



DEPARTMENT OF THE ARMY
FAMILY AND MORALE, WELFARE AND RECREATION COMMAND
4700 KING STREET
ALEXANDRIA VA 22302-4401

REPLY TO
ATTENTION OF

IMWR-MK

29 September 2009

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: FY 2010 Centrally-funded Promotions for Garrisons

1. The Family and Morale, Welfare and Recreation Command (FMWRC) Marketing Directorate (MK) has identified its centrally funded promotions for garrisons' participation in FY 2010. The promotions are designed to create program awareness, support Army Family Covenant initiatives, create interest in FMWR programs, generate a new patron base and assist garrisons in generating revenue for their business activities. Details of each promotion and garrison requirements can be found at enclosure one. Please ensure that your managers read and understand the promotion requirements before registering to participate.

2. Garrison Directors of Family and Morale, Welfare and Recreation programs (DFMWRs) should note that the promotions are all-inclusive. The kits contain all the materials – handbooks, posters, or templates for Point of Sale (POS) materials, and prizes/giveaways – needed to conduct the promotion.

3. Based on funding, a ceiling has been imposed on the number of locations that may participate in some of these promotions. We expect several promotions will generate more applications than spaces currently available. Criteria used to select the participating locations will be based on the garrison's past performance with promotions, the quality and submission of after action reports, and the ability of the installation to meet the target market requirements.

4. Request garrisons review the following narratives for the FY 2010 promotions. DFMWRs should determine the promotions that best meet garrison needs, and submit **one comprehensive form for the installation, using the attached application** (enclosure two). Submit the comprehensive request directly to FMWRC with copy to the IMCOM Region. By submitting the promotion request form, garrison personnel agree to: market and execute the event in accordance with the official rules and guidebook; consider cross-promotion opportunities with other MWR partners; complete an after action report in its entirety; and fulfill event specific requirements listed for each promotion. Applications should be faxed or scanned to (703) 681-5363 or emailed to mwrpromotions@conus.army.mil.

5. The following is a list of all FY2010 Promotions (please refer to the attachment for details and requirements):

- Bowlopolis/Youth Bowling Education Program
- Operation Rising Star
- Texas Hold 'Em
- Dominoes Tournament
- Military Long Drive Championship
- Library "Books-to-Movies" promotion

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6. Deadline for your submission to FMWRC is NLT 30 October 2009. The FMWRC MK point of contact for this action is Ms. Shirley Kappa. She can be reached at 703-681-5221; DSN prefix is 761.

7. Thank you in advance for your support. We look forward to working with everyone again in FY 2010.



JOSEPH A. RAYZOR
Director, Marketing

2 Encls

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