



MCRD San Diego Advertising & Sponsorship Menu

Marine Corps Recruit Depot San Diego is currently celebrating over the course of 2 ½ years, 3 historic millstones. Commissioning of the base (December 1921), first Marine graduating class (March 1922), and the western recruiting training officially relocating from Mare Island in Vallejo, CA to MCRD San Diego, CA (August 1923).

Signage and advertising:

Marine Corps Recruit Depot broke ground on March 2, 1919. It's known for its unique Spanish colonial revival style appearance. 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.

1. Advertising Poster at MCRD San Diego:

Price: \$400.00 per month or \$4,800.00 per year (Plus a one-time design & printing fee of \$200.00)

Advertising includes high traffic poster on base. Poster size is vertical orientation of 28 inches tall x 22 inches wide.

Location(s):

- Semper Fit Gym (Indoor)
- Community Center (Inside bowling alley)
- Active-Duty & Single Marine Program Recreation Center (New/indoor)
- Bay View Restaurant (Outside main entrance)
- MCRD Mall Promenade (Outdoor)

Packages:

- a) Package A - 1 poster in 3 locations for 12 months = \$14,400.00
- b) Package B - 1 poster in 3 locations for 6 months = \$7,200.00
- c) Package C - 1 poster in 3 locations for 3 months = \$3,600.00

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

Price: \$700.00 per month (Plus a one-time design & printing fee of \$300.00)

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

Location(s):

- Public Entrance (Between Gate 5 entrance & MCRD Theater Depot)
- MCRD San Diego Theater Depot (Outside next to main theater)
- Marine Mart (In parking lot by Marine Mart)
- Gate 4 Active-Duty Exit
- Gate 4 Active-Duty Entrance/Hill
- Gate 5 Public Exit
- MCRD San Diego Community Center (outside)
- Jerry Coleman Center & Basketball Court (inside)

3. Website Advertising:

Price: \$1,200.00 for 12 months. Website Banner (Digital) - Horizontal orientation of 1160 pixels wide by 420 pixels tall on homepage of <https://sandiego.usmc-mccs.org/>.

4. 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 (bowling alley)
10 feet x 4 feet - Horizontal orientation
Price: \$400.00 per month (plus printing, design, and setup)
- Semper Fit Gym (Weight Room Entrance)
10 feet x 4 feet - Horizontal orientation
Price: \$400.00 per month (plus printing, design, and setup)
- Semper Fit Gym (Cardio Room Entrance)
10 feet x 4 feet - Horizontal orientation
Price: \$400.00 per month (plus printing, design, and setup)



Centennial Events:

5. 2023 St. Patrick's Day Fun Run 5K Event on 17 March 2023

\$800.00 Supporting Sponsorship | \$1,000.00 Presenting Sponsorship

The \$800.00 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.

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 500 active-duty Marines & DoD authorized patrons.

6. Father Daughter Dance Event at MCRD Bay View Banquet Hall and Restaurant on 24 March 2023

Price: \$500.00 Supporting Sponsorship | \$700.00 Presenting Sponsorship

The \$500.00 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 \$700.00 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 350-500 Active-Duty Marines, Navy, Coast Guard, and their daughters. (Average daughter age is 3-16).

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7. Touch A Truck Event at MCRD Library Parking Lot Event on 29 March 2023

The \$800.00 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.

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 350-500 Active-Duty Marines and their kids. (Average child age is 3-10).

8. 2023 Summer Fun Run 5K (July or August Date TBD)

\$800.00 Supporting Sponsorship | \$1,000.00 Presenting Sponsorship

The \$800.00 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.

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 500 active-duty Marines & DoD authorized patrons.



9. 2023 Boot Camp Challenge 3-Mile Obstacle Course on 21 October 2023

\$1,500.00 Supporting Sponsorship | \$2,000.00 Presenting Sponsorship

The \$1,500.00 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 \$2,000.00 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. It will be placed in a central location for runners and spectators to have the ability to take a picture and post on their personal social media channels.

Approximate attendance is 1,500-2,000 active-duty Marines, DoD authorized patrons and civilians (Open to the public).

10. 2023 Trunk or Treat Family Festival Event on 27 October 2023

\$800.00 Supporting Sponsorship | \$1,000.00 Presenting Sponsorship

The \$800.00 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.

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 500 Active-Duty Marines and their kids. (Average child age is 3-10).

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11. 2023 Turkey Trot Fun Run 5K Event on 17 November 2023

\$800.00 Supporting Sponsorship | \$1,000.00 Presenting Sponsorship

The \$800.00 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.

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 500 active-duty Marines & DoD authorized patrons.

12. 2023 Holiday Depot Express Event on 2 December 2023

\$800.00 Supporting Sponsorship | \$1,000.00 Presenting Sponsorship

The \$800.00 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.

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 500 Active-Duty Marines, Navy, Coast Guard, DoD authorized patrons and their families.



13. Quarterly Family Day Event Exhibition Opportunity:

Time: 11:00am - 2:00pm

\$2,000.00 (total) Supporting Sponsorship | 4 events per year

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 \$2,000.00 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)

*Approximate event attendance in 2023 is subject to change due to COVID-19, weather, and circumstances out of our control.

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Marine and Family Programs:

Marine and Family Programs provide educational resources and services to foster personal growth and enhance the readiness of Marine Corps families. Services include fitness programs, family readiness, life skills programs, lifestyle insights, networking, knowledge and skills programs, deployment support, unit personal support and more.

15. Marine and Family Programs available for sponsorship (12 months)

Price: \$4,000 (each program) per year for supplies including binders, pens, pencils, educational books, classes, etc. These programs are primarily attended by Marine and their spouses.

- A. Marine Corps Family Care. (Family readiness, insights, & life skills)
- B. School Liaison Program (Education, school placement and K-12 programs)
- C. Personal and Professional Development (Finance, taxes, credit building, job interview skills, etc.)
- D. Single Marine Program (Community involvement, volunteer work, and recreation.)

Marine and Family Programs sponsorship includes recognition on our social media platforms for 12 months. Sponsor will also have permission to have approved flyers and informational brochures at these Marine and Family Programs for 12 months.

For questions about advertising and sponsorship at MCRD/MCCS San Diego please contact Ivan Trujillo at 619-725-6334 or at Ivan.Trujillo@usmc-mccs.org.