



2024 Advertising & Sponsorship Menu



About Marine Corps Recruit Depot San Diego

The mission of Marine Corps Recruit Depot (MCRD) San Diego as headquarters for the Western Recruiting Region is to exercise operational control of enlisted recruiting operations in the 8th, 9th, and 12th Marine Corps Recruiting Districts; to produce a basically trained United States Marine embodied with the fighting spirit, core values and esprit de corps which have ensured the United States Marine Corps' success for over 240 years.

The unique relationship between MCRD San Diego and the city of San Diego is the result of almost 150 years of mutual support, assistance, and growth. This relationship is reflected in the history of the Marine Corps in San Diego, the Depot as a crucial base for the Corps, and the heritage of Southern California itself.

MCRD San Diego's primary function is to take quality young men and women from the western two-thirds of the United States and transform them through the foundations of rigorous basic training, our shared legacy, and commitment to our Core Values, preparing them to win the Nation's battles in service to the country. As of 2022, 1.5 million recruits have completed their boot camp training at the Depot. MCRD San Diego Family Days and Graduations occur approximately 40 weeks per year on base.

The Depot is also home to Drill Instructor School which teaches Sergeants, Staff Sergeants, and Gunnery Sergeants what it takes to make Basic Marines; and Recruiters School which teaches noncommissioned officers and Staff non-commissioned officers how to find America's best and brightest and bring them into our ranks.



ABOUT US

Marine Corps Community Services (MCCS) is a comprehensive set of programs that support and enhance the operational readiness, war fighting capabilities, and life quality of Marines and their families. Our programming includes education and transition assistance, fitness and recreation, deployment support and family team building, prevention, and victim support. MCCS is valued by leadership as being a responsive single portal that provides constant and unwavering support to Marines and their families throughout their entire service or affiliation with the United States Marine Corps.

OUR MISSION

To take care of Marines and their families by providing quality of life programs, products, and services in support of the Marine Corps objectives.

OUR VALUES

The Marine Corps holds true to the core values of honor, courage, and commitment. These core values serve as fundamental touchpoints for moral character, professional behavior and conduct of the Marine Corps. Every Marine Corps Community Services team member is additionally guided by similar customer service values including courtesy, responsibility, and loyalty.

MCRD San Diego Population

MCRD San Diego is comprised of approximately 1,200 active duty Marines and 900 active duty military personnel from the Western Recruiting Region.

The population of San Diego County in 2021 was 3.3 million and San Diego metro has a population of over 1.4 million. The City of San Diego accounts for 3.5% of the state population and ranks as the second most populous city in California.

History

MCRD San Diego is surrounded by influence from the Spanish heritage of Southern California. The picturesque architecture may be seen, not only in the city, but also in the permanent historic buildings of Marine Corps Recruit Depot San Diego. This is a natural result of the fact that California was a Spanish possession for nearly three centuries. The Depot broke ground on March 2, 1919. The overall site and specific building plans were developed by renowned architect, Bertram Goodhue, who also designed San Diego's Balboa Park for the 1915 Panama-California Exposition. Today, the Depot has 388 acres and 25 building listed on the national register of historic places. Due to its historic significance, there is limited availability for advertising. Therefore, all advertising is considered to have significant value if permitted to display on or in the base.



(Base Map)

2024 MCCS San Diego Advertising & Sponsorship Menu

1. Advertising Poster at MCRD San Diego:

Advertising poster includes a high traffic area on the Depot. Poster size is vertical orientation of 28 inches tall x 22 inches wide.

Location(s) to select from:

- Semper Fitness Center (Indoor gym)
- Community Center (Indoor bowling alley, arcade, movie theater, pub, large meeting space.)
- Active-Duty Recreation Center & Information, Tickets, and Tours Office (Indoor computer lab, video game room, lounge and TV viewing areas, movie room, pool tables, ping pong tables, full kitchen, meeting spaces, and ticket office for military discounted attractions in Southern California.)
- Bay View Restaurant (Outside main entrance)
- MCRD Mall Promenade (Outdoor Plaza next to Marine Corps Exchange, Marine Mart, Logo Store, & more.)

