

## Marine Corps Air Station Miramar

There are more than 3,000 civilian employees who are committed to providing services and support to Marine Corps Air Station (MCAS) Miramar Military Personnel. Marine Corps Community Services (MCCS) professionals work as hard toward realizing the same goals, which is to promote and improve the quality of life for Marines and their families. One of MCCS missions is;

*“We strive to provide community support systems, quality, programs, services, and facilities to meet the needs of eligible patrons and improve quality of life.”*

A city within a city best describes Marine Corps Air Station (MCAS) Miramar. There are currently about 9,073 active duty military personnel's, 6,565 family members, 3,843 civilian employees, and about 267 reserve military personnel's at MCAS Miramar. Overall there are about 19,000 marines, sailors, and civilian employees strong, although the number varies depending on deployment status.<sup>1</sup> MCAS has the second largest Defense Department contracts and the highest military payroll in the world. The Marine Corps Air Station Miramar has a significant economic impact on San Diego. Since the acquisition of the air station in October of 1997 over 1 billion dollars has been committed to the local San Diego economy by the MCAS Miramar. Thirteen percent of the regional economy revenues are due to military spending.<sup>2</sup>

As mentioned earlier MCAS is a city within a city with about 19,000 people, the San Diego North Chamber of Commerce and its active members can gain a substantial amount of exposure, opportunities to interact with military, and establish a target market at MCAS Miramar. Many local businesses have established customer loyalty on base and have increased sales by participating in special events, being present on homecomings, and by advertising.

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<sup>1</sup> Marine Corps Air Station Miramar. <http://www.miramar.usmc.mil/newmiramar/comcabwest/personnelassets.htm>

<sup>2</sup> Ibid

## **Special Events & Sponsorships**

MCCS offers over 100 free programs and thirty-plus special events for active duty service members and their families at MCAS Miramar. MCCS provides pre-event publicity, booth space, signage, and over the intercom announcements, based on level of support.

Businesses that sponsor events are mentioned in all advertising. This is a great opportunity for the SDNCC to take advantage of free advertising, depending on the specific event. This allows the chamber to interact directly with its target market. Other sponsorship benefits are opportunities that allow a company to have a 10' x 10' footprint at the event, opportunities for selling rights at the event, possibilities for a sponsor-provided flyer or coupon distribution at events. MCAS also allows sponsorship to be emailed (62,000 exposures) to 12,000 recipients at MCAS to military and Department of Defense (DoD) civilian employees prior to the event. Another sponsorship benefit MCAS offers is a company's logo on its website page, which currently receives 300,000 hits per month.

Throughout the year, thousands of Marines will be returning from service in Iraq. During these Homecoming events, refreshments and children's activities are provided for family members waiting for loved ones. Sponsorship of Homecomings is a great way to show support of the military. In return, sponsors receive exposure through signage at the refreshment area. MCAS Miramar houses more than five hundred families on base and many of MCAS's family oriented events draws military retirees, non-Miramar service members, and DoD civilian families. Highlighted family oriented events that SDNCC can take advantage of to advertise and promote businesses are: Spring Carnival, Month of the Military Child, Halloween Happenings, Military Family Appreciation Week, Children's Christmas Carnival, and Parade Through Housing.

There are approximately nine thousand active duty services stationed MCAS Miramar. MCCA offers several events throughout the year that target the active duty. Highlighted events throughout the year are: themed 5k runs/walks, Barracks Bash, entertainment expo, Military Appreciation Day, Christmas Carnival, and Christmas Goody Bags. Other events MCCA offers are health oriented events. If there is one thing Marines are known for, it is for their physical fitness, Marines are the most physically fit in the Armed Forces. At MCAS Miramar, there is an MCCA “simper fit” division which is in charge of three fitness centers and numerous health conscience events that are in need of business advertisements. Some highlighted health oriented events are: drug free runs, fun runs, 101 days of summer challenge, aerobathon, health fairs, and paintball tournaments.

### **Advertising Opportunities**

Opportunities for advertising are available on theater slides at the Bob Hope Theater. The Bob Hope Theater is one of the largest theaters in the military with a seating capacity of 1,600 people. Free movies for the military, retirees and families are shown weekly. There are roughly 4,000 exposures per month and 11 movie showings per week. Theater slide advertising is available monthly, quarterly or annually. Opportunities for advertising are also available at the MCAS Golf Course on their full color golf scorecards featuring course picture and rules. Facility flyer racks are also available and located in high traffic areas on the base, areas such as military workplaces on the flight line. This is an excellent way to reach active duty personnel where they spend most of their day. MCCA also provides phone directories that are distributed throughout the year to all incoming service members and at “Welcome Aboard” briefs and in various flyer racks throughout the base and exposure lasts twelve months. Advertising

opportunities are also available at several facilities (outer and inner walls of facility) throughout the base. MCCS has thirty two facilities throughout MCAS Miramar that caters to service members, military families and retirees, and Department of Defense (DoD) personnel. Some of MCCS's facilities are the Exchange, its large theater, three fitness centers, a library, and the entertainment ticket office. Opportunities for advertising are also available in the in-room guest directory at the Miramar Inn, and through banner placement on base. This is an excellent opportunity for SDNCC to tap into a powerful demographic with minimal time and staffing investment.

Every year MCAS holds an Air Show; the MCAS Miramar Air Show will be held October 12-14, 2007. This year, it will be headlined by the United States Air Force Thunderbirds. Last year, this free public event attracted more than 650,000 attendees and offered over 200 booths for novelties, static and interactive displays, food and beverage, in addition to world-class military and civilian performers. This is a huge opportunity for SDNCC and its active members businesses to obtain advertising and sponsorship opportunities.

In conclusion, MCAS Miramar is a huge untapped new member with many opportunities in which the San Diego North Chamber of Commerce can conduct and promote the prosperity of its active member businesses, whether it be through special events or simply advertising throughout the base. Both the SDNCC and MCAS Miramar should take advantage of the many opportunities and services both have to offer. MCCS's sponsorship team prides itself on custom packages to meet company goals, provide marketing solutions, and to provide return on objectives. With specific and strategic planning, together both SDNCC and MCAS Miramar can achieve the desired short term and long term goals.