



REPLY TO  
ATTENTION OF

**DEPARTMENT OF THE ARMY**  
US ARMY INSTALLATION MANAGEMENT COMMAND  
G9 FAMILY & MORALE, WELFARE AND RECREATION  
2450 CONNELL ROAD, 3<sup>rd</sup> FLOOR  
FORT SAM HOUSTON, TEXAS 78234-7664

IMWR-M

S: 30 November 2011

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: FY11 Commercial Sponsorship and Advertising Reporting Requirements

1. Army Regulation 215-1, chapter 11-4 and 11-12, requires sponsorship and advertising revenue be reported annually to the G9 Family and MWR Marketing Division by 30 November. The enclosed forms will be used to report revenue and expenses generated during fiscal year 2011 (FY11) at the Department of the Army (DA) and Garrisons levels.
2. The enclosure contains reporting documents that were developed through collective input; the Excel reporting forms; the financial reporting guidance; instructions for completion of forms; FY11 Operating Guidance and a designation memorandum template. The packets serve as our best tool to measure sponsorship and advertising revenue and expenses generated by the Army worldwide, to analyze the Army's sponsorship and advertising program trends and developments, and to recognize top sponsorship and advertising managers. At the DA level, the reports help us tell the "Army Story" to potential sponsors as well as focusing on our individual needs. Incomplete and last year's forms will be returned for completion.
3. Request you forward the completed forms in electronic format and EXCEL only to Ms. Gabriele Drechsel at [gabriele.drechsel@us.army.mil](mailto:gabriele.drechsel@us.army.mil) by 30 November 2011. For questions about the report or enclosed forms, please contact Ms. Drechsel either by phone (210) 466-1860, DSN: 471-1860, or e-mail: [gabriele.drechsel@us.army.mil](mailto:gabriele.drechsel@us.army.mil).

Encl.

JOSEPH A. RAYZOR  
G9 Marketing Division Chief

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