



DEPARTMENT OF THE ARMY
US ARMY INSTALLATION MANAGEMENT COMMAND
HEADQUARTERS, UNITED STATES ARMY GARRISON, FORT LEE
3312 A AVENUE, SUITE 208
FORT LEE, VIRGINIA 23801

REPLY TO
ATTENTION OF

FORT LEE POLICY NO. 02-10

IMLE-ZA

FEB 6 2012

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Fort Lee Commercial Sponsorship (CS) Policy

1. References

a. Department of Defense Instruction (DODI) 1015.10, Military Morale, Welfare and Recreation (MWR) Programs, 6 Jul 09.

b. AR 215-1, Chapter 11, Section II, Morale, Welfare and Recreation Programs and Nonappropriated Fund Instrumentalities, 24 September 2010.

c. Joint Ethics Regulation, DoD 5500.7, R, 29 Nov 07.

2. Purpose: To provide guidance to organizations on Fort Lee about the CS Program established by the Department of Defense (DoD) to support authorized Family and Morale, Welfare and Recreation (MWR) Programs.

3. The following CS information and guidance applies at Fort Lee:

a. Commercial Sponsorship is defined as the act of providing assistance, funding, goods or services to Family and MWR program(s) or events by an individual, agency, association, company or corporation or other entity (sponsor) for a specific (limited) period of time in return for public recognition or opportunities for advertising and other promotions.

b. Commercial Sponsorship is not a donation or gift but is an equal exchange of values agreed to between the Family and MWR Director and the sponsoring organization. Commercial Sponsorship is also not a charitable donation.

c. Commercial Sponsorship will be either unsolicited or solicited but is authorized only for (1) Family and MWR programs and events and/or (2) Army Community Service (ACS). Army Family Team Building (AFTB) and Army Family Action Plan (AFAP) are the two programs in ACS that may benefit from CS.

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d. Department of Defense military or civilian personnel or military units will not solicit CS from potential donors. [Only the CS Coordinator (CSC) designated by the Family and MWR Director who has a signed designation letter on file at DA FMWR and has completed sponsorship and ethics training is authorized to solicit sponsors on behalf of Family and MWR activities, programs and events.]

e. Commercial Sponsorship will not be solicited from alcohol, tobacco, beer or alcoholic industries; however, unsolicited sponsorship may be accepted. In the event alcohol, tobacco, beer or alcoholic sponsors are accepted, the sponsorship agreement will include a clause that requires a responsible-use campaign for beer and alcohol and Surgeon General warning (tobacco) incorporated into any print media.

f. Command groups, units, private organizations, unofficial activities or organizations are not authorized to use CS to offset program or activity expenses while operating on government property.

g. Commercial Sponsorship sponsors are not authorized to conduct sales at Family and MWR events they are sponsoring unless NAF Contracting Procedures are followed.

h. All CS agreements must be in writing and must receive legal review prior to entering into the agreement and prior to signature of the parties.

i. Fort Lee Family and MWR will maintain a record of all sponsored events/programs during each Fiscal Year (FY). The record will include the total cumulative cash value of commercial sponsorships during the previous FY as well as expenses directly related to the sponsorship program.

4. Responsibilities:

a. Fort Lee Commanders, Directors, Managers and Supervisors will follow this policy and direct any inquiries of or from potential sponsor, solicited or unsolicited, to the Director, Family and MWR CSC.

b. The Director, Family and MWR is the approving official on all CS matters.

c. The CSC will prepare and maintain all agreements and reports for audit purposes to include preparation of the Annual Report for submission to IMCOM G-9/Atlantic Region.

d. Staff Judge Advocate, Administrative Law, will provide legal advice regarding CS matters.

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5. Questions regarding this guidance may be directed to the Directive of Family and MWR, CSC, 734-7180, the proponent for this policy. This policy supersedes Fort Lee Policy 02-10 dated 25 March 2010 in its entirety.

A handwritten signature in black ink, appearing to read "Rodney D. Edge". The signature is stylized with a large, looping initial "R" and a distinct "E" at the end.

RODNEY D. EDGE
COL, LG
Garrison Commander

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