

ONE TEAM. ONE VOICE. ONE MISSION.

Navy Region Southwest Partnership Playbook



Honor
Courage
Commitment

Navy Region Southwest is changing how we do business ashore and is the model for the Navy's future shore establishment structure.

A line of Navy sailors in white uniforms standing on a ship's deck. The sailors are wearing white caps and white jackets with dark neckerchiefs. They are standing in a line, looking forward. The background shows the ship's structure and a clear blue sky.

Navy members
contribute

\$52.4 Billion

to the local
economy.

NRSW At A Glance



Navy Region Southwest provides coordination of base operating support functions throughout the region providing expertise in housing, environmental, security, family services, port services, air services, bachelor quarters, supply medical and logistical to the military community



Navy Region Southwest is headquartered in San Diego and is part of the largest concentration of military personnel in the world



The Region oversees and manages 10 bases and 17 Naval Operations Support Centers within the states of California, Nevada, Arizona, New Mexico, Utah and Colorado



The Southwest Region is establishing a regional organization dedicated to providing the highest level of mission support and quality of life services

Region Highlights

NRSW Installations & Tenant Commands

- USN All Personnel, All Installations - 112, 171
- SD Metro - 79,551

San Diego County

- USN All Personnel - 89,733
- Retired Military - 281, 083
- Retired Civilian - 15,612

**As of September 2019*

NRSW Strategic Growth

- Net Metro SD Growth 18% in Active Duty Military and Dependents
- 15% increase in operational units from FY21 - FY27
- Over the Horizon Growth 23% in Active Duty Military and Dependents
- 44% increase in operational units from FY21 - FY27



Naval Base San Diego

Established
1922

LARGEST
employer in the city of
San Diego



Naval Base Coronado

Home base *of the*
Navy SEALs

Naval Air Station North Island,
CORONADO, EST.

1917 "Birthplace of
Naval Aviation"



Naval Base Loma

NAVAL INFORMATION
Warfare Systems Command
(NAVWAR)

Naval Submarine Base,
Est. **1981**



Audience Insights



5.8 Million Navy Members

yield an enormous amount of spending power and influence.



On-base facilities

and family events are integral to Navy families.

DIGITAL, AND ON-BASE OUT OF HOME ADVERTISING ARE KEY FACTORS IN PURCHASE DECISIONS.



Higher Education


is of particular interest to retiring Navy service members.



Brand loyalty

is often developed through brand message, product quality, reward incentives, and military exclusive offers.

ACTIVE DUTY CONTINUES TO USE DIGITAL DEVICES OVER TRADITIONAL



Navy members & family are most reachable through **digital media** and platforms.



On-base digital monitor advertising results in store visits and product research.



Digital Tactics

Influence Purchases



Active Duty

Prefers To Consume Digital Video Content



Active Duty

81% Male | 19% Female



Military Spouses

9% Male | 91% Female



Retirees

93% Male | 7% Female



52%

Active Duty Members Are Married



2 Children

Average No. Per Military Household

\$71,000

Average Active Duty Household Income

\$81,000

Average Navy Household Income

(Includes Active Duty & Retired Personnel)



The NRSW Partner Experience

Partner with one of the premier sales & marketing teams in the US Navy, and get:

- Exclusive engagement opportunities with one of the largest military communities in the US.
- Modern and measurable marketing platforms and programs that have proven impact.
- Customized partnership programs that are in alignment with your strategic vision.
- Knowledge that you are supporting quality of life programs that serve those charged to keep the nation safe.

Our Partners



USAA Testimonial

DAVID DEARIE /
MILITARY AFFAIRS REPRESENTATIVE, USAA

As a primary partner for NRSW, USAA works very closely with the Sales and Marketing teams to develop customized, high value advertising programs throughout the region.

Quotes from David:

"Through advertising, USAA's goal is messaging of the brand's strategic priorities. NRSW responds in a timely fashion with communication".

"Digital Integration provides a huge opportunity to quickly engage our audience and communicate our message. NRSW provides data and analytics as after actions to support the reach and effectiveness of curated marketing programs".



PARTNER EXPERIENCE



Introducing Partnership Studio

NRSW Professionals will engage and work with partners to custom tailor advertising and marketing programs that meet partner strategic priorities, producing programs that engage the military audience and elevates brand conversations for partners.

Custom Partnership Programs

The NRSW Sales and Marketing Teams will work with writers, designers and marketing strategists to create original and in-demand content and programs designed to resonate with the military community and inspire action.

Custom Partnership Elements include, but are not limited to:

- Ideation & Development
- Publication Strategy
- Distribution
- Optimization





SOCIAL MEDIA

Engage the community with interactive messaging and advertisements.



EMAIL MARKETING

Communicate with measurable and highly effective campaigns.



WEBSITE ADS

www.navylifesw.com is a powerful advertising platform to drive military consumers to your products and services.



DIGITAL SIGNAGE

Maximize your advertising exposure with digital signage located in high traffic areas.



MOVIE THEATER SLIDES & VIDEOS

Include vibrant, full-color advertisements in our pre-feature program of first-run movies.



LARGE FORMAT ADVERTISING

Use counter and wall wraps in high traffic areas to tell your brand story.



VEHICLE WRAPS

Promote your brand message on MWR staff driven vehicles throughout Southern California.



EVENTS & PROMOTIONS

Connect with the military community while participating in family friendly and sporting events on base.



San Diego Gas & Electric

SDG&E is a longtime NRSW partner, participating annually in metro San Diego events and initiatives. As a premier partner, SDG&E's partnership has proven priceless in supporting the region's mission of supporting its military community and providing high value quality of life programs.



At San Diego Gas & Electric (SDG&E), we are proud to be part of the nation's largest concentration of military personnel. For more than 25 years, SDG&E and MWR have partnered to raise funds that directly keep active-duty military and their families healthy and mentally and physically strong.

Since 2011, more than 5,000 SDG&E employee volunteers and their family and friends, have participated in MWR's signature event, the Bay Bridge Run/Walk, including SDG&E's veteran employee resource group, dedicated to serving and mentoring veteran employees transitioning to a post military career.

We look forward to participating in the Bay Bridge Walk/Run alongside the many courageous men and women in uniform and their families!



NRSW Partnership Programs

NRSW Installations

- Naval Base San Diego
- Naval Base Coronado
- Naval Base Point Loma
- Naval Weapons Station Seal Beach
- Naval Air Weapons Station China Lake
- Naval Air Facility El Centro
- Naval Air Station Fallon
- Naval Air Station Lemoore
- Naval Support Authority Monterey
- Naval Base Ventura Country

Industries We Partner With

- Technology
- Financial
- Media
- Automotive
- Defense
- Energy
- Fashion
- Academic
- Consumer Products
- Retail
- Real Estate
- Non-Profit
- Health & Wellness



Program Elements	Tier I	Tier II	Tier III
Installations	All Region	Single	Single
Category Exclusivity	✓	✓	
Mult-Year Option	✓		
Omni Channel	✓		
Program Naming Rights	✓		
Custom Marketing Programs	✓	✓	
NRSW Website Blog	✓	✓	
NRSW Website Digital Advertising	✓	✓	
Social Media Campaigns & Branded Presence	✓	✓	
Monthly Branded Email Campaigns	✓	✓	✓
Installation Digital Signage & Advertising	✓	✓	✓
Large Format Advertising	✓	✓	✓
Vehicle Wraps	✓	✓	✓
Premier Base Events, Promotions, Advertising & Signage	✓	✓	✓



**One Team
One Voice
One Mission**





Let's Connect

PARTNERSHIP CONTACT INFO

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