Price:

\$400.00 per month or \$2,400.00 per year (Plus a one-time design & printing fee of \$75.00)

Packages:

- a) Package A - 1 poster in 3 locations for 12 months = \$5,040.00
- b) Package B - 1 poster in 3 locations for 6 months = \$3,600.00
- c) Package C - 1 poster in 3 locations for 3 months = \$1,800.00



(Examples)

2. Banner at a premier outdoor location at MCRD San Diego:

Advertising includes a high traffic vinyl banner at a premier outdoor location. Banner station size is horizontal orientation of 118 inches wide x 34 inches tall.

Price: \$560.00 per month (Plus a one-time design & printing fee of \$100.00)

Location(s):

- Near Public Main Entrance (Outdoors between the Gate 5/Main Entrance & The Depot Theater)
- MCRD San Diego Theater Depot (Outdoors next to The Depot Theater)
- Marine Mart convenience Store (Outdoors in parking lot)
- Near Gate 5 - Public Exit (Outdoors at main exit)
- Near Gate 4 - Active Duty Exit (Outdoors at main exit)
- Fuel Mart (Outdoors at base gas station)
- Community Center Parking Lot (Outdoors)



(Examples)

3. Digital Ads on 7 Information Screens:

Your digital ad will appear on 7 information screens around MCRD San Diego. These screens are frequently visited for the latest base news, upcoming programs and MCCS San Diego events. Still ads or 10 second videos rotate every 10 seconds approximately every 7-10 minutes.

Price:

\$600.00 for 12 months.



(Examples)

4. Website Advertising:

Your digital ad will appear on the homepage of the official MCCS San Diego website, <https://sandiego.usmc-mccs.org>. These ads will redirect users to your site. We host a high traffic site with thousands of unique users each month by providing information about current events, MCCS San Diego programs, Family Days, and Marine Corps Graduation.

Dimensions: 500 pixels wide by 150 pixels tall

Price: \$720.00 for 12 months.



(Examples)

5. Extra Large Advertising Wall Wrap:

Advertising includes a high traffic wall wrap at one of the following locations on base. Wall wrap is horizontal orientation of 10 feet by 4 feet. (6 month minimum required)

Locations:

- Community Center (Indoor)
- Semper Fitness Center (Indoor weight room entrance)
- Semper Fitness Center (Indoor cardio room entrance)

Price: \$1,920.00 per 6 months (Plus, printing, design, and set up)



(Examples)

2024 Events:



6. Recruiter School MCCA Welcome Brief & Dinner

Price: \$14,000.00

Sponsorship includes 6 briefs within 12 months. Tentative dates are January 2024, March 2024, July 2024, and December 2024.

Approximate attendance is up to 300 Marines per event.



7. Drill Instructor School MCCA Brief Luncheon

Price: \$3,100.00

Sponsorship includes 4 classes throughout 2023. Tentative dates are April 2024, June 2024, September 2024, December 2024.

Approximate attendance is up to 60 per event.



8. MCCA San Diego's Commanding General Welcome Aboard Event

Price: \$4,100.00

Sponsorship includes 11 workshops throughout 2024. Tentative Date are January, February, March, April, May, June, July, August, September, October, and November 2024. Approximate attendance is up to 30 per event.

9. St. Patrick's Day Fun Run 5K Event (March Date TBD)

Price: \$350.00 Supporting | \$500.00 Presenting Sponsorship

The \$350.00 Supporting Sponsorship package includes verbal recognition at the event, a 10foot-by-10foot footprint at the event, a 10foot-by-10foot generic tent if requested, a table and 2 chairs, and the Supporting Sponsor will have permission to hand out flyers, informational brochures, samples, and giveaways.

The \$500.00 Presenting Sponsorship package includes verbal recognition at the event, a 10foot-by-10foot footprint at the event, a 10foot-by-10foot generic tent if requested, a table and 2 chairs, and the Supporting Sponsor will have permission to hand out flyers, informational brochures, samples, and giveaways.

