



REPLY TO
ATTENTION OF

DEPARTMENT OF THE ARMY
FAMILY AND MORALE, WELFARE AND RECREATION COMMAND
4700 KING STREET
ALEXANDRIA VA 22302-4408

OCT 29 2009

S: 30 November 2009

IMWR-MK-C

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: FY09 Commercial Sponsorship and Advertising Reporting Requirements

1. Army Regulation 215-1, chapter 11-4 and 11-12, requires sponsorship and advertising revenue be reported annually to the Family and MWR Command (FMWRC) by 30 November. The enclosed forms will be used to report revenue and expenses generated during fiscal year 2009 (FY09) at the Department of Army (DA), and Garrison levels.
2. The enclosure contains reporting documents that were developed through collective input: the Excel reporting forms; the financial reporting guidance; instructions for completion of forms; FY09 Operating Guidance and a designation memo template. The packet serves as our best tool to measure sponsorship and advertising revenue and expenses generated by the Army worldwide, to analyze the Army's sponsorship and advertising program trends and developments, and to recognize top sponsorship and advertising managers. At the DA level, the reports help us tell the "Army Story" to potential sponsors as well as focusing on our individual needs.
3. Request you forward the completed forms in electronic format (Excel) only to Ms. Gabriele Drechsel at Gabriele.Drechsel@us.army.mil by 30 November 2009. For questions about the report or enclosed forms, please contact Ms. Drechsel, either by phone (703) 681-1622, DSN: 761-1622, or e-mail: Gabriele.Drechsel@us.army.mil.

Encl

JOSEPH RAYZOR
Director
Marketing

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