



REPLY TO
ATTENTION OF

DEPARTMENT OF THE ARMY
FAMILY AND MORALE, WELFARE AND RECREATION COMMAND
4700 KING STREET
ALEXANDRIA VA 22302-4401

Corporate Partnerships

MEMORANDUM OF AGREEMENT (MOA) FY10-M096
BETWEEN
FAMILY AND MORALE, WELFARE AND RECREATION COMMAND (FMWRC)
AND
U.S. MILITARY ACADEMY WEST POINT, NEW YORK

SUBJECT: 2010 U.S. ARMY SOLDIER SHOW SPONSORSHIP REQUIREMENTS

1. The U.S. Army Soldier Show (Soldier Show) is a professionally choreographed, family-style variety show featuring performances that span from Broadway musicals, to country, gospel, R&B, and top 40 songs. The Soldier Show is performed annually at over 50 locations from April through mid November. Performances are held on post or in local community venues. Admission is free of charge and is always open to authorized patrons of Morale, Welfare and Recreation (MWR) programs and is often open to the general public.

The 2010 sponsors of the Soldier Show are the Army G-1's Sexual Harassment and Assault Response and Prevention (SHARP) program and the Army G-3/5/7's Comprehensive Soldier Fitness (CSF) program. Both sponsors are premier sponsors and considered national sponsors of the Soldier Show.

2. This MOA, FY10-M096, defines all of the responsibilities of the host garrison as it pertains to the SHARP and CSF sponsorship agreements.

3. Garrison Responsibilities:

a. For both Sponsors

1) U.S. Military Academy West Point will recognize SHARP and CSF as premier sponsors of the 2010 U.S. Army Soldier Show.

2) U.S. Military Academy West Point will provide display space for the two sponsor displays. The displays travel with the Soldier Show and will be set up by the crew of the Soldier Show.

3) U.S. Military Academy West Point will distribute all promotional materials and items provided by SHARP and CSF.

4) U.S. Military Academy West Point will coordinate a link to the SHARP and CSF websites from the garrison commercial MWR website for the duration of three

(3) months at a minimum. Ideally, the logo and link are posted one (1) month before the month of the performance, during the month of the performance and one (1) month after. The web links will be provided by the FMWRC Soldier Show Account Manager via e-mail. Host installations that receive the instructions too close to their performance to comply with the one month before performance requirement will post the link for a period of three months on their website starting upon receipt of the link.

5) U.S. Military Academy West Point will place the I AM STRONG and CSF logos on all promotional materials, to include, but not limited to, posters, flyers, posters, table tents etc. will adhere to the guidelines provided by FMWRC.

6) U.S. Military Academy West Point will give SHARP and CSF verbal recognition at each performance.

7) U.S. Military Academy West Point will count the touch cards and/or brochures distributed for both sponsors at each performance and will submit this information to FMWRC no later than 3 days after the last performance (see paragraph d. After Action Report).

8) U.S. Military Academy West Point will obtain contact information for the Garrison BOSS, SHARP and CSF personnel manning the displays and submit to FMWRC no later than three (3) days after the last performance (see paragraph d. After Action Report).

b. For SHARP

1) U.S. Military Academy West Point will coordinate with the Garrison BOSS personnel to provide a minimum of two (2) BOSS Soldiers to man the SHARP display at each show.

2) U.S. Military Academy West Point will coordinate with the Garrison Sexual Harassment/ Assault Response coordinator to be at the SHARP display at each show.

3) U.S. Military Academy West Point will coordinate for the Mission Commander to select a SARC or Unit Victims Advocate (UVA) to receive a recognition certificate after the command performance show. Brigadier General Jeffrey C. Horne, The Director, Human Resources Policy Directorate Office Of The Deputy Chief Of Staff, G-1 will contact the Garrison Mission Commanders and ask them to select one deserving individual for the ceremony. The garrison sponsorship manager will provide the name of the individual selected by the Mission Commander to the FMWRC Soldier Show Account Manager no less than two weeks prior to the performance. This individual cannot be a contractor but must be a Soldier or an Army civilian. A certificate will be mailed to the garrison sponsorship manager.

4) U.S. Military Academy West Point will conduct a brief (30-second) on-stage recognition of one SHARP coordinator or UVA at each Garrison during the Installation's "Command Performance." A script for the recognition ceremony will be provided by the FMWRC Soldier Show Account Manager.

5) If there is no BOSS program at the Garrison U.S. Military Academy West Point will ask the SARC to be at the SHARP display.

Further information regarding the recognition ceremony to include web links, logos and ceremony script are also located on <http://www.mwrbrandcentral.com/>; please log in and click on the Corporate Sponsorship button on the bottom of the web page.

c. For Comprehensive Soldier Fitness (CSF)

1) U.S. Military Academy West Point will reserve six (6) seats at each show for CSF garrison personnel.

2) The FMWRC Soldier Show Account Manager will provide a list with the Garrison Sponsorship Manager names to CSF headquarters who will ask their local Master Resilience Trainers to get in touch with the Garrison Sponsorship Manager to coordinate manning the display.

