



# Marketing 101

August 2025

# MARKETING DIVISION INTRODUCTION

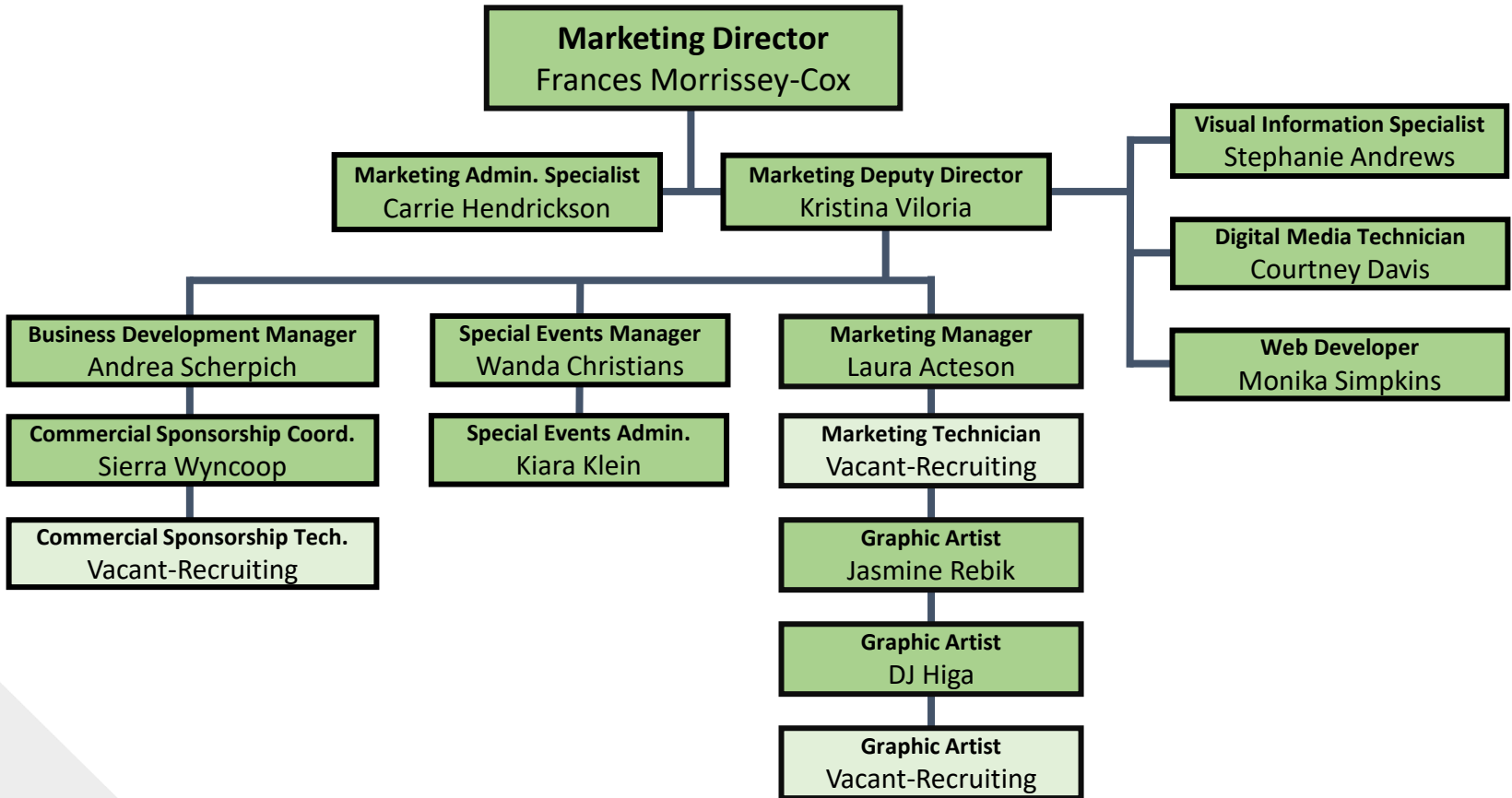
The Marketing Division is structured to deliver clear, consistent, and effective communication across all platforms while enhancing visibility for MCCS programs, services, and events. Our team is focused not only on messaging and outreach, but also on shaping how Marines and their families perceive MCCS, as a trusted, valuable part of their quality of life on base. We work to strengthen the MCCS brand and culture, aiming to foster a positive reputation across the installation. Our efforts also emphasize relationship-building, whether through collaboration with internal staff, coordination with sponsors and Non-Federal Entities (NFEs), or community partnerships on and off base. Additionally, Marketing contributes directly to revenue generation through advertising and sponsorships that enhance programs across MCCS and with installation Units.

