

2026



SPONSORSHIP PROPOSAL

WHO WE ARE



**MARINES &
THEIR FAMILIES**



**CIVILIANS
EMPLOYEES**



**LAUREL BAY
HOUSING**



**PARRIS ISLAND
RECRUIT FAMILIES**

MAKE AN IMPACT

WHY ADVERTISE WITH US?

Marine Corps Community Services South Carolina (MCCS-SC) serves the Marines, Sailors, and families stationed across MCRD Parris Island, MCAS Beaufort, and Laurel Bay. As the heart of installation support services, MCCS-SC enhances the daily lives of service members by delivering high-quality programs that promote personal well-being, mission readiness, and family resilience.

WHAT ARE YOUR BENEFITS?

Partnering with Marine Corps Community Services South Carolina (MCCS-SC) gives businesses a unique opportunity to connect with a loyal and engaged military audience while supporting programs that enhance the quality of life for Marines, Sailors, and their families. Sponsors benefit from targeted marketing, multi-channel brand exposure, and direct engagement with consumers through on-base events, facilities, and digital platforms. By aligning with the values of the Marine Corps, businesses not only gain visibility but also demonstrate a genuine commitment to the men and women who serve our nation.



Contact the MCCS SC Commercial Sponsorship Department for your customized partnership opportunity today!

**sc.commercialsponsorship@usmc-mccs.org
843-228-1514**

BASE DEMOGRAPHICS



MCRD PARRIS ISLAND

ACTIVE DUTY

17,938

CIVILIAN EMPLOYEES

1,208

HOUSING

260 HOMES

775 RESIDENTS

FAMILIES VISITING

85,274

MCAS BEAUFORT INCLUDING LAUREL BAY

ACTIVE DUTY

2,842

CIVILIAN EMPLOYEES

1,419

HOUSING

1,140 HOMES

2,540 RESIDENTS

AIRSHOW VISITORS

125,000

BEAUFORT OVERVIEW

RESERVE GUARD

13,795
INCLUDING
FAMILY MEMBERS

RETIREE

40,516

FAMILY MEMBERS

19,087

TOTAL MILITARY

96,805



All figures are estimates based on historical data and projections and are subject to change.

SPONSOR WITH OUR PROGRAMS

Why sponsor with a program?

Marine Corps Community Services South Carolina (MCCS-SC) connects your business with the Marines, Sailors, and families of MCAS Beaufort, MCRD Parris Island, and Laurel Bay. By sponsoring one or more of our key programs, you directly support quality-of-life services while building lasting brand visibility in a trusted community.

What are YOUR benefits?

LOGO ON ALL PROGRAM MARKETING

ABILITY TO ATTEND (SELECT) NUMBER OF EVENTS
(with promotional items and/or table)

LOGO/AD ON PROGRAM WEBPAGE

LOGO/AD ON PROGRAM PAGE IN APP

RECOGNITION ON TVS IN PROGRAM OFFICE
(if applicable)

LOGO ON EVENT SHIRTS OR TROPHIES
(if applicable)

POP UP BANNER AT FACILITY

RECOGNITION BANNER END OF BRIEF



PROGRAM OPTIONS

Semper Fit & Recreation

Package: \$12,000

Promotes healthy, active lifestyles through fitness centers, intramural sports, races, outdoor recreation, and health education.
Active duty, spouses, retirees, DoW civilians, and youth sports participants.

MCAS Beaufort Fitness Center Visitors: 215,850 annual | Active Duty: 75,000
MCRD Parris Island Fitness Center Visitors: 104,000 annual | Active Duty: 82,000
Runs/Athletic Events Attendance: 6,800 annual
WARR Attendance: 9,425 annual

Marine Corps Family Team Building

Package: \$8,000

MCFTB provides training and education to prepare Marines, Sailors and their families to successfully navigate the unique challenges of the military lifestyle
MCFTB has facilities on MCAS Beaufort, MCRD Parris Island, and Laurel Bay.

MCAS Beaufort Facility Patrons: 300 per month
MCRD Parris Island Facility Patrons: 600 per month
Tri-Command Event Attendance: 7,585 annual

Single Marine Program (SMP)

Package: \$10,000

The goal of the SMP is to improve the quality of life for single Marines and Sailors. It is structured around recreation, community involvement, health and wellness, life skills and career progression. There are two SMP facilities with their own movie theaters, Xbox consoles, TVs, basketball/ volleyball courts, pool tables, laptops, and a lounge with bar. The Parris Island facility averages 2,500 patrons/month and the Air Station averages over 6,000 patrons/month.

MCAS Beaufort Facility Patrons: 31,000 annual
MCRD Parris Island Facility Patrons: 8,000 annual



SPONSOR OUR EVENTS

Why sponsor an upcoming event?

Sponsoring MCCS-SC events connects your business with Marines, Sailors, and their families while giving your brand valuable exposure through on-site presence, promotions, and community engagement.

What are YOUR benefits?

LOGO ON ALL PROGRAM MARKETING

SIGNAGE AT EVENT

TABLE AT EVENT

RECOGNITION ON SOCIAL MEDIA

LOGO ON SHIRTS
(if applicable)

RECOGNITION ON EVENTS CALENDAR

PROMOTIONAL ITEMS
(if applicable)

RECOGNITION ON TVS



EVENT OPTIONS

Troop Appreciation

Package: \$3000 | Table: \$250/ Event

Reoccurring event that provides a catered meal and fun activities for Marines through the Single Marine Program. This event supports morale and reminds Marines that they are valued and appreciated.