In addition, the Presenting Sponsors will have printed signage provided for them at the event, their logo on event marketing material, and digital recognition on the official MCRD/MCCS San Diego social media platforms (Facebook & Instagram).

Approximate attendance is up to 500.



10. Father Daughter Dance Event at MCRD Bay View Banquet Hall and Restaurant (March Date TBD)

Price: \$350.00 Supporting Sponsor | \$500.00 Presenting Sponsorship

The \$350.00 Supporting Sponsorship package includes verbal recognition at the event, a table and 2 chairs will be provided, and the Supporting Sponsor will have permission to hand out flyers, informational brochures, samples, and giveaways.

The \$500.00 Presenting Sponsorship package includes verbal recognition at the event, a table and 2 chairs will be provided, and the Presenting Sponsors will have permission to hand out flyers, informational brochures, samples, and giveaways.

In addition, the Presenting Sponsors will have printed signage provided for them at the event, their logo on event marketing material, and digital recognition on the official MCRD/MCCS San Diego social media platforms (Facebook & Instagram).

Approximate attendance is up to 500. (Average child age is 3-16)

11. Touch A Truck Event (April Date TBD)

Price: \$350.00 Supporting Sponsor | \$500.00 Presenting Sponsorship

Children ages 3-16 enjoy this special event where they can touch real military vehicles and meet the Marines that drive them.

The \$350.00 Supporting Sponsorship package includes verbal recognition at the event, a 10foot-by-10foot footprint at the event, a 10foot-by-10foot generic tent if requested, a table and 2 chairs, and the Supporting Sponsor will have permission to hand out flyers, informational brochures, samples, and giveaways.

The \$500.00 Presenting Sponsorship package includes verbal recognition at the event, a 10foot-by-10foot footprint at the event, a 10foot-by-10foot generic tent if requested, a table and 2 chairs, and the Supporting Sponsor will have permission to hand out flyers, informational brochures, samples, and giveaways.

In addition, the Presenting Sponsors will have printed signage provided for them at the event, their logo on event marketing material, and digital recognition on the official MCRD/MCCS San Diego social media platforms (Facebook & Instagram).

Approximate attendance is up to 500. (Average child age is 3-10)

12. Spouse Appreciation Event (May Date TBD)

Price: \$200.00 Supporting | \$350.00 Presenting Sponsorship

The \$200.00 Supporting Sponsorship package includes verbal recognition at the event, a 10foot-by-10foot footprint at the event, a table and 2 chairs, and the Supporting Sponsor will have permission to hand out flyers, informational brochures, samples, and giveaways.

The \$350.00 Presenting Sponsorship package includes verbal recognition at the event, a 10foot-by-10foot footprint at the event, a table and 2 chairs, and the Supporting Sponsor will have permission to hand out flyers, informational brochures, samples, and giveaways.

In addition, the Presenting Sponsors will have printed signage provided for them at the event, their logo on event marketing material, and digital recognition on the official MCRD/MCCS San Diego social media platforms (Facebook & Instagram). Approximate attendance up to 75 military spouses.



13. Summer Fun Event (July or August Date TBD)

Price: \$350.00 Supporting | \$500.00 Presenting Sponsorship

The \$350.00 Supporting Sponsorship package includes verbal recognition at the event, a 10foot-by-10foot footprint at the event, a 10foot-by-10foot generic tent if requested, a table and 2 chairs, and the Supporting Sponsor will have permission to hand out flyers, informational brochures, samples, and giveaways.

The \$500.00 Presenting Sponsorship package includes verbal recognition at the event, a 10foot-by-10foot footprint at the event, a 10foot-by-10foot generic tent if requested, a table and 2 chairs, and the Supporting Sponsor will have permission to hand out flyers, informational brochures, samples, and giveaways.

In addition, the Presenting Sponsors will have printed signage provided for them at the event, their logo on event marketing material, and digital recognition on the official MCRD/MCCS San Diego social media platforms (Facebook & Instagram).

