



Marine Corps Community Services Iwakuni  
Sponsorship & Advertising  
**Program**

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## Partnering with MCCS Iwakuni

Marine Corps Community Services Iwakuni (MCCSI) enhances the quality of life, supports readiness, and promotes the well-being of Marines, Sailors, Families, DoD Civilians, and Contractors.

MCCS contributes to the Marine Corps strength and readiness by providing first-choice recreation programs and support services that reduce stress, build skills and self-confidence while fostering a strong esprit de corps.

Through the Commercial Sponsorship and Advertising Program (CS&AP), MCCSI offers a unique opportunity to directly reach over 12,000 Marines, Sailors, Family Members, DoD Civilians, Contractors, and Local Nationals.

The CS&AP can immerse your brand within the Marine Corps Air Station Iwakuni (MCASI) market.

When you partner with MCCSI, you will directly support exceptional programs for military members and their families.

Our partnership can be customized with numerous interactive and creative opportunities to reach your marketing goals and cross-promote your business with MCASI community activities and lifestyles.

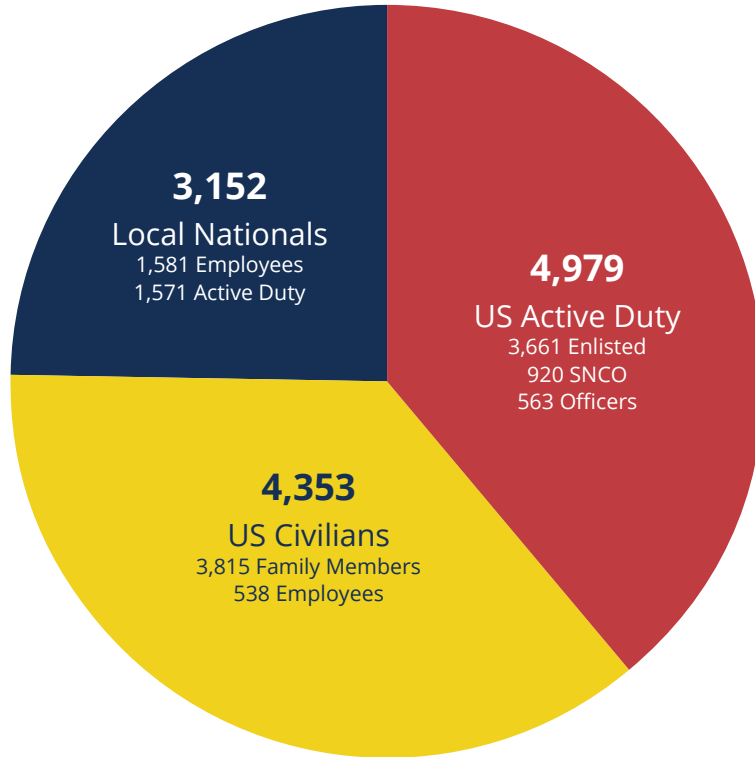
Sponsorship is a great method to launch new products and establish brand preference among the military community.

Through partnership we provide you direct access to the military market and brand exposure to maximize your investment.

Sponsorship may be in the form of cash, products, services, or a combination of all three.

The CS&AP is the competitive edge to heighten your brand visibility at MCASI. Break through traditional advertising clutter to deliver your targeted marketing messages to the entire MCASI Community.

## MCAS Iwakuni Population



**12,484**  
total population

Based on 2023 statistics





# Sponsorship Opportunities

## Sponsorship Opportunities

- ◇ Welcome Aboard Brief
- ◇ Friendship Day
- ◇ Marine Corps Ball
- ◇ Semper Fit Race Series
  - Iwakuni Sprint Triathlon
  - Neon Night Run
  - Tour de Flightline
  - Jingle Bell Jog
- ◇ Volunteer Recognition Ceremony
- ◇ Back to School Bash
- ◇ Single Marine Program
  - Barracks Bash
  - Superbowl Party
  - Holiday Party
  - Monthly Events

*Please inquire about event sponsorship pricing.*







**Friendship Day**



since  
**1973**

## MCAS Iwakuni's Signature Event: Friendship Day

Friendship Day is the largest single-day airshow in the Asia-Pacific region and attracts over 150,000 attendees.

The event is a joint effort between Marine Corps Air Station Iwakuni (MCASI) and the Japan Maritime Self-Defense Force (JMSDF) and has become a beloved tradition for locals and visitors alike.





Headlined by the Blue Impulse, the JMSDF equivalent to the U.S. Navy Blue Angels, you can expect to see a thrilling display of civilian and military aerial performances, static displays, a plethora of food and novelty vendors, and more!

Marketing opportunities are available through corporate sponsorship, flight-line exhibits, and hospitality chalets. These opportunities offer a cost-effective vehicle to promote your products and services while increasing the public's awareness of your partnership with our military community.



