

Operation Photos With Santa

Partnership Proposal



Overview

Operation Photos with Santa is a joint Marine Corps Community Services (MCCS) and Marine Corps Exchange (MCX) program to support and give back to Marine Corps families by providing the opportunity to take free photos with Santa in conjunction with the Toys for Tots campaign.

Sponsorship at MCCS events allows you to capture the military market, develop brand loyalty, increase sales, expand your patron base, and/or generate goodwill for your company. Help Military families stay connected during the holidays by partnering with MCCS and MCX to support Operation Photos With Santa.



Reach

- **Facts**

- Marine Corps Community Services (MCCS) supports and enhances the quality of life for Marines, their loved ones, and others in the Marine Corps family.
- The Marine Corps Exchange (MCX), a full-service, retail department store, offers hard and soft goods to our customers at the lowest possible prices.

- **Statistics**

- 104,261 Marine Corps children under the age of 13.
- The average Marine Corps family has 1.14 children.
- MCX revenues are returned to the customers in the form of financial support to other NAF MCCS activities such as recreation and club programs.



- **Targeted Military Installations (Population):**

- MCLB Albany, GA (1,203)
- MCLB Barstow, CA (6,072)
- MCAS Beaufort, SC (8,829)
- MCRD Parris Island, SC (10,361)
- MCB Camp Butler, Okinawa, Japan (17,928)
- MCB Camp Lejeune, NC (70,193)
- MCB Camp Pendleton, CA (70,388)
- MCAS Cherry Point, NC (38,034)
- MCB Hawaii (12,009)
- Marine Barracks, Washington DC (14,229)
- MCHQ Henderson Hall, VA (14,625)
- MCAS Miramar, CA (37,462)
- MCAS New River, NC (35,497)
- MCB Quantico, VA (21,021)
- MCRD San Diego, CA (30,711)
- MCAGCC Twentynine Palms, CA (18,638)
- MCAS Yuma, AZ (7,195)
- MCAS Iwakuni, Japan (3,086)
- **TOTAL: 417,481**

Promotions

- Advertising
 - Website (www.mycx.com and www.usmc-mccs.org)
 - 35 Million Annual hits on MCCS websites
 - E-Mail Newsletter
 - 350,000 subscribers
 - MCX Sales Circulars
 - 275,000 households
 - In-store signage
 - Social Media Outreach
 - 13,680 Facebook page likes



Partnership Proposal

- **PepsiCo will receive:**
 - Logo placement and/or name recognition in all Operation Photos With Santa promotional materials to include, but not limited to, MCCS websites, Facebook pages, sales circulars, and in-store signage.
 - Opportunity to hold in-store promotional events in conjunction with Operation Photos with Santa at selection locations.
- **MCCS will receive:**
 - Payment of \$1,500 sponsorship fee.





Contact Information:

Amanda Ayers

Commercial Sponsorship Coordinator

Headquarters Marine Corps

Semper Fit & Exchange Services Division

Phone: (703) 424.5053

Email: amanda.ayers@usmc-mccs.org