Approximate attendance is up to 500.

14. Library's Summer Reading Program for kids (July-August Date TBD)

Price: \$200.00 Supporting | \$400.00 Presenting Sponsorship

This weekly event encourages children to read throughout the summer. It includes Storytime, face painting, special guests, and more. The \$300.00 Supporting Sponsorship package includes verbal recognition at the event, a 10foot-by-10foot footprint at the event, a table and 2 chairs, and the Supporting Sponsor will have permission to hand out flyers, informational brochures, samples, and giveaways.

The \$600.00 Presenting Sponsorship package includes verbal recognition at the event, a 10foot-by-10foot footprint at the event, a table and 2 chairs, and the Supporting Sponsor will have permission to hand out flyers, informational brochures, samples, and giveaways.

In addition, the Presenting Sponsors will have printed signage provided for them at the event, their logo on event marketing material, and digital recognition on the official MCRD/MCCS San Diego social media platforms (Facebook & Instagram).

Sponsorship includes 3 events. Attendance is up to 30 per event.



15. Thank A Marine Summer Event (August Date TBD)

Price: \$350.00 Supporting | \$500.00 Presenting Sponsorship

Summer is the perfect time for Battalions from MCRD San Diego to get together and celebrate family and sunshine. Your support will assist with purchases related to this outdoor event at the MCRD San Diego Boathouse & Marina.

The \$350.00 Supporting Sponsorship package includes verbal recognition at the event of your choice, a 10foot-by-10foot footprint at the events, a 10foot-by-10foot generic tent if requested, a table and 2 chairs, and the Supporting Sponsor will have permission to hand out flyers, informational brochures, samples, and giveaways.

The \$500.00 Presenting Sponsorship package includes all the Supporting Sponsorship benefits. In addition, the Presenting Sponsors will have printed signage provided for them at the events, their logo on event marketing material, and digital recognition on the official MCRD/MCCS San Diego social media platforms (Facebook & Instagram). Approximate attendance is up to 250.

16. Boot Camp Challenge 3-Mile Obstacle Course (October Date TBD)

Price: \$950.00 Supporting | \$1,000.00 Presenting Sponsorship

The \$950.00 Supporting Sponsorship package includes verbal recognition at the event, a 10foot-by-10foot footprint at the event, a 10foot-by-10foot generic tent if requested, a table and 2 chairs, and the Supporting Sponsor will have permission to hand out flyers, informational brochures, samples, and giveaways.

The \$1,000.00 Presenting Sponsorship package includes verbal recognition at the event, a 10foot-by-10foot footprint at the event, a 10foot-by-10foot generic tent if requested, a table and 2 chairs, and the Supporting Sponsor will have permission to hand out flyers, informational brochures, samples, and giveaways.

The Presenting Sponsors will have printed signage provided for them at the event, their logo on event marketing material, and digital recognition on the official MCRD/MCCS San Diego social media platforms (Facebook & Instagram).

This package also includes a large step and repeat Boot Camp Challenge backdrop with the Presenting Sponsor's logo on it.

Approximate attendance is up to 1,500. (Open to the public).



17. Fall Family Festival Event (October Date TBD)

Price: \$500.00 Supporting | \$800.00 Presenting Sponsorship

The \$500.00 Supporting Sponsorship package includes verbal recognition at the event, a 10foot-by-10foot footprint at the event, a 10foot-by-10foot generic tent if requested, a table and 2 chairs, and the Supporting Sponsor will have permission to hand out flyers, informational brochures, samples, and giveaways.

The \$800.00 Presenting Sponsorship package includes verbal recognition at the event, a 10foot-by-10foot footprint at the event, a 10foot-by-10foot generic tent if requested, a table and 2 chairs, and the Supporting Sponsor will have permission to hand out flyers, informational brochures, samples, and giveaways.

In addition, the Presenting Sponsors will have printed signage provided for them at the event, their logo on event marketing material, and digital recognition on the official MCRD/MCCS San Diego social media platforms (Facebook & Instagram). Approximate attendance is up to 500.



