

# U.S. Coast Guard Sector New York

*Morale, Well-Being and Recreation*

## Commercial Sponsorship Program





# Welcome!

Welcome to the U.S. Coast Guard Sector New York Corporate Sponsorship Program. You, as a Corporate Sponsor, can become part of this prestigious program. Please take a few minutes to explore the opportunities that we have to offer and see how you can become part of our Sector New York MWR Team.

Sector New York is the Coast Guard's largest field operational unit on the East Coast and New York is a Coast Guard City. The Sector, formed in 1996 as a result the closure of Governors Island, remains the largest military operational unit in the New York City area. With operational activities taking place daily, Sector New York is the watchdog of one of the largest and most extensive harbors in the world. Our area of responsibility ranges from Albany, New York to Sandy Hook, New Jersey.

**Our mission?** We are operational 24 hours a day, seven days a week, 365 days a year. The city that never sleeps has guardians that never sleep as well. To demonstrate the broadness of our missions, here is just a small summary of our missions that we perform every year at Sector NY: **Port, Waterway and Coastal Security**; protecting over 150 key assets of national significance. **Maritime Security/Law Enforcement**; scrutinizing over 1000 "vessels of interest" and conducting 321 law enforcement boarding's. **Port Safety, Prevention and Compliance**; conducts 1200 safety and pollution prevention/compliance exams of 5,400 foreign flagged vessels that visit NY/NJ annually. **Marine Distress Response**; conducting 462 Search and Rescue cases saving 120 lives. **Commercial Vessel Inspections**; inspecting over 800 U.S. commercial vessels in our domestic fleet of responsibility. **Vessel Traffic System and Control**; controlling 408,000 annual vessel movements in the Port via our Vessel Traffic Center while ensuring safe movement of over 60 million passengers on commuter ferries. And this is just a portion of life at Sector NY.

**Why sponsor a Sector New York event?** Simply stated, it provides a great opportunity to gain valuable visibility within the Tri-State Community and specifically, the Staten Island – New York City Community. The Corporate Sponsorship Program does not accept donations; it is an equal exchange of value. We offer direct advertising to the military community – including active, reserve and retired members.

The Sector New York Morale, Well-being, and Recreation Department conducts several events each year that would be of interest to you and each presents an opportunity to get your name and product to the military community.

- Fall Sports Fest
- Halloween Dodgeball Tournament
- Galley Fun Days
- Fitness Classes
- Youth Holiday Party
- March Madness Basketball Tournament
- Spring Sports Fest
- April Military Child Celebration
- August Coast Guard Day\*

\*Coast Guard Day offers an event specific Sponsorship Package – inquire in the spring time for details

**Why are these events important to Sector New York?** With the formation of our command back in 1995, it was evident that an operational unit of this size would have many divisions and sub-units operating independently of each other. The members of the staff rarely get to meet and interact face to face. These events allows for members of the command to meet on a personal basis outside the office setting. Even though they share a common mission, this is an opportunity to form personal friendships, gearing up for or winding down from a busy summer season in the New York Harbor or winding down after a busy ice season up the Hudson. And finally, these events allow our members to interact with the other services and residents of Staten Island and share stories and events of their careers. And let us not forget our neighbors. Due to the current workloads on all military members, we rarely get to interact and see how the others are doing in their missions. Events and celebrations are great opportunities to meet and greet our neighbors and those that work around us.

## Sponsorship Levels

Program publicity is handled through various mediums. The widest dissemination of upcoming programs is through e-mail. The marketing directors and public affairs staff of the other services forward Sector NY e-mails and as a result over 10,000 members will receive our announcements. Our Electronic Newsletter is distributed throughout the Fort Wadsworth community and around the city. Posters and flyers are placed in key areas for maximum exposure. Promotion and reporting of the event is also handled on Facebook and our Website. And if tee shirts are apart of the program, your logo will be prominently displayed based on your level of support. When all resources are utilized, your logo and image reaches a sizable community throughout the Tri-State area.

### Gold Sponsor \$500

- Title recognition for event of choice on all announcements, news releases, posters and flyers, Electronic Newsletter, and Facebook.
- If shirts are issued, there will be a large logo on the back of the shirt.

### Banner Sponsor \$500

- Your company banner displayed for 15 days leading up to the event and for 30 days following the event in the location.
- Product displays and handouts will receive prime location where possible.

### Individual Sponsor \$100/month

- 2 Facebook posts in the month
- Banner Ad on MWR Sector New York website for the month

Programs and fees can be adjusted or modified to meet the needs of Sector NY MWR and the potential vendors. Please remember, Corporate Sponsorship is an equal exchange of value.

*Disclaimer: Federal Regulations restrict what products can be displayed or sampled. If you are interested in participating as a Corporate Sponsor, every effort will be made to insure suitable displays and sampling within Federal Guidelines to maximize your exposure. Federal Regulations also requires a standard disclaimer to include that there is no endorsement expressed or implied by the Federal Government, the United States Coast Guard, or USCG Sector NY.*

## Contact Us

If you are interested further in participating in the Sector New York Corporate Sponsorship Program, please contact **Ms. Deirdre O'Brien, Recreation Specialist**, at **(718) 354-4407**. She will be happy to discuss with you further details of the program and how our organizations can both benefit from the Sector New York Corporate Sponsorship Program.



Here are three photos taken from (top) Coast Guard Day and (bottom) our Spring Sports. You can join us at these and other events!