Comprised of 4 key Branches working in coordination, the Marketing Division delivers a strategic and integrated approach:

1. **Graphic Arts Branch** - creates visual content and ensures brand consistency
2. **Digital Media Branch** - manages web, social, email, and digital communications
3. **Special Events Branch** - coordinates, collaborates, plans and executes large-scale MWR events
4. **Business Development Branch** – solicits and secures advertising revenue and sponsorship cash and value in-kind to enhance programming



# MARKETING DIVISION CURRENT TABLE OF ORGANIZATION



Total Billets: 16    Total Vacancies: 3

# CORE FUNCTIONS OF MARKETING

## 1. Marketing Strategy & Goals Alignment

*All efforts begin with clear objectives, measurable outcomes, and an understanding of success.*

- **Objective Setting:** Defining goals such as awareness, engagement, attendance, or sales
- **Performance Tracking:** Monitoring engagement (social media likes, views, shares, and reach), website reach and impressions, facility attendance numbers, digital signage effectiveness, facility sales transaction counts, surveys, and focus groups
- **Feedback & Adjustment:** Gathering data, collecting analytics, analyzing, and refining approaches

## 2. Cross-Department Collaboration

*Strong internal and external relationships are essential for mission alignment and message amplification.*

- **MCCS Internal Coordination:** Working with other departments to support initiatives, programs, and events
- **Base External Coordination:** Liaising with Units, G7/COMSTRAT, CCFD, PMO, Base Safety, PWD, Chaplains, Naval Hospital, Commissary etc. – working together as a community to support program awareness and events
- **Vendor/Partner Coordination:** Liaising with printer companies, media platforms, food vendors, indirect vendors, NFEs (USO, NMCRS, MSA, etc.) and sponsors

# CORE FUNCTIONS OF MARKETING

## 3. Campaign Planning & Execution

*Strategic goals and collaboration translate into actionable outreach.*

- **Target Audience Analysis:** Understanding demographics and behavior to tailor messages
- **Integrated Marketing Campaigns:** Combining print, digital, and social media efforts for cohesive messaging
- **Event Promotion:** Designing and distributing promotional materials for specific events or initiatives

## 4. Content Distribution & Channel Management

*Effective communication depends on timely and consistent content delivery.*

- **Print Distribution:** Coordinating printing and placement of physical materials at strategic locations
- **Digital Signage Management:** Programming and updating content for TVs, digital poster stands, marquees and website
- **Social Media Management:** Creating and scheduling posts, stories, and campaigns across platforms (Facebook, Instagram, YouTube)
- **Email Campaigns:** Designing and sending digital newsletters (Life in 29)

# CORE FUNCTIONS OF MARKETING

## 5. Creative Development

*The visual and written components that bring campaigns to life.*

- **Graphic Design:** Creating visual content (ex: banners, brochures, digital signage)
- **Branding:** Ensuring consistency in tone, color schemes, logos, and brand voice across all materials
- **Copywriting:** Writing compelling, clear messages tailored to each medium and audience

**WRIKE &  
MARKETING  
REQUESTS**

# WRIKE

Wrike is a project management platform that equips the Marketing Division with the exact tools we need to have full visibility and control over all our Marketing Requests, tasks and projects

## WHO CAN SUBMIT REQUESTS IN WRIKE?

- Those with .ORG and .MIL network access can submit requests into the Wrike platform
  - MCCS employees on the .ORG network can click directly on request links to submit requests
  - MCCS Marine & Family Program Division (both .ORG & .MIL) submit their Marketing Request form documents for processing to Ms. Whitney Watts and any Business Card Request document form (or any outsourced request) to Mr. Allen Marcum.
  - MCAGCC .MIL network users (Hospital, Chapels etc.) click directly on the request links to submit their requests

## HOW TO ACCESS REQUEST LINKS

- A one sheet has been created that lists all the Marketing Request links for use, this is emailed out by request and it's highly recommended that you bookmark the request link URLs to your **Google Chrome** browser
- .ORG users go to Crossroads to access the request links:
  - Landing Page - <http://crossroads/commands/29palms/default.aspx>
  - Marketing Page - <http://crossroads/commands/29palms/Marketing/default.aspx>



# WRIKE SUBMITTING REQUESTS

## SUBMITTING A REQUEST

- Once you click on one of the request links, you will see an online form to fill out
- Make sure to read and understand the guidelines, production timeline, and marketing policies
- Answer the questions in the form and provide as much detail as possible. Include any attachments that will be helpful for the Marketing team (Content, calendars, pictures, videos, PORs etc.) *Note: we are limited to Adobe Stock or MCCS owned photos for campaign use; however, we can use your creative direction images as references for the Marketing team.*
- Once you submit the request you will receive a confirmation email in your Outlook with a reference/request number

## TIPS & TRICKS

- Please be sure to open the request form and proofing links using **Google Chrome**. Wrike links will not work properly using any other web browsers
- If the request form will not submit or proceed to the next page, please be sure “required fields” marked with an asterisk are not missing information. Fields not filled out will be highlighted in **RED** to notify the cells are required to be filled out. The forms will need the correct type of information to proceed. *Example: Dates will need a calendar date, not text*



Let's see what this will look like...

