

MCCS



SAN DIEGO

2026 SPONSORSHIP OPPORTUNITIES



@MCCSMCRD

WWW.SANDIEGO.USMC-MCCS.COM

SUPPORTING THOSE WHO SERVE

Marine Corps Community Services (MCCS) supports the United States Marine Corps by strengthening morale, wellness, and quality of life for service members and their families.

Who We Serve

Marines, their families, retirees and DoW civilians

Our programming is made up of

- Fitness & Recreation
- Education & Career Support
- Financial Readiness
- Family & Deployment Readiness
- Community Events & Programs

Your Sponsorship Makes a Direct Impact

100% of sponsorship funds are reinvested directly into MCCS MCRD San Diego programs and events, supporting active-duty service members and their families.

Partner with MCCS

This is your opportunity to align your brand with meaningful, mission-driven programs that provide unwavering support to those who serve our nation.

Partner with MCCS to support mission-driven programs for Marines and families.



SPONSORSHIP OPPORTUNITIES

EVENT SPONSORSHIPS

Ideal for brands seeking community impact and on-site engagement

MCCS MCRD San Diego event sponsorships provide meaningful community impact and high-visibility brand recognition before, during, and after each event. Sponsorship benefits are customized based on the selected partnership level.

4

ADVERTISING & BRAND EXPOSURE

Best for businesses focused on awareness, promotions, and lead generation

Partner with MCCS MCRD San Diego to reach a highly engaged military audience through targeted advertising across our digital, print, and on-site marketing channels throughout MCRD San Diego.

10

CUSTOM PARTNERSHIPS

Tailored sponsorship and advertising solutions aligned with your marketing goals.

PROGRAMS YOUR BRAND CAN SUPPORT

Elevate your brand by supporting impactful MCCS MCRD San Diego programs that enhance the quality of life for active duty service members and their families.

From fitness and recreation to education, counseling, and family support, these programs offer meaningful, mission-aligned sponsorship and advertising opportunities that connect your brand directly with the military community.

2,400+

Active-duty service members
and dependents supported
through MCCS programs

Supporting morale, wellness,
and quality of life—every day.



Education Workshops
Transition Readiness Workshops
Financial Management Classes



Intramural Sports
Fitness Classes and Events
Health & Wellness Classes



New Parent Support Group
Children's Library Events
Youth and Teen Sports



Single Marine Program
Active Duty Recreation Center



Family Advocacy Workshops
Team Building Classes
Behavioral Health Services

Custom sponsorship packages are available for select programs.
Opportunities can be tailored to align with your marketing goals.



BE A PART OF OUR EVENTS



Connect with Marines and families while supporting quality-of-life programs aboard the Depot.

Community Visibility

Reach Marines and their families at high-attendance events.

Meaningful Engagement

Build authentic connections with the military community.

Direct Program Impact

Support MCCS programs that improve quality of life.

This is more than sponsorship—it's partnership with purpose.

MCCS ANNUAL EVENTS

Event	Date	Time	Description	Estimated Attendance
Mini Military Ball	March 20	5:00 pm - 8:00 pm	A formal father-daughter dance with music, activities, and dinner.	450-500
Trunk or Treat	October 23	4:30 pm - 7:00 pm	Families visit each Halloween-decorated trunk for candy and treats.	900-1,200
Depot Holiday Express	December 5	9:30 am - 12:00 pm	A festive family holiday event featuring a Christmas tree giveaway, crafts, music, and a visit from Santa.	850-1,000





SUPPORTING SPONSOR PACKAGE

DELIVERABLES

On-Site

- 10' × 10' Footprint
- (1) 6-Foot Table
- (2) Chairs
- Company logo displayed on shared “Thank You” sponsor signage





ASSOCIATE SPONSOR PACKAGE

DELIVERABLES

On Site

- 10' × 10' Footprint
- (1) 6-Foot Table
- (2) Chairs
- Company logo displayed on shared “Thank You” sponsor signage
- On-Site Public Service Announcement (verbal recognition during the event)

Digital Marketing

- Sponsor mention on the event webpage hosted on the MCCS San Diego website
- Inclusion in the MCCS e-newsletter with link to the event webpage
- Facebook post linking to the event webpage
- Instagram Story linking to the event webpage
- Inclusion in the post-event Facebook photo album





PRESENTING SPONSOR PACKAGE

DELIVERABLES

On Site

- 10x20 Footprint
- (2) 6-Foot Table
- (4) Chairs
- Company logo displayed on shared “Thank You” sponsor signage
- On-Site Public Service Announcement (verbal recognition during the event)