18. Turkey Trot Fun Run 5K Event (November Date TBD)

Price: \$350.00 Supporting | \$500.00 Presenting Sponsorship

The \$350.00 Supporting Sponsorship package includes verbal recognition at the event, a 10foot-by-10foot footprint at the event, a 10foot-by-10foot generic tent if requested, a table and 2 chairs, and the Supporting Sponsor will have permission to hand out flyers, informational brochures, samples, and giveaways.

The \$500.00 Presenting Sponsorship package includes verbal recognition at the event, a 10foot-by-10foot footprint at the event, a 10foot-by-10foot generic tent if requested, a table and 2 chairs, and the Supporting Sponsor will have permission to hand out flyers, informational brochures, samples, and giveaways.

In addition, the Presenting Sponsors will have printed signage provided for them at the event, their logo on event marketing material, and digital recognition on the official MCRD/MCCS San Diego social media platforms (Facebook & Instagram). Approximate attendance is up to 500.

19. Holiday Depot Express Event (December Date TBD)

Price: \$500.00 Supporting | \$800.00 Presenting Sponsorship

The \$500.00 Supporting Sponsorship package includes verbal recognition at the event, a 10foot-by-10foot footprint at the event, a 10foot-by-10foot generic tent if requested, a table and 2 chairs, and the Supporting Sponsor will have permission to hand out flyers, informational brochures, samples, and giveaways.

The \$800.00 Presenting Sponsorship package includes verbal recognition at the event, a 10foot-by-10foot footprint at the event, a 10foot-by-10foot generic tent if requested, a table and 2 chairs, and the Supporting Sponsor will have permission to hand out flyers, informational brochures, samples, and giveaways.

In addition, the Presenting Sponsors will have printed signage provided for them at the event, their logo on event marketing material, and digital recognition on the official MCRD/MCCS San Diego social media platforms (Facebook & Instagram).

Approximate attendance is up to 500.



20. Devil Pups Fun Day for kids (Quarterly)

Price: \$500.00 Sponsorship for all 4 events within 12 months.

The Marines are loving called the Devil Dogs. Their kids are the Devil Pups. This quarterly event features, a child drop off for the day, story time, warm ups with USMC Drill Instructors, arts and crafts, Marine Corps history, games, snacks, and more.

These events are coordinated along with the San Diego school district to be available on days that are school in-service days.

Approximate attendance is up to 30 per event.



21. Family Day Event Exhibition Opportunity (Quarterly):

Price: \$1,000.00 Sponsorship for all 4 events within 12 months.

Time: 11:00am - 2:00pm

40 Thursdays per year, America's newest Marines get to enjoy some well-deserved time off before graduation. They can spend it aboard the depot watching a movie, going bowling, or just visiting with family and friends. This is the first time in 13 weeks that new Marines are reunited with their families from all around the country. Marines and families are welcome to explore the depot and shop at any of its facilities. Some of the favorite hangouts are the MCX Mall promenade, The Boathouse & Marina, and the Community Center featuring free arcade games, a movie theater, food, and bowling.

This \$1,000.00 sponsorship package includes a table, and 2 chairs provided for you from 11:00am-2:00pm. Sponsor may bring their own 10foot-by-10foot branded tent or have a generic 10foot-by-10foot tent provided for them. In addition, sponsor will have permission to hand out flyers, informational brochures, samples, and giveaways.

Approximate attendance is 600-2,000 people. (Families of graduating Marines)



22. Single Marine Program Thanksgiving Night: (November Date TBD)

Price: \$1,500 Presenting Sponsorship

Help the MCRD San Diego Single Marine Program enjoy a Thanksgiving Night inside the Active Duty Center with a traditional meal with all the fixings.

This \$1,500.00 sponsorship package includes a table, and 2 chairs provided for you from 4:00pm-7:00pm. In addition, sponsor will have permission to hand out flyers, informational brochures, samples, and giveaways.

Approximate attendance is 40-50 Marines.

Thank you for your consideration and support of our Marines and their families at MCRD San Diego!