periodicals, music CDs, movie DVDs, computer resources and programs that enhance recreational reading. There are special programs for all ages including early literacy programs for young children, teen activities and a summer reading program.

## Parks

Carney Park is a 96-acre/39-hectare recreation area near Pozzuoli. It is one of the most unique parks in Europe due to its location within an extinct volcanic crater. The park includes an Olympic-size swimming pool; baseball/softball, football and soccer fields; basketball, pickle ball, tennis and sand volleyball courts; disc golf course; horseshoe pits; children's playgrounds; dog park; pavilions and picnic areas; and cabins, yurts and tent camp sites. Customers may rent outdoor and sports equipment at the park.

Olde Mill Park in Gaeta includes baseball/softball field, tennis and sand volleyball courts, horseshoe pits, children's playgrounds and pavilions and picnic areas. It includes an indoor recreation center.

## Movies

Reel Times 2 Cinema has two newly renovated theaters that show first-run U.S. movies in surround sound. Freedom theater has a capacity of 188 with stadium seating and Victory theater seats 129.

## Tickets & Travel

Tickets & Travel staff members support military community members with their travel needs. It offers cultural tours and discounted tickets for tours, shows, concerts and sporting events. Staff also arrange group tours or help with sightseeing trips, vacation planning and cruise bookings. The Tickets & Travel offices are located on Capodichino and Support Site.



# Why MWR?

## How do your Advertising and Sponsorship dollars work?

**1.**

100 percent of the money raised by Advertising and Sponsorship Program goes into MWR programs and special events in support of the NSA Naples military community!

**2.**

Support of MWR provides military members and their families with lasting memories that they will take with them always — when they leave or return from a deployment, move to another installation or retire from military life.

**3.**

Sponsorship dollars make it possible for MWR to enhance its programs and offer a wider variety of options to the NSA Naples population. Basically, **YOU** help us serve our military members, DoW civilians and their families!

**4.**

Sponsorship dollars support active-duty military members and families throughout the year. While seasonal special events are great, your advertising and sponsorship partnership also will be working for your company year round. Many of our corporate partners have used MWR as a platform to showcase their goods and services in our facilities. Unlike a one-time event, our yearlong partners receive continuous exposure and create top-of-mind awareness with the NSA Naples community.

**5.**

The military population includes some of the most loyal consumers in the world. They appreciate all that is done to support them, on and off base where they live, work, train and play. Most importantly to you, our corporate partners benefit from the military's steadfast desire to give their loyalty to those who support them.



## Event Sponsorships Opportunities

Businesses have an amazing opportunity to showcase their companies by forming a strategic partnership with the Navy's MWR Advertising and Sponsorship Program. MWR has an aggressive schedule of special events planned for 2025-2026, including a variety of large family festivals, fitness events, single military events and other special events. When you partner with MWR, your business can build awareness and brand recognition through in-person contact, product displays and distributing coupons in front of thousands of military and civilian members attending each event.

MWR is proud to provide our military and their families the finest entertainment and recreation opportunities throughout southern Italy — so get your business noticed! The Advertising and Sponsorship staff looks forward to working with you and promises to make the success of your partnership its top priority.



# Advertising and Sponsorship

**If you want exposure to more than 14,600 military members, DoW civilians and their families living in southern Italy, contact MWR Advertising and Sponsorship staff today.**

**Let's get started on meeting your company's goals!**

**Reach our military members and their families by:**

- MWR facility advertising such as counter wraps in fitness centers and bowling centers lane monitors
- Full-color LED digital signage in high-traffic areas
- Fenceline advertising
- Advertise on our installation Website
- Movie theater slides and videos
- Participate at movie sneak peaks
- Signage and on-site participation at special events

**Let us help you customize a package that fits your company's needs and budget!**

Partner with MWR to reach a military market that contributes to the local economy! When you support our military with your advertising messages, you are building awareness and desirability for your company, product or service to more than 14,600 patrons in our military community. MWR advertising is placed in high-traffic zones located in more than 25 facilities on three installations with combined monthly impressions more than 200,000. Partner with MWR to build your brand awareness with military consumers today.

## **Maximize your advertising exposure in MWR facilities!**

Advertising opportunities are available to build brand recognition in the most highly visible locations:

### **Full-color LED digital signage**

Maximize your advertising exposure in MWR facilities with full-color digital signage located in high-traffic areas at three installations. High-definition slide advertisements are shown on large digital displays for 20 seconds. A limited amount of air time will be contracted on a first-come, first-served basis.

### **Fenceline banners**

Showcase your brand in a variety of high-traffic locations throughout three installations. Your brand will be viewed regularly by active-duty, reserve and retired military, DoW civilian employees and their family members. This is some of the most visible exposure with more than 50,000 views per month.

### **Counter wraps**

Do you want to advertise in a BIG way? Our counters wraps provide large exposure in high-visibility areas on our installations. Spaces can be customized to meet your goals.

