



MWR Elements & Other Elements of FSS

Marketing Support for FSS Events & Programs

BLUF:

- The FSS consists of MWR Elements and non-MWR Elements
- The FSS Marketing program exists to support the MWR Elements of FSS programs IAW AFI 34-101, 5.1 (T-0)
- Only MWR Elements of FSS receive Commercial Sponsorship IAW AFI 34-108, 1.1
- Marketing can support the other elements of FSS on a reimbursable basis IAW AFI 34-101, 5.1
 - Cannot detract for Marketing's ability to provide marketing support for MWR Elements
 - Reimbursed at cost for "hard" NAF costs: paper, ink, supplies
- Printing and design services for organizations outside of FSS, reimburse FSS Marketing for labor and materials at resale IAW AFI 34-101, 3.8-9 (T-0)
- Marketing promotes the FSS overall on websites, magazines, digital screens and FSS collateral. Costs for those expenditures publicizing the entire FSS are charged to the NAF marketing cost center

BACKGROUND:

MWR Elements of the FSS:

Reference: DoDI 1015.10

NAF

- Aero Clubs
- Armed Forces Recreation Centers
- Arts & Crafts
- Automotive Skills Development
- Bingo
- Bowling Centers
- Cabins/Cottages/Cabanas/ Recreational Guest Houses/Family Camps
- Child Development Centers
- Clubs
- Family Day Care Programs
- Golf Courses
- Motion Pictures (Paid Admissions)
- Outdoor Recreation Programs
- Recreation Ticket And Tours
- Snack Bars, Restaurants, Catering
- Unofficial Commercial Travel Services
- Vehicle Storage
- Youth Programs

APF

- Community Center
- Gymnasium
- Fitness Center, Intramural Sports
- Libraries
- Parks And Picnic Areas
- Single Service Member Programs
- Sports/ Athletics (Self Directed, Unit Level, Intramural), Unit Level Programs And Activities
- Common Support Services (NAF Accounting Office not related to resale, executive control and command supervision, Procurement not related to resale, Human Resources Office)

Non MWR Elements of the FSS:

Reference: DoDI 1015.10

- Airman & Family Readiness Center
- Dining Facility
- Education & Training
- Flight Line Kitchen
- Linen Exchange
- Lodging
- Manpower
- Military & Civilian Personnel
- Mortuary Affairs
- Post Office
- Prime Ribs
- School Liaison Office
- UNITE Program

Marketing Exists to Support the MWR Elements of the FSS

- Program managers need customer driven marketing practices to determine needs and expectations of MWR customers and potential customers
- FSS Marketing and unit leadership determine short and long term marketing goals and identify steps to accomplish them
- Provides FSS managers with accurate, reliable, and timely market information to anticipate customer needs and respond to changes in consumer demand
- The Marketing Director determines and implements the appropriate media mix to support FSS programs

Reference: AFI 34-101, 5.1-5.4

Funding

- Marketing promotes the FSS overall, and the cost for those expenditures are charged to the NAF marketing cost center
 - These costs include, but are not limited to advertising space in/on magazines, .com websites, FSS promotional collateral, and digital screens
 - Limit the information to what's relevant to the entire audience of the given media channel
 - Non-MWR programs such as Airman & Family Readiness, the ID Card section, etc. offer relevant services to the audience and can increase traffic to the media channel, increasing advertising value
 - Consider cross-marketing natural synergies between the MWR and Non-MWR elements:
 - Include NAF HRO at Airman & Family Readiness job fairs
 - Include ITT at Yellow Ribbon forums
 - FSS Marketing attends Right Start briefings
 - Promote ITT in the ID Section waiting room
 - Priority for space in NAF funded materials, such as magazines and digital screens, should go to the revenue generating facilities, as the profits from these facilities pay for the publication/screen
- **NAF MWR elements** reimburse Marketing for costs to promote their specific activity
 - Outdoor Rec pens, pizza delivery magnets, facility hours of operation magnets, etc.
- **APF MWR elements and Non-MWR Elements of the FSS** reimburse Marketing for any "hard" NAF costs used to promote their specific activity or program
 - Paper, ink and other supplies
- **Other squadrons, units, private organizations not in FSS** reimburse Marketing for all costs used to promote their specific activity or program
 - Paper, ink, other supplies and labor