Afterburners on MCAS Beaufort: (4 events / year), 50-90 Marines

Brig & Brew on Parris Island: (10 events / year), 120-150 Marines

Devil Pups / Mini Marines

Package: \$1000 | Table: \$600

Marine Corps children get the opportunity to play in events modeled after Marine Corps recruit training. They will compete in a mini-combat Fitness Test (CFT), qualify on the (NERF) range, participate in unit competition, and explore other activities just like their favorite Devil Dog. Sponsorship includes access to (4) annual events held during the spring and fall.

Anticipated MCAS Patrons: 40-60 Active Duty Families

Anticipated MCRD Patrons: 50-45 Active Duty Families

Eggstravaganza

Package: \$1000 | Table: \$500

A family fun day with Easter Egg Hunts for children of all ages and even adults! Families can check out the fire truck display, grab refreshments, and take photos with the Easter Bunny while waiting for their age group to hunt for eggs. Adults hunt for the Golden Egg in the Marine Corps Exchange for a grand prize.

Anticipated Patrons: 850-1,000 Active Duty Families | **Location:** MCRD Parris Island

KidFest

Package: \$500 | Table: \$250

KidFest is a FREE event open to the community. All families are invited to the event for snow cones, games, jumping and virtual booths, crafts, face painting, fire truck tours, animals, prizes, and much more. This event is held during the spring of every even year (March or April).

Anticipated Patrons: 2,500 | **Location:** Laurel Bay

CG & CO Cup Challenge

Package: \$3,000 | Table: \$150 / Event

The CG and CO Cup Challenges feature a series of multi-sport competitions where units earn points, prizes, and bragging rights while competing for unit funds, gift cards, and trophies. Points are awarded at each event with totals determining the overall CO and CG Cup champion are determined at the conclusion of the series. The nine events per base run from January through October.

Anticipated CO's Cup (MCAS) Patrons: 15-100 per event / 350 Annually

Anticipated CG's Cup (MCRD) Patrons: 15-150 per event / 500 Annually

EVENT OPTIONS

Tri-Command Freedom Fest

Package: \$1,250 | Table: \$750

A red, white, and blue, celebration featuring carnival rides, bouncy houses, a petting zoo, and free food. As one of MCCA's largest family events of the year, Freedom Fest offers you a unique opportunity to engage directly with families. Sponsors are strategically placed throughout food and activity areas, creating natural, high-visibility interaction.

Anticipated Patrons: 1,750 - 2,000 Active Duty & Families | **Location:** MCRD Parris Island

Tri-Command Back To School Events

Package: \$500 | Table: \$200

Back to school BINGO and Jamboree events bring K-12 students together for an engaging and family-friendly celebration focused on academic success. Participants enjoy a lively bingo experience, with prizes consisting of essential school supplies, helping families prepare for the upcoming school year. The event concludes with an exciting grand prize drawing. Sponsorship of this event offers a meaningful opportunity to invest in military families, promote educational readiness, and demonstrate commitment to youth development within the Marine Corps community.

Anticipated Patrons: 200 Active Duty & Families | **Location:** Laurel Bay & Parris Island

Tri-Command Operation Ball Gown

Package: \$750 | Table: \$300

Guests are invited to enjoy a fun, interactive evening with refreshments and door prizes while selecting formal attire at no cost. Presenting sponsors can promote their place of business as a drop-off location for gown donations. Summer advertising drives gown donations and showcases sponsor support within the community. Outside solicitation of gowns is prohibited.

Anticipated Patrons: 200 Military Spouses | **Location:** MCRD Parris Island

Fall Fest

Package: \$500 | Table: \$300

Fall themed games and activities, music, selfie stations, and unit contests. Get out your best costume and join us in the fun! Sponsorship includes a table at the event and opportunity to host a game or food station.

Anticipated Patrons: 850-1,000 Active Duty & Families | **Location:** MCRD Parris Island

Oktoberfest

Package: \$750 | Table: \$500

Bavarian inspired celebration featuring themed games, traditional food, and unit competitions, offering fun for the whole family. This lively event provides sponsors with a unique opportunity to connect with the community in an engaging and festive atmosphere to welcome the fall season.

Anticipated Patrons: 650 Active Duty & Families | **Location:** Laurel Bay

EVENT OPTIONS

Holiday Express

Package: \$750 | Table: \$500

Families visit with Santa at the “North Pole”, enjoy cookies and hot cocoa, and ride through a winter-wonderland of lights on the Holiday Express (tram). Sponsors have a tabling opportunity at the “North Pole” to greet families before they take off on the Holiday Express, assist families onto tram rides, and can even display their brand in lights as part of the tour!

Anticipated Patrons: 800-1,000 Active Duty & Families | **Location:** MCRD Parris Island

Holiday Village

Package: \$600 | Table: \$350

Holiday Village is a family-friendly event featuring festive activities for all ages, including photos with Santa, face painting, gifts for children, letters to Santa, and a stuffed-animal adoption station. Each themed classroom brings the season to life with Santa’s Workshop crafts, Candy Cane Lane treats with cookies and hot chocolate, and Whoville fun with photos alongside the Grinch.

Anticipated Patrons: 650 Active Duty & Families | **Location:** Laurel Bay

Semper Fit Runs

Package: \$350 | Table: \$150

Semper Fit hosts themed runs throughout the year. Join us for the St. Patrick’s Day Run, Awareness Run, Turkey Trot, or Jingle Bell Run. Each run varies in participation, but we will help you choose the best fit!

St. Patrick’s Day Run: 300 Active Duty & Families

Awareness Run: 200 Active Duty & Families

Turkey Trot: 175 Active Duty & Families

Jingle Bell Run: 175 Active Duty & Families

Drill Instructor Meet & Greet

Package: \$800 | Table: \$250

This is a welcome event for newly stationed Marines and their families at Parris Island. Base leadership and community representatives share valuable information about installation resources and support services. Attendees are encouraged to engage in discussion, ask questions, and connect with Marine and Navy permanent personnel while learning about MCCS programs available to support them. Light refreshments are provided.
March, June, September, and December

Anticipated Patrons: 200-225 | **Location:** MCRD Parris Island

Baby Showers

Package: \$500 | In - Kind Sponsorship Opportunity

New Parent Support hosts a Tri-Command baby shower welcoming up to 50 active-duty service members and spouses who are expecting or have infants up to 3 months old. Families enjoy light refreshments, games, and educational resources. Each participant receives essential baby items and has the chance to win high-value door prizes such as strollers, car seats, highchairs, and baby monitors.