Airshows attract a spectator base unlike that at any other motor sports event. The average spectator spends more than four hours on the airshow grounds watching, talking, listening, and buying.

## Friendship Day Activities



Performances



Food & Drinks



Vendors



Static Displays

# 8 Hours

event length

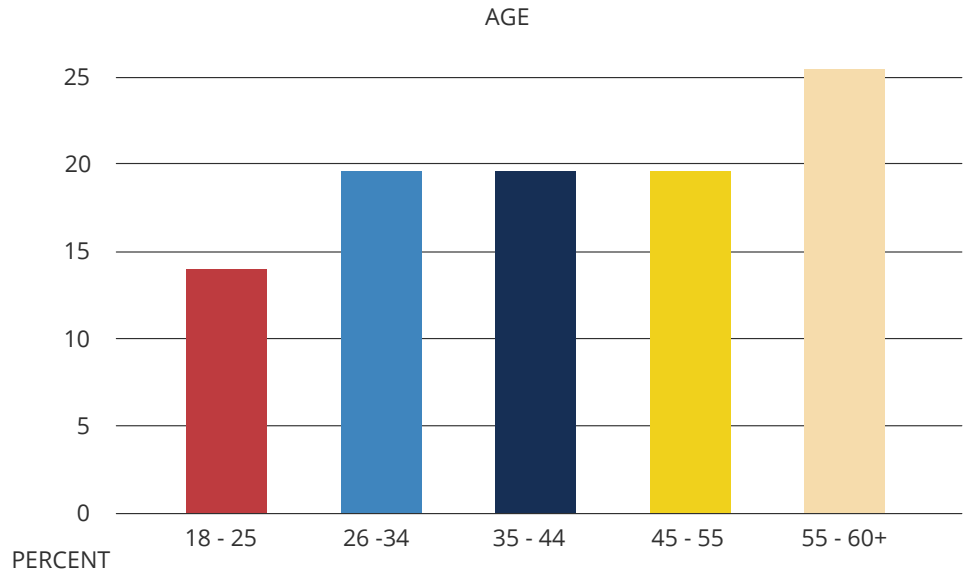
# 150,000+

attendees

## By the Number

**Over 26 million people attend more than 400 airshows annually worldwide.**

Whatever your marketing objective – moving product, building recognition, or enhancing your brand image – airshows can help you accomplish your goals.







**Advertising Opportunities**

## Advertising Channels & Pricing

### INN (Iwakuni Narrowcast Network)

The Iwakuni Narrowcast Network (INN) is a proprietary system developed by MCCS Iwakuni, allowing advertising content and events to be displayed on a continuous playlist.

With more than 60 locations in shopping, business, fitness center, and dining locations for an average impression count of 5.7 M per year. The INN also allows advertisers to play up to a 15 second slide or a 30-60 second video spot.

Advertisement	1 month	3 months	6 months	12 months
All monitors (approx. 60) excluding Sakura Theater	¥25,000 ¥25,000/month	¥72,000 ¥24,000/month	¥138,000 ¥23,000/month	¥264,000 ¥22,000/month
Sakura Theater preshow	¥32,000 ¥32,000/month	¥93,000 ¥31,000/month	¥180,000 ¥30,000/month	¥348,000 ¥29,000/month
All monitors + Sakura Theater preshow	¥52,000 ¥52,000/month	¥153,000 ¥51,000/month	¥300,000 ¥50,000/month	¥588,000 ¥49,000/month
Chow Halls (five monitors, five locations)	¥13,000 ¥13,000/month	¥36,000 ¥12,000/month	¥66,000 ¥11,000/month	¥120,000 ¥10,000/month
All advertising spaces	¥63,000 ¥63,000/month	¥183,000 ¥61,000/month	¥354,000 ¥59,000/month	¥684,000 ¥57,000/month

## Website

The MCCS Iwakuni website provides information and updates on current and upcoming activities, programs, and events of MCAS Iwakuni community. Approximately 11,000 visits are recorded every month on iwakuni.usmc-mccs.org. The website is the focal point for our Marines, Sailors, and Families accessing information about Family and MWR programs and events.

Advertisement	1 month	3 months	6 months	12 months
Top of Webpage 1920px W x 640px H	¥32,000 ¥32,000/month	¥93,000 ¥31,000/month	¥180,000 ¥30,000/month	¥348,000 ¥29,000/month

## Social Media Posts

MCCS Iwakuni has multiple social media platforms that interface with the MCAS Iwakuni community. Advertisements have high visibility on Facebook. The MCCS Iwakuni Facebook page has more than 10,000 followers, primarily between the ages of 25-44.