Reference: AFI 34-101, 3.8-9 and AFSVA/FM memo *Proper Method to Record Marketing Expenses* dated 05 Aug 2015

Sponsorship & Advertising

- Sponsorship is only for the MWR elements of the FSS
- Paid Advertising revenue is only for the MWR elements of FSS
 - Advertising is only sold on NAF funded mediums
 - Deposit the revenue into the cost center for the activity that purchased the NAF funded medium containing the advertisement
 - When no expense costs incurred for the advertisement, deposit the revenue into Marketing's cost center
 - Advertising can be sold in NAF funded media, such as table tents or digital screens, in Non-MWR elements of the FSS and the revenue goes to Marketing
- FSS Marketing does not give free advertising to off-base businesses promoting military discounts or Airman & Family Readiness' referral companies, but they may purchase advertising or become sponsors
- FSS Marketing does not give free advertising to off-base charitable causes or fundraisers

References: AFI 34-108, 3.1; AFMAN 34-209, 5.23; AFI 34-101 paras 3.9, 3.25, 3.34 and 5.1

Funding / Marketing Support Guide

Type	Funding Source	Marketing Support	Activities
MWR Cat C	NAF	Full marketing support; Commercial Sponsorship authorized: Does not include routine day-to-day management and overhead	Aero Clubs, Bowling Centers, Cabins/Cottages/Cabanas/Recreational Guest Houses/Family Camps Catering, Clubs, Golf Courses. Motion Pictures (Paid Admissions), Snack Bars, Restaurants, Unofficial Commercial Travel, Vehicle Storage
MWR Cat B	NAF & APF	Full marketing support; Commercial Sponsorship authorized provided the sponsorship: <ul style="list-style-type: none"> • Enhances event or reduces costs for customers, • Cannot offset APF funded expenses, • Offsets NAF Funded costs only Does not include routine day-to-day management and overhead	Arts & Crafts, Automotive Skills Community Center, Development, Child Development Centers, Family Day Care Programs, Outdoor Recreation Programs, Recreation Ticket and Tours, Youth Programs
MWR Cat A	APF	Full marketing support; Reimburses NAF for material costs; Commercial Sponsorship authorized provided the sponsorship: <ul style="list-style-type: none"> • Enhances event or reduces costs for customers, • Cannot offset APF funded expenses, • Offsets NAF Funded costs only • Does not include routine day-to-day management and overhead 	Gymnasium, Fitness Center, Intramural Sports, Libraries, Parks and Picnic Areas, Single Service Member Programs, Sports/Athletics (Self Directed, Unit Level, Intramural), Unit Level Programs And Activities, Common Support Services (NAF Accounting Office not related to resale, executive control and command supervision, Procurement not related to resale, Human Resources Office)
FSS - Non-MWR	NAF	Marketing support authorized only with reimbursement for material costs; No commercial sponsorship; Advertising authorized	Lodging

FSS - Non-MWR	APF	Marketing support authorized only with reimbursement for material costs; No commercial sponsorship; Gifts to the Air Force authorized	Airman & Family Readiness Center, Dining Facility Education & Training, Flight Line Kitchen, Linen Exchange, Manpower, Military & Civilian Personnel, Mortuary Affairs, Post Office, Prime Ribs, School Liaison Office, UNITE Program
Private Orgs and Other Wing Programs, Units	APF / Other	Reimburses FSS Marketing for both labor and materials at resale rate; when time allows No commercial sponsorship; No donations from the FSS	Private Organizations Other Wing Programs: Chapel, Public Affairs, SARC, etc. Other Squadrons Security Forces, etc.

References: DoDI 1015.10; AFI 34-108, 1.1; AFI 34-101, 3.8-9 and 5.1