Anticipated Patrons: 75 Active Duty & Spouses | **Location:** Dependent

ADVERTISE WITH US

Why advertise with MCCS?

Advertising with MCCS-SC gives your business direct access to a loyal military community through print, digital, and on-base channels. From facility signage and program guides to newsletters and promotional materials, your message reaches Marines, Sailors, families, and retirees where they live, work, and shop.

YOUR Advertisement Options:

OUTDOOR MARQUEES

VERTICAL & HORIZONTAL DISPLAYS

WALL AND COUNTER WRAPS

POP UP BANNERS

POSTERS & BROCHURES

WINDOW CLINGS

WEBSITE & APPS

NAPKIN HOLDERS

GOLF CARTS

GOLF COURSE TEES, BAG STANDS
& GOLF BALLS

GRAD GIFT STORE CATALOG



ADVERTISING OPTION DETAILS

Welcome Packet Advertisement

\$1000

Welcome Aboard Packages provide information about the base and MCCS resources that will make their transition smoother. Your company's information will be included in the packages sent to Marines requesting information before they arrive in South Carolina. As part of their check-in process, service members check in with MCCS for a Welcome Aboard Packet and or attend an inperson Welcome Aboard Brief. Your company information will be made available and distributed to the attendees. Advertising includes the ability to attend (4) Welcome Aboard Briefs per year.

Graphic Requirements: 8 1/2 in x 11 in

Location(s): MCAS Beaufort & MCRD Parris Island

Grad Gift Catalog

Full Page: \$2,500 | Half Page: \$1,500

Our 8-10 page graduation catalog serves as an essential guide for families visiting Parris Island to celebrate their recruit's milestone achievement. Each edition features curated information on official graduation gifts and memorabilia, travel accommodations, local attractions, dining, and other valuable resources to enhance their visit. With more than 12,500 catalogs mailed annually and an average of 85,000 visitors traveling to PI each year, the catalog provides you with direct access to a highly engaged, motivated audience at a pivotal moment of pride and celebration.

Impressions: 25,000

FRONT



AD SPACE

**HALF PAGE
5 IN X 3.8478 IN**

**FULL PAGE
5 IN X 7.7 IN**

INSIDE



ADVERTISING OPTION DETAILS

MCCS Website

\$3000

Reach your audience with prominent home page banner ad on <https://southcarolina.usmc-mccs.org/>. Advertise your unique message with a direct link to your website too.

Average Active Users: 3,011 per month

Graphic Requirements:

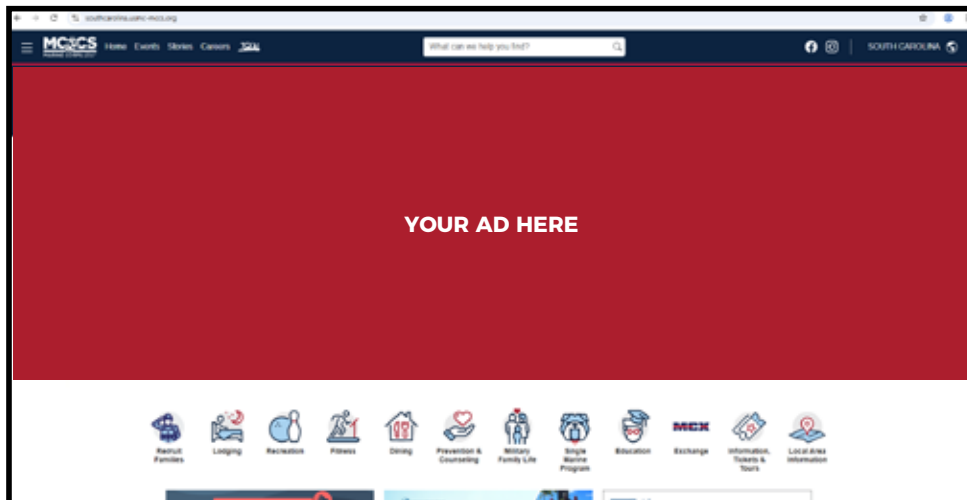
Web Header: 2400 (w) x 800 (h) px - Ai / EPS