### **Movie theater slides**

Promote your company in our pre-movie slide show of images and videos. Color advertisements are shown on full-size digital cinema movie screens for 30 seconds. Monthly attendance at our two movie theaters averages 4,000 patrons.



# Advertising Opportunities

Facility / Location	Number Displays	Type	Size
<b>Web</b>			
www.navymwrnaples.com	1	Ad	300x370 pixels (v)
<b>Carney Park</b>			
Golf Course	2	20-second static digital displays	1080x1920 pixels (v)
Golf Course	2	Vinyl banners	3x1 or 3x2 meters (h)
Outdoor Recreation	1	20-second static digital display	1080x1920 pixels (v)
Park fenceline	2	Vinyl banner	3x1 or 3x2 meters (h)
<b>Capodichino</b>			
Bella Napoli Food court	2	20-second static digital display	1080x1920 pixels (v)
Fit Zone	2	20-second static digital displays	1080x1920 pixels (v)
Fit Zone	1	Counter wrap	Custom
Installation fenceline	2	Vinyl banners	3x1 or 3x2 meters (h)
Library and Tickets & Travel	1	20-second static digital display	1080x1920 pixels (v)
Passenger terminal	1	Vinyl banner	3x1 or 3x2 meters (h)
<b>Support Site</b>			
Auto Skills	1	20-second static digital display	1080x1920 pixels (v)
Bowling / Grill / Pub	4	20-second static digital display	1080x1920 pixels (v)
Bowling lane monitors	16	15-second static digital display	1920x1080 pixels (h)
Fitness Forum	2	20-second static digital display	1080x1920 pixels (v)
Fitness Forum	1	Counter wrap	Custom
NEX Food Court	1	20-second static digital display	1080x1920 pixels (v)
Installation fenceline	2	Vinyl banners	3x1 or 3x2 meters (h)
Liberty Center	1	20-second static digital display	1080x1920 pixels (v)
Library	1	20-second static digital display	1080x1920 pixels (v)
Reel Times 2 movie theater	2	30-second static display/videos	
Pool (June-September)	1	Vinyl banner	3x1 or 3x2 meters (h)
Tickets & Travel	3	20-second static digital display	1080x1920 pixels (v)
<b>Gaeta</b>			
Installation fenceline	2	Vinyl banner	3x1 or 3x2 meters (h)
Olde Mill Inn fenceline	1	Vinyl banner	3x1 or 3x2 meters (h)



# Sponsorship Opportunities

## We have events tailored to fit your company's needs

NSA Naples has many opportunities to offer your company top-of-mind exposure to the military community throughout the year. We may customize a bundle or package to fit your company's goals and budget.

### 2025

#### October

*Healthy Relationship Walk, Oct. 18-19*

#### November

*Harvest Festival, Nov. 7*

*Turkey Trot, Nov. 20*

*Liberty Thanksgiving Lunch, Nov. 27*

#### December

*Winter Wonderland, Dec. 3*

*Tree lighting (Gaeta)*

*Jingle Bell 5k, Dec. 11*

*Army-Navy Game activities*

#### July

*Festa Americana, July 4*

*Celebrate America's Birthday (Gaeta)*

*Dog Days of Summer Pet Run, July 25*

#### August

*Back-to-School 5k, Aug. 13*

#### September

*Step Forward for Prevention 5k*

*Great Navy Campout*

#### October

*Healthy Relationship Walk*

*Single Military Barracks Bash*

*Zombie Run*

#### December

*Winter Wonderland*

*Tree lighting (Gaeta)*

*Jingle Bell 5k*

*Army-Navy Game activities*

#### Monthly series

*Captains Cup (fitness)*

*Full STEAM Ahead (early literacy story time)*

*Middle Grade Book Club*

*Trivia Nights*

### 2026

#### January

*Conquer the Summit Challenge, Jan. 10*

#### February

*Super Bowl Party*

#### March

*Shamrock Dash and Bash, March 14*

*Single Military Barracks Bash*

#### April

*Color Run for a Purpose*

*Easter Eggstravaganza, April 4*

*Earth Day 5k, April 22*

*Spring Fling (Gaeta)*

*Movies in the Park (April-September)*

#### May

*May the 4th be with You 4k, May 4*

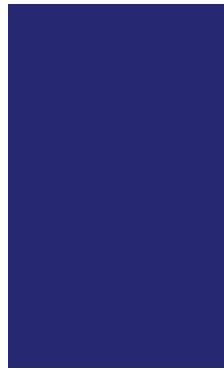
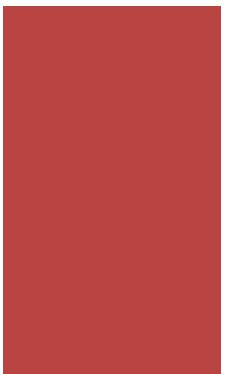
*Armed Forces Olympics*

#### June

*Splash 'n Dash 3k, June 13*

*Summer Reading Program (June-August)*





*For more information regarding sponsorship and advertising opportunities please contact:  
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