



Federal & Military Employees Recreation Associations Group

HISTORY

Federal Employees Recreation Association is group comprised of recreation associations that serve employees of government agencies, with over 350 thousand members nationwide. The website has been serving the employees of the Federal Government and the Military at each facility individually for over 20 years and today.

PURPOSE

The website is a real co-op. The overall purpose of the website is to work together to better serve their members. The associations and MWRs provide most of the services on the campuses to the employees. They include the fitness centers, gift shops, post offices, parking, officers' clubs, bowling alleys, activities, tickets, events, trips, and other services.

This is the only avenue available for direct marketing to Federal Employees at their desktops!

The sponsors' annual fees cover the operating costs of the co-op, including the costs for the GovEmployee.com website. Members of the co-op receive free Internet training to allow them to create and maintain their individual agency websites, which are linked to the main page.

FEDERAL & MILITARY EMPLOYEES RECREATION ASSOCIATIONS GROUP

Advertising Fees for GovEmployee

___ **Gold Sponsor \$15,000** = One ad (500x500) on main page, one ad (250x250) in sub category, one ad (250X250) on each agency page, flyer distribution at each agency (company must mail or hand deliver to agency), 2 email advertisements per year at all agencies, 2 dates at NIH Outdoors Farmers Market (March – September), one 150 word and one 75 word advertorial in NIH Newsletter, one full color page ad in R&W Newsletter, monthly 350 word advertorial on GovEmployee web site, Parti Pics Photo Booth at one of your company events, for up to 3 hours, during the length of the contract

___ **Silver Sponsor \$10,000** = One ad (500x500) on main page, one ad (250x250) in sub category, one ad (250X250) on each agency page, flyer distribution at each agency (company must mail or hand deliver to agency), 2 email advertisements per year at all agencies (where available), 1 date at NIH Outdoors Farmers Market (March – September)

___ **Bronze Sponsor \$7,500** = One ad (250x250) in sub category, one ad (250X250) on each agency page, flyer distribution at each agency (company must mail or hand deliver to agency), 1 email advertisement per year at all agencies (where available)

___ **Local Sponsor \$5,000** = One ad (250X250) on five agency pages of your choice OR one ad (500x500) on main page, flyer distribution at each agency (company must mail or hand deliver to agency)

___ **Local Advertiser \$1,000** = One ad (250x250) on agency page of your choice

All sponsors will also receive:

GovEmployee Meetings:

3 meetings per year (January/February, May/June, September/October) – Invitation to luncheon for all GovEmployee sponsors and potential sponsors. Short presentation (2 minute) by select number of sponsors each meeting. Meals cost not included in membership, must pay at meeting. 2 – 3 meal options provided prior to meeting and order needs to be placed when RSVP is received for meeting.

Site Visits:

Site visits will be done bi-weekly at different agencies each month. Advertisers will be informed ahead of time which agencies will be visited and at what times the visits will be scheduled.

Event Promotion:

GovEmployee will send out monthly emails to advertisers with schedule of upcoming expos and fairs. These emails should be sent regularly every month.

Advertising Creation:

If advertiser requests advertisement created for GovEmployee, a one time fee of \$750 per ad. Up to two edits before final approval. The ad, also, can be updated twice during the 12 month agreement at no additional cost.