Digital Marketing

- Sponsor mention on the event webpage hosted on the MCCS San Diego website
- Inclusion in the MCCS e-newsletter with link to the event webpage
- Facebook post linking to the event webpage
- Instagram Story linking to the event webpage
- Inclusion in the post-event Facebook photo album
- Inclusion in the post-event Instagram carousel
- Listed as *Presenting Sponsor* on applicable digital assets, including MCCS San Diego website sliders and social media posts

Print Advertising

- Listed as *Presenting Sponsor* on applicable printed materials when produced (e.g., flyers, posters, billboards)

MCCS EVENT PRICING

Event	Date	Supporting Sponsor	Associate Sponsor	Presenting Sponsor ¹
Mini Military Ball	March 20	\$600	\$800	\$1,000
Trunk or Treat	October 23	\$600	\$950	\$1,250
Depot Holiday Express	December 5	\$600	\$900	\$1,200

¹PRESENTING SPONSORSHIP IS LIMITED TO ONE SPONSOR PER EVENT.

ASSOCIATE PLUS SPONSOR

Includes all Associate benefits for the event, plus small logo placement on applicable promotional materials (digital and print, when produced). Logo size and placement are determined by MCCS based on layout and available space. Limited to three (3) sponsors per event.

- Trunk or Treat: \$1,100
- Depot Holiday Express: \$1,050

*Benefits and placements may vary by event and asset availability.



ADVERTISING OPTIONS

EXTEND YOUR REACH HERE



2,400+ Service Members

aboard MCRD San Diego

Advertise with MCCS San Diego to reach Marines and families through trusted, high-visibility channels.



120,000+ Visitors

Annually for Graduations / Family Days

Your support helps fund quality-of-life programs across the Depot.



Social Reach

Facebook reach: 35,000/month
Instagram reach: ~11,000/month

Advertising channels include:

- Website Ads
- Digital TVs
- Newsletter
- Print Placements
- Social Media

Ask about multi-month discounts and bundled placements.

DIGITAL

ADVERTISING CHANNELS



SOCIAL MEDIA

Connect with MCCS Followers!

Followers
Facebook - 63,000+
Instagram - 6,500+

Average Reach
Facebook - 35,000+ per month
Instagram - 11,000 per month

Social Media	Format	Cost Per Post
Static Post	1080 x 1350 px	\$230
Story Post	1080 x 1920 px	\$175



TV ADS

Convey Your Message Digitally!

Multiple Locations
10+ Placements Available
*Subject to Availability

TV Ads	Format	6 Months	12 Months
Static	1920 x 1080 PNG or JPG (RGB)	\$800	\$1,500
Video Ads	10-Second MP4 No Audio	\$900	\$1,600

*Availability and rotation schedule may vary by screen/location.



E-NEWSLETTER

Send Your Message Directly!

Contacts
1,900+

Open Rate
53%

E-Newsletter	Format	Cost Per Email
End of Email Placement	1080 x 1080 graphic Two sentence blurb	\$75
Middle of Email Placement	1080 x 1080 graphic Two sentence blurb	\$95

WEBSITE

ADVERTISING CHANNELS



WEBSITE AD

Showcase Your Brand Online!

Homepage Views
701,800+ Annually

Engagement
2.3M Interactions Annually

MCCS San Diego Website	Size	6 Months	12 Months
Slideshow Ad: Homepage	2400 x 800 px	\$865	\$1,550
Small Static Ad: Homepage	2400 x 800 px	\$915	\$1,650
Small Static Ad: Internal Pages	300 x 165 px	\$400	\$720

PRINT

ADVERTISING CHANNELS



PRINT

Display Your Brand on Base!

Family Day/Graduation Visits
120,000 Visitors Annually

ITT Visits
Est. 370 Visits Monthly
13,200+ Tickets Sold Annually

Fuel Mart
Est. 15,000 Cars/Month

Assets	Size	6 Months	12 Months
Banner	118" w x 34" h	\$1,100	\$2,000
Poster	22" w x 28" h	\$800 2 Locations	\$1,500 2 Locations
Wall Wraps	10'w x 4'h	\$2,500	\$4,500
Fuel Mart Signage	4'w x 4'h	\$1,100	\$2,000

*All pricing is per location unless noted.



GET IN TOUCH WITH MCCS MCRD SAN DIEGO

From first formations to family reunions, every moment aboard the Depot is strengthened by your support.

ACCEPTABLE FORMS OF PAYMENT FOR SPONSORSHIP AND ADVERTISING
WILL BE VIA ACH OR BY CREDIT CARD. PLEASE CONTACT US IF YOU HAVE
ANY QUESTIONS OR TO GET SET UP AS A VENDOR.

MALLORY EVANGELISTA
MARKETING MANAGER



BRENDA CHAND
COMMERCIAL SPONSORSHIP SPECIALIST

MCRDMCCS.MARKETING@USMC-MCCS.ORG