Ad Slots: 2400 (w) x 800 (h) px - Ai / EPS

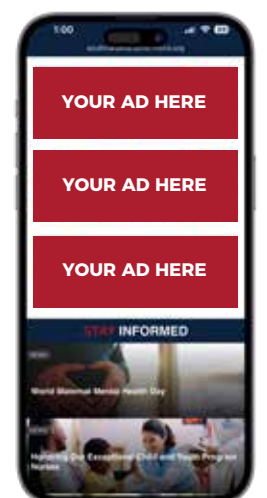
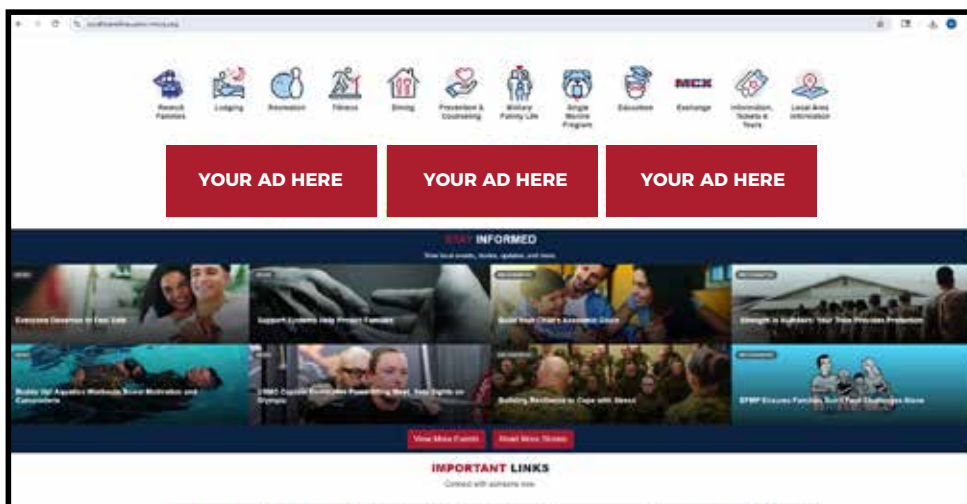
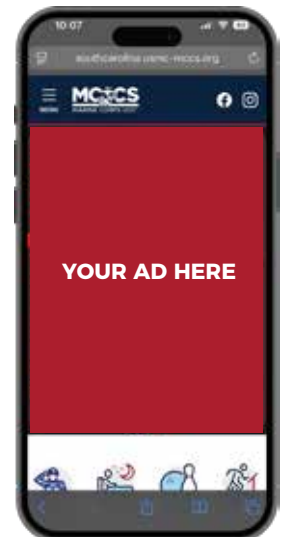
Mobile Header: 1080 (w) x 1350 (h) px - Ai / EPS

Events Calendar Header: 2400 (w) x 300 (h) px - Ai / EPS

Computer View



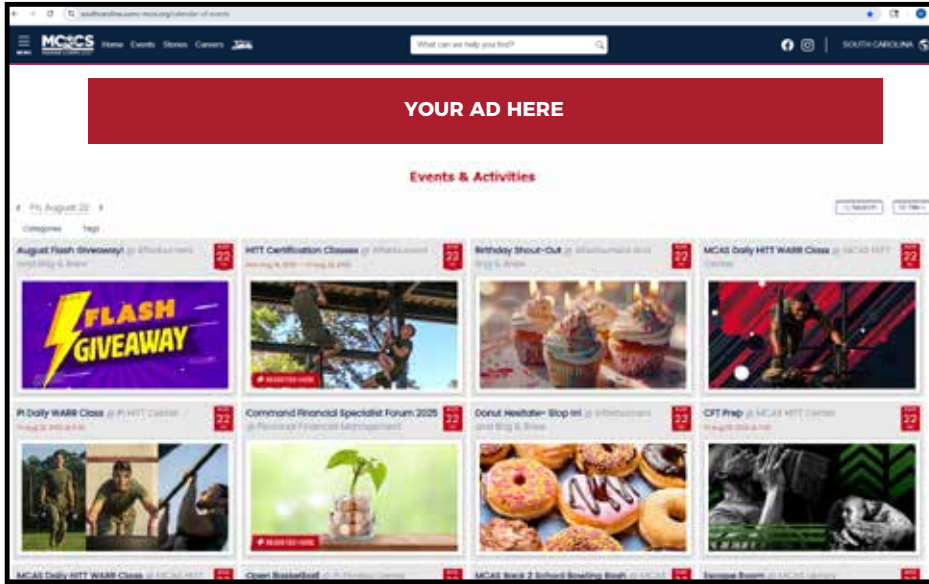
Mobile View



ADVERTISING OPTION DETAILS

MCCS Website Events Banner Ad

\$1,250



TriCommand App

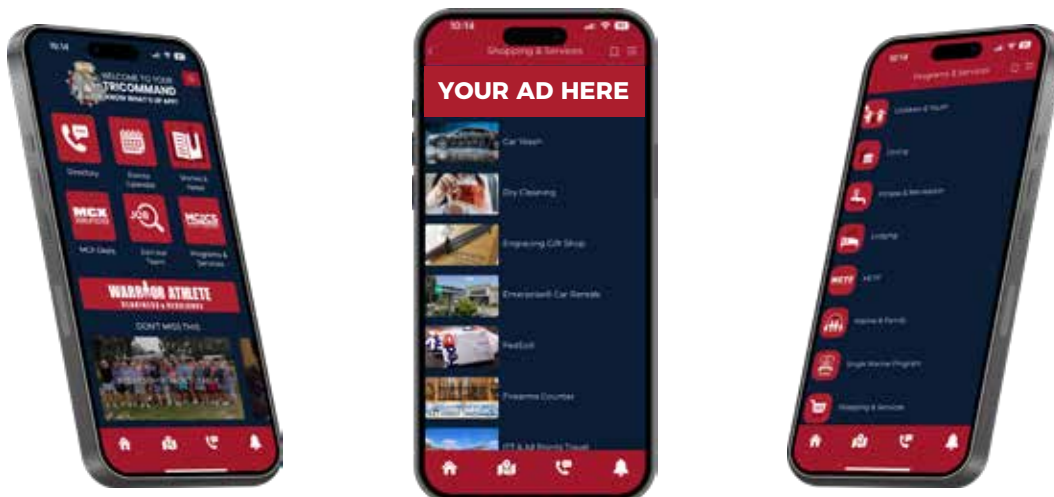
\$1,000

Reach your audience with an ad placed in the TriCommand app. The TriCommand App connects Marines, Sailors, families, and the community with up-to-date information, resources, and events across MCAS Beaufort, MCRD Parris Island, and Laurel Bay.