# WRIKE SUBMITTING REQUESTS

The screenshot displays the Outlook web interface. The left sidebar shows the 'Inbox' folder selected. The main pane shows an email from 'Wrike' with the subject 'Your request successfully submitted...' and a red circle around the subject line. The right pane shows the email content, which includes a confirmation message and a form with the request number 1385160942 circled in red.

**Outlook Interface:**

- Search bar: Search
- Navigation: Home, View, Help
- Toolbar: New mail, Read / Unread, Quick steps, etc.
- Left sidebar: Favorites, Folders (Inbox, Important Emails, NFEs, Drafts, Sent Items, Deleted Items, Junk Email, Archive, Conversation History, EMC Archive - User, Junk E-mail, Notes, RSS Subscriptions, YouSendIt Outbox, Create new folder, Search Folders)
- Inbox list:
  - Wrike** (circled): Your request successfully submitted... 7:22 AM
  - Thrasher CIV Raylina M: FW: MCX Inventory 6:35 AM
  - Yesterday:
    - Viloria CIV Kristina R: Online Registration Concerns/F... Thu 11:38 AM
    - Simpkins CIV Monika S: Graphic Artist Production Shee... Thu 11:20 AM
    - Viloria CIV Kristina R: CCTL COAs Thu 10:31 AM
    - Jacques CIV Reginald: FOR POSTING : APPROVED - 20... Thu 8:42 AM
    - Raley CIV David B: RE: Event Registration (With Pay... Thu 4:51 AM
  - This week

**Email Content:**

**Your request successfully submitted (Ref #1385160942)**

Wrike <wrike@wrike.com>  
To: Morrissey-Cox CIV Frances T  
Fri 6/14/2024 7:22 AM

MCCS Marketing Team

**Hello,**

Your request has successfully been submitted. If you have any questions or need to make any changes to the request you submitted, please reach out to Lorie Harbough at lharbough@usmc-mccs.org.

Below is a copy of your submitted form. Your request number is 1385160942.

**29 Marketing Project**

**POC First & Last Name**  
Test

**POC Phone Number**  
Test

**POC Email**

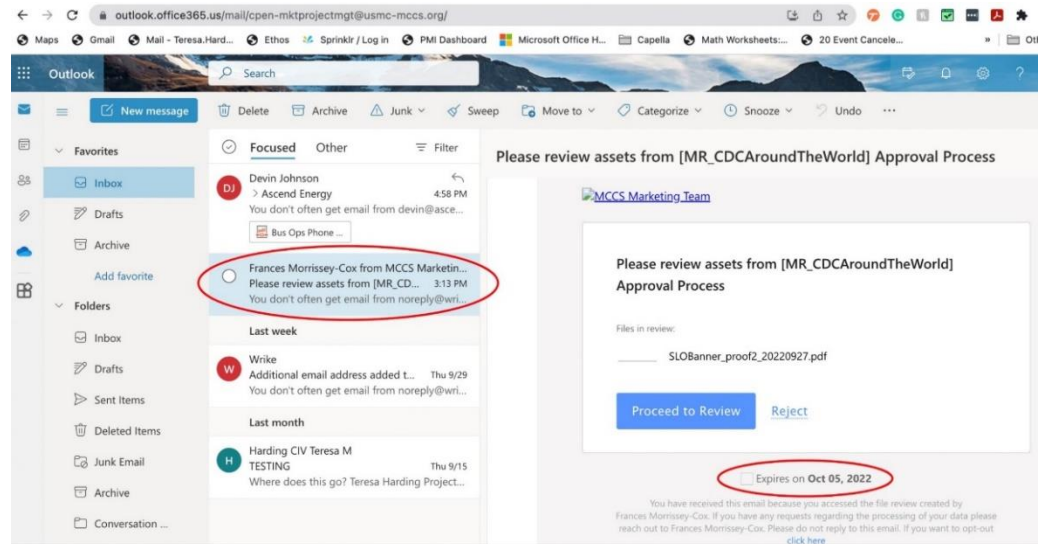


# WRIKE REVIEWING PROOFS

## REVIEWING A PROOF

- An email will be sent from Wrike to the email that was provided in the request form submitted
- The email will be titled “Please review assets from [MR\_...] Approval Process”
- If you require multiple people to review a proof, additional emails may be added to the POC line.
- **Important Note:** File link access will only be available until the expiration date (*three business days*). The expiration date is in bold at the bottom of the email.

- Click on “**Proceed to Review**” to view the proof and request changes or approve the proof



# WRIKE REVIEWING PROOFS