Advertisement	per post
Facebook graphic + 100 words of post copy	¥5,000





## Iwakuni Altitude App

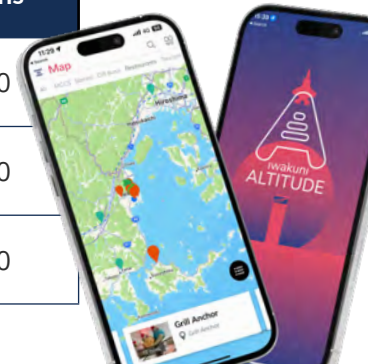
The Iwakuni Altitude App directly connects MCCS, our Advertisers, and the MCAS Iwakuni community. This digital platform provides users with the ability to receive information on services and events on the go. Iwakuni Altitude is available on the App Store and Google Play, and currently has more than 9,000 downloads.

Advertisement	3 months	6 months	9 months	12 months
One in-app advertisement space	¥40,500 ¥13,500/month	¥78,000 ¥13,000/month	¥112,500 ¥12,500/month	¥144,000 ¥12,000/month

## Welcome Aboard Sponsorship Bags & Fair

Welcome Aboard Brief Sponsorship Bags inserts allow advertisers to provide their own branded informational campaigns and business information to all new members of the MCAS Iwakuni community. At the Sponsorship Fair, advertisers present their own branded informational campaigns and business information directly to all new members during lunch break of Welcome Aboard Brief.

Advertisement	One-time	6 months	12 months
Bag Insert - Flyer Letter size and smaller	¥12,000	¥294,000	¥564,000
Bag Insert - Booklet Letter size and smaller; up to 20 pages	¥15,000	¥354,000	¥672,000
Sponsorship Fair Booth	N/A	¥169,000	¥282,000



## Local Guide

The Local Guide is an advertising booklet that is given to all new members of the MCAS Iwakuni community. The guide includes helpful information for people new to Iwakuni, such as MCCA facility hours and phone numbers, a map, and useful Japanese phrases and road signs.

Approximately 300 are distributed monthly at the Welcome Aboard Briefs and lodging facilities, and is updated quarterly to ensure the most up-to-date information for our community.

Advertisement	3 months	6 months	9 months	12 months
1/2 page (80mm H x 90mm W)	¥40,500 ¥13,500/month	¥78,000 ¥13,000/month	¥112,500 ¥12,500/month	¥144,000 ¥12,000/month
1 page (192mm H x 101.5mm W)	¥81,000 ¥27,000/month	¥156,000 ¥26,000/month	¥225,000 ¥25,000/month	¥288,000 ¥24,000/month
Inside Front Cover (192mm H x 101.5mm W)	¥108,000 ¥36,000/month	¥213,000 ¥35,500/month	¥315,000 ¥35,000/month	¥414,000 ¥34,500/month
Inside Back Cover (192mm H x 101.5mm W)	¥108,000 ¥36,000/month	¥213,000 ¥35,500/month	¥315,000 ¥35,000/month	¥414,000 ¥34,500/month
Back Cover (192mm H x 101.5mm W)	¥216,000 ¥72,000/month	¥426,000 ¥71,000/month	¥630,000 ¥70,000/month	¥804,000 ¥67,000/month

## Print

Increase your brand awareness and communicate your message at MCCI facilities. With over 20 high traffic locations available we will help you discover the right location to communicate to your target audience.

It is the advertiser's responsibility to provide the banners/clings, unless otherwise coordinated with the Marketing Department. All flyers/banners/clings must include a disclaimer at the bottom: "This advertisement does not constitute DoD or Marine Corps endorsement".

Advertisement	Location(s)	3 months	6 months	9 months	12 months
Flyer A4 or letter size	IronWorks Atago	¥48,000 ¥16,000/month	¥84,000 ¥14,000/month	¥117,000 ¥13,000/month	¥144,000 ¥12,000/month
Poster B2 size	2	¥48,000 ¥16,000/month	¥84,000 ¥14,000/month	¥117,000 ¥13,000/month	¥144,000 ¥12,000/month
Banner*	1	¥54,000 ¥18,000/month	¥96,000 ¥16,000/month	¥135,000 ¥15,000/month	¥168,000 ¥14,000/month
Banner*	2	¥84,000 ¥28,000/month	¥156,000 ¥26,000/month	¥225,000 ¥25,000/month	¥288,000 ¥24,000/month
Banner*	3	¥108,000 ¥36,000/month	¥210,000 ¥35,000/month	¥306,000 ¥34,000/month	¥396,000 ¥33,000/month
Window/Wall Wrap	1	N/A	¥180,000	¥250,000	¥310,000

Prices exclude MCCI production costs

\*Dimensions vary based on advertising location





connect with us

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**MCAS**  
MCAS IWAKUNI