Average Usage per month: 1019

Graphic Requirements:

Page Header: 1200 (w) x 630 (h) px with a 75 px margin on all 4 sides - Ai / EPS



ADVERTISING OPTION DETAILS

Eastern Recruiting Region Website

\$750

Parris Island is the headquarters for the Eastern Recruiting Region, which spans the east coast from Maine down to Florida and states east of the Mississippi River, as well as Puerto Rico and the Virgin Islands. It is responsible for total force recruitment within that geographic region. Reach Marines outside of the Beaufort area.

Average Active Users: 672 per month | 1344 per year

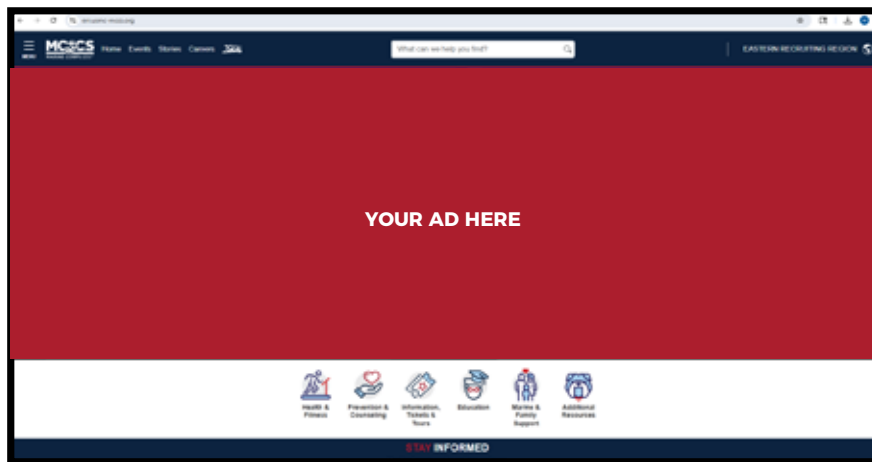
Graphic Requirements:

Web Header: 2400 (w) x 800 (h) px - Ai / EPS

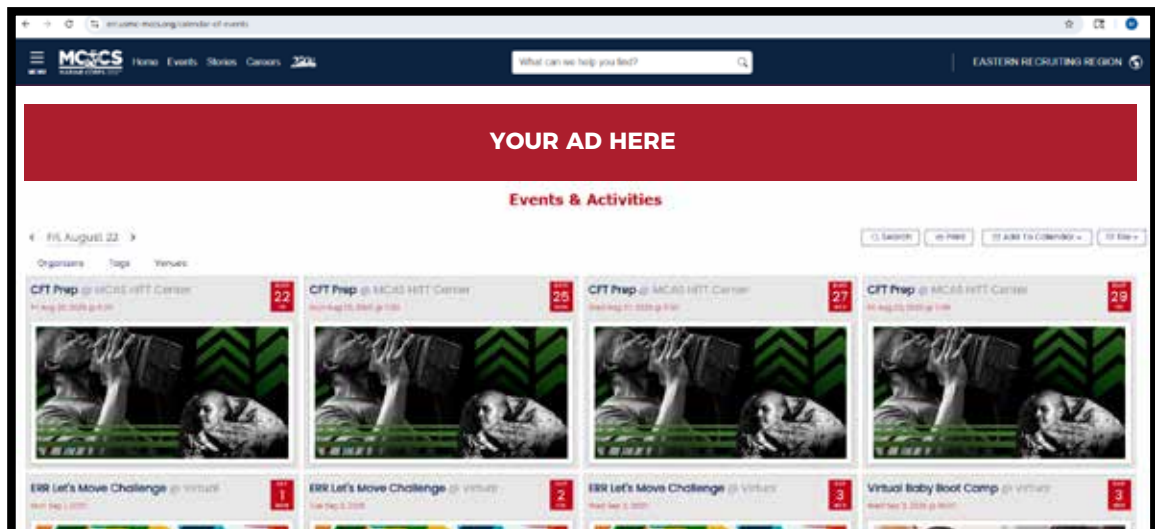
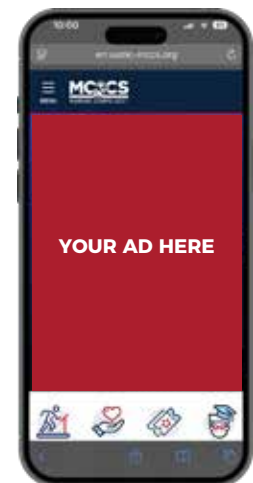
Mobile Header: 1080 (w) x 1350 (h) px - Ai / EPS

Events Calendar Header: 2400 (w) x 300 (h) px - Ai / EPS

Computer View



Mobile View



ADVERTISING OPTION DETAILS

Eastern Recruiting Region App

(Included in Website Pricing)

Reach your audience with an ad placed in the Eastern Recruiting App, which is briefed each Thursday to Recruiters visiting the Depot for Family Day. Advertise with a direct link to your website.

Average Active Users: 54 per month | 648 per year

Graphic Requirements:

Page Header: 1200 (w) x 630 (h) px with a 75 px margin on all 4 sides - Ai / EPS

Family Day App

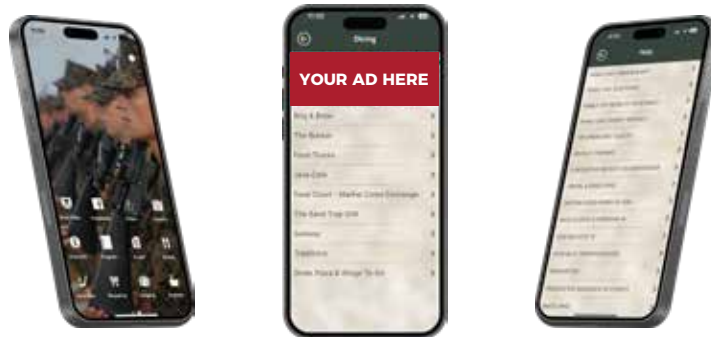
\$4000

Reach a highly engaged audience by placing an ad in the official Family Day App—used by families visiting Parris Island to celebrate their new Marine's graduation. This convenient mobile resource is a go-to guide during their stay, offering you a unique opportunity to connect with visitors at a meaningful time. All ads include a direct link to your website, driving traffic and visibility to your business.