3) If no CSF personnel are available, U.S. Military Academy West Point will assign a person to distribute the CSF promotional materials.

d. After Action Report

1) U.S. Military Academy West Point will compile and submit to FMWRC the following reports and metrics no later than 3 days after the last performance:

- Show location, dates, and times
- Show Attendance
 - Number of attendees at each show
- Materials Distribution
 - Approximate number of touch cards and brochures distributed at each show
- BOSS Support
 - Number/Names with Rank of BOSS representatives working the display at each show
 - Names and contact information of BOSS representatives
- Sexual Assault Response Coordinators (SARCs)
 - Names and contact information
- CSF Coordinators
 - Names and contact information

- Notable successes, problems, or challenges encountered at each show if applicable (i.e. weather conditions, other acts of God, etc)
- A minimum of three (3) each photographs of the sponsor displays showing interaction between BOSS and/or CSF personnel and attendees of the Soldier Show

2) The following data must be submitted no later than 3 weeks after the last performance:

- Number of e-mails sent out (by garrison/show location) announcing the Soldier Show performances and I AM STRONG's sponsorship of the program
- Number of e-mail recipients
- Number of page views of the garrison commercial websites including the I AM STRONG logo and link and the CSF logo and link
- Circulation and number of issues of any publication that includes any advertising and/or press releases for the Soldier Show with I AM STRONG and CSF logos or mention of I AM STRONG's and CSF's sponsorship (including 3 original copies each of publicity)
- Number of posters and other collateral materials, such as banners, table tents, flyers, tickets etc., created at the garrisons
- Printed copies- three (3) each of the garrison website showing the sponsor logos
- A minimum of ten (10) photographs of the performance
- A minimum of three (3) each photographs of the publicity acknowledging the national sponsors on post (i.e. marquees, banners, posters in facilities etc.)

Photographs should be submitted as .jpg files. Do not insert them in PowerPoint or Word documents.

The completed after action report with photographs should be submitted to the FMWRC Soldier Show Account Manager, Ms. Gabriele Drechsel, either via e-mail to fmwrca@gmail.com or on a CD/DVD mailed to FMWRC Corporate Partnerships, Attn: Gabriele Drechsel, 4700 King Street, Alexandria, VA 22302. **No extension can be granted for the submissions and non-compliance will result in forfeiture of the \$4,000 payment; partial compliance will result in reduction of the amount.**

4. FMWRC:

a. The FMWRC will provide U.S. Military Academy West Point with the SHARP and CSF logos and websites to link to via e-mail no later than four (3) weeks prior to the first performance.

b. The FMWRC will provide U.S. Military Academy West Point with a template for the metrics submission.

c. The FMWRC will provide U.S. Military Academy West Point with the script for the garrison SHARP Coordinator recognition ceremony. The script will also be on the www.mwrbrandcentral.com website.

d. The FMWRC will transfer \$4,000 to upon timely receipt of data and complete after action report. On top of this amount \$200 per performance will go to the BOSS program for manning the SHARP display, i.e. if a garrison has two or three performances, the BOSS program must receive \$400 or \$600 respectively. The money must be transferred to the BOSS program code QD Dept Code 9F and GLAC 553, so the sponsorship program gets the credit.

e. The FMWRC will coordinate a sweepstakes hosted on the www.preventsexualassault.army.mil website for a grand prize vacation at the Shades of Green® on Walt Disney World® Resort valued at up to \$5,000 and for one \$200 VISA gift card per host garrison. The sweepstakes rules will be posted on the above website. A copy of the rules will also be provided separately to the garrisons.

5. Local Sponsorship

a. U.S. Military Academy West Point may obtain up to five (5) local sponsors for the Soldier Show. Proposed sponsors must be coordinated and approved by the FMWRC Soldier Show Account Manager a minimum of one (1) month prior to the show. Both cash and in-kind sponsorship may be accepted; minimum sponsorship fee or value in-kind for each sponsor is \$500. Local sponsor categories cannot compete with the national sponsors.

Approval in writing (through e-mail) of proposed local sponsors and proposed local sponsorship benefits must be obtained from the FMWRC Soldier Show Account Manager prior to solicitation and local sponsorship negotiations.

b. Local sponsors cannot distribute promotional materials nor be given display space at the venue prior to, during or after the performance. No local sponsor banners or posters are allowed at the venue.

c. Local sponsors cannot receive more attention or exposure than the Soldier Show's national sponsors. Local sponsor logos must not be bigger than 50% of the size of the I AM STRONG or CSF logos and must be clearly separated from the national sponsors' logos. The words "national sponsors" should be above the I AM STRONG and CSF logos; and the words "local support provided by" should be placed above the local sponsors' logos. If local sponsorship is obtained, the MWR logo must appear centered between the national sponsor logos and local sponsor logos. The MWR logo should be slightly bigger than all sponsor logos.

For any issues in regard to sponsors please contact the FMWRC Soldier Show Account Manager.

6. The POC for this MOA and Soldier Show Account Manager is Ms. Gabriele Drechsel, Senior Client Relations Manager, Tel: Commercial (703) 681-1622/DSN 761-1622; e-mail: Gabriele.Drechsel@us.army.mil.

7. This agreement becomes effective upon the parties' execution of the agreement and may not be amended, altered, modified, or changed except by an addendum signed by both parties.

Please sign the MOA where indicated and return the signed original to Ms. Gabriele Drechsel, Family and MWR Command, Corporate Partnerships, 4700 King Street, Alexandria, VA 22302.



JOSEPH RAYZOR
Director, Marketing
Family and MWR Command

15 April 2010

(date)

ANTHONY G. BROWN
Director, FMWR
U.S. Military Academy West Point, NY

(date)