Average Active Users: 11,428 per month | 137,136 per year

Graphic Requirements:

Page Header: 1200 (w) x 630 (h) px with a 75 px margin on all 4 sides - Ai / EPS



Social Media Advertising

\$100 per post | \$200 per month (4 posts)

Reach a highly engaged audience by placing an ad in the official Family Day App—used by families visiting Parris Island to celebrate their new Marine's graduation. This convenient mobile resource is a go-to guide during their stay, offering you a unique opportunity to connect with visitors at a meaningful time. All ads include a direct link to your website, driving traffic and visibility to your business.

MCCS South Carolina - Facebook: Average Reach Per Post 940 | Followers: 9,900

MCFTB MCRD ERR - Facebook: Average Reach Per Post 598 | Followers: 7,400

MCFTB MCAS Beaufort - Facebook: Average Reach Per Post 259 | Followers: 4,100

Tri-Command Single Marine Program - Facebook:

Average Reach Per Post 107 | Followers: 1000

Recruit Family Day - Facebook: Average Reach Per Post 6564 | Followers: 201,000

ADVERTISING OPTION DETAILS

Horizontal Displays

\$4000

Your marketing message will be displayed on multiple digital screens across all three installations, at high-traffic, high-dwell time locations.

MCRD Parris Island

Locations:

Fitness Center
MCX
Brig & Brew
MCFTB
Bunker
Traditions
Legends

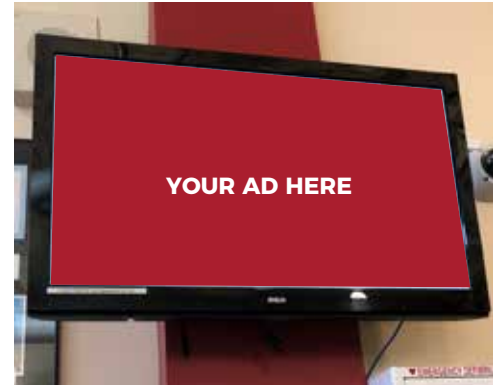
MCAS Beaufort

Locations:

The Foundation Center
Fitness Center
MCX
Dry Cleaners
Library
SAC
Hangar One
H&HS
O'Club
Afterburners
MCFTB

Laurel Bay Locations:

Semper Fit Laurel Bay Center
MCX



Monthly Estimated Play Count: 490 per hour

(graphic plays 490 times per hour across all TVs)

Graphic Requirements: 3840 (w) x 2160 (h) px - Ai / EPS

Vertical Displays

\$4000

Your marketing message will be displayed on multiple digital screens across all three installations, at high-traffic, high-dwell time locations.

MCAS Beaufort Locations:

The Foundation Center
MCX
Chow Hall

MCRD Parris Island Locations:

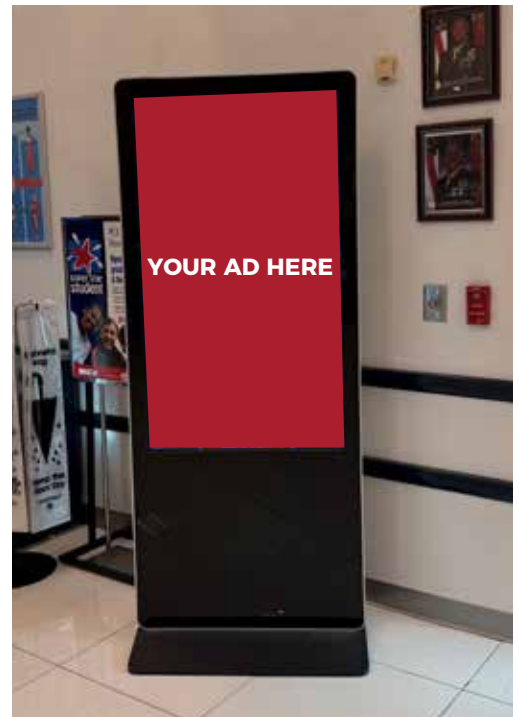
MCX
Bunker
The Bunker

Monthly Estimated Play Count: 306 per hour

(graphic plays 306 times per hour across all TVs)

Graphic Requirements:

1080 (w) x 1920 (h) px - Ai / EPS



ADVERTISING OPTION DETAILS

Ultra Wide Display

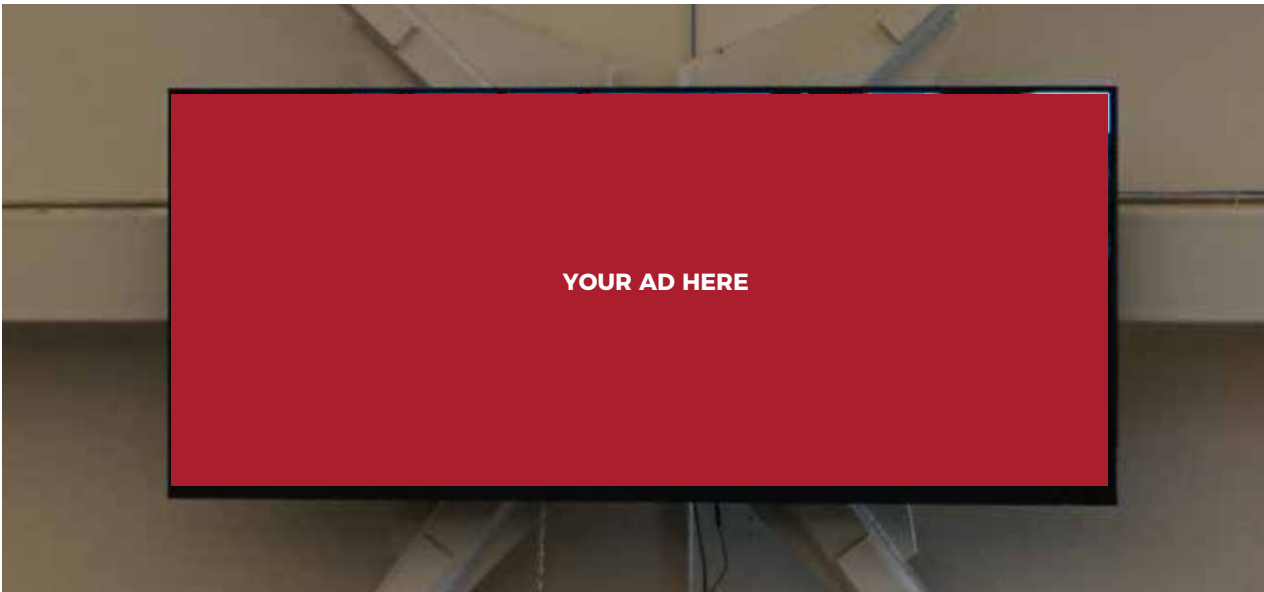
\$4,000 or \$400/mo

This ultra-wide display is prominently featured in the MCAS Beaufort Semper Fit Fitness Center, a high-traffic hub that stays active with daily patrons.

**MCAS Beaufort Fitness Center Patrons: 18,000 per month | 215,850 per year
75,000 Active Duty per year**

Graphic Requirements:

Page Header: 5120 (w) x 2160 (h) px - Ai / EPS



ADVERTISING OPTION DETAILS

Laurel Bay Entrance Marquee

\$300 per month or \$2000 per year



This marquee is located at the entrance of Laurel Bay, which houses many of our military families. The marquee displays day and night.

Estimated Impressions: 1670 vehicles per day

Graphic Requirements:
1920 (w) x 1080 (h) px - Ai / EPS

MCAS Beaufort Entrance Marquee

\$300 per month or \$2000 per year



This marquee is located at the entrance of MCAS Beaufort.

Estimated Impressions: 4,144 vehicles per day

Graphic Requirements:
1920 (w) x 1080 (h) px - Ai / EPS

MCRD Parris Island Entrance Marquee

\$300 per month or \$2000 per year



This marquee is located at the entrance of MCAS Beaufort.

Estimated Impressions: 4,060 vehicles per day

Graphic Requirements:
1920 (w) x 1080 (h) px - Ai / EPS

ADVERTISING OPTION DETAILS

MCAS Barracks Marquee

\$300 per month or \$2000 per year



This marquee is located in front of the bowling alley, facing the barracks on MCAS Beaufort. The marquee displays day and night.

Estimated Impressions: 1,098 Marines in the Barracks

Graphic Requirements:
1920 (w) x 698 (h) px - Ai / EPS

MCRD Parris Island MCX Marquee

\$300 per month or \$2000 per year



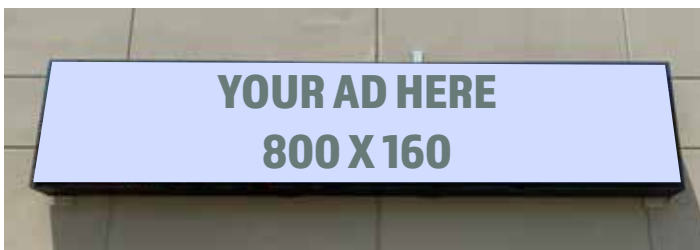
This marquee is located on the front entrance side of the MCX on Parris Island. The marquee displays day and night.

Estimated Impressions: 32,597 patrons per month

Graphic Requirements:
510 (w) x 150 (h) px - Ai / EPS

MCAS Beaufort Marine Mart Marquee

\$300 per month or \$2000 per year



This marquee is located on the gas stations side of the MCAS Beaufort MCX. The marquee displays day and night.

Estimated Impressions: 31,706 patrons per month

Graphic Requirements:
800 (w) x 160 (h) px - Ai / EPS

ADVERTISING OPTION DETAILS

Standing or Hanging Banner (2)

\$5000

Prominently display your printed banner at one of our high-traffic locations that fits your target market. Advertiser is responsible for providing advertising materials.

Locations: Fitness Centers | Single Marine Program | Track | Legends Scoreboard



Napkin Holder Ads

\$1000

Display your ad at the MCAS Beaufort Hangar One food court or MCRD MCX Food Court.



MCAS Estimated Impressions: 2450 patrons per month
MCRD Estimated Impressions: 10,200 patrons per month

Graphic Requirements: 6"x5.75" on Cardstock



ADVERTISING OPTION DETAILS

MCX Gas Pump Window Cling

\$10,000 production + install

Prominently display an advertisement on the gas pumps of our MCX facilities!

**MCAS Beaufort MCX Visitors:
30,600 per month**



Fitness Center Window Cling

\$10,000 production + install

Prominently display an advertisement on the entrance of our Fitness Centers!

**MCAS Beaufort Traffic: 215,850 Annual | 18,000 per month
Active Duty: 75,000 Annual**

**MCRD Parris Island Traffic: 104,158 Annual | 8,680 per month
Active Duty: 82,152 Annual**



ADVERTISING OPTION DETAILS

Counter Wraps

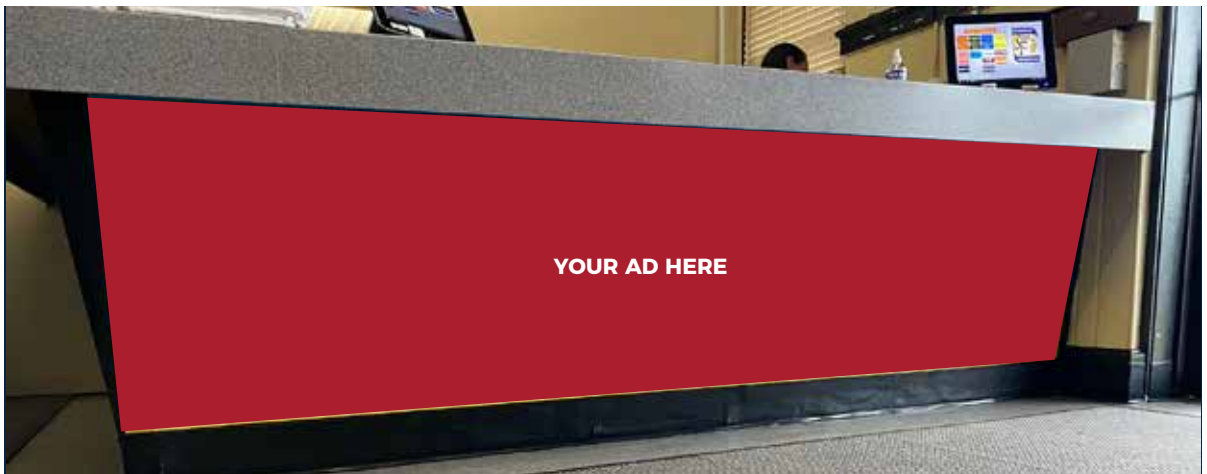
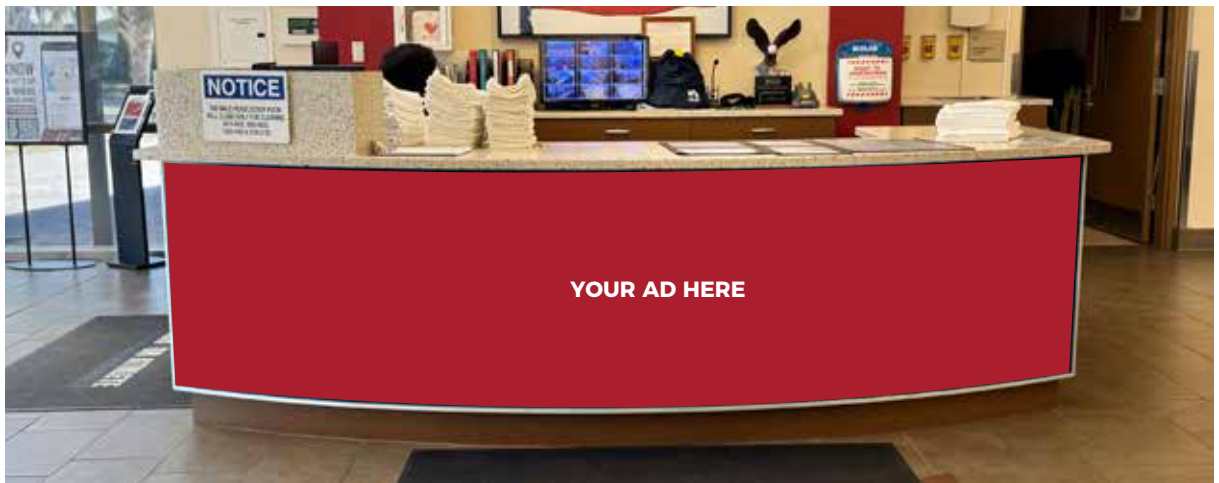
Price Based on Location

Your company's advertising banner will be strategically wrapped on the front of the HITT facility wall, not only capturing HITT facility patrons, but Parris Island Fitness Center and road traffic as well.

MCAS Fitness Center: \$8,000

MCRD Fitness Center: \$6,000

Legends Golf Course: \$4,000



ADVERTISING OPTION DETAILS

HITT Events Trailer Wrap \$8500 production + install

Wrap all (4) sides of the HITT Trailer with your advertisement. Trailer is used to move fitness equipment and is parked in a prominent location for all major events. When the trailer is not used for an event, it is parked at the MCX or Fitness Center.



Estimated Impressions: 25,000 per month

Graphic requirements will be based upon trailer used.

Legends Golf Course

Saluted as one of the Top 10 Military golf courses in the world, the Legends Golf Course at Parris Island is a one-of-a-kind experience with wetlands and deep water bordering the course. It was voted best golf course in Beaufort County by Readers Choice. Over 2,500 patrons golf at Legends each month. Advertising is available on granite tee markers, driving range bag stands, range balls, and digital golf cart screens.

Annual Patrons: 40,000 | Military Patrons: 15,000 | Beaufort County Residents: 12,000
DoD Patrons: 2,600 | Military Guests: 9,000

Granite Tee Marker	Driving Range Bag Stands (14)	Driving Range Golf Balls	Scoreboard	Golf Cart Screens (60 carts)
\$1000	\$2500	\$3000	\$5000	\$4000
2x \$1500				



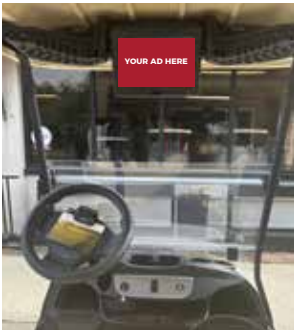
Granite Tee Marker



Driving Range Bag Stand



Scoreboard



Golf Cart Screen

**Discounts are available when bundling events / advertising.
Contact our sponsorship coordinator for more information.**

Contact Us!

843-228-1514

sc.commercialsponsorship@usmc-mccs.org

southcarolina.usmc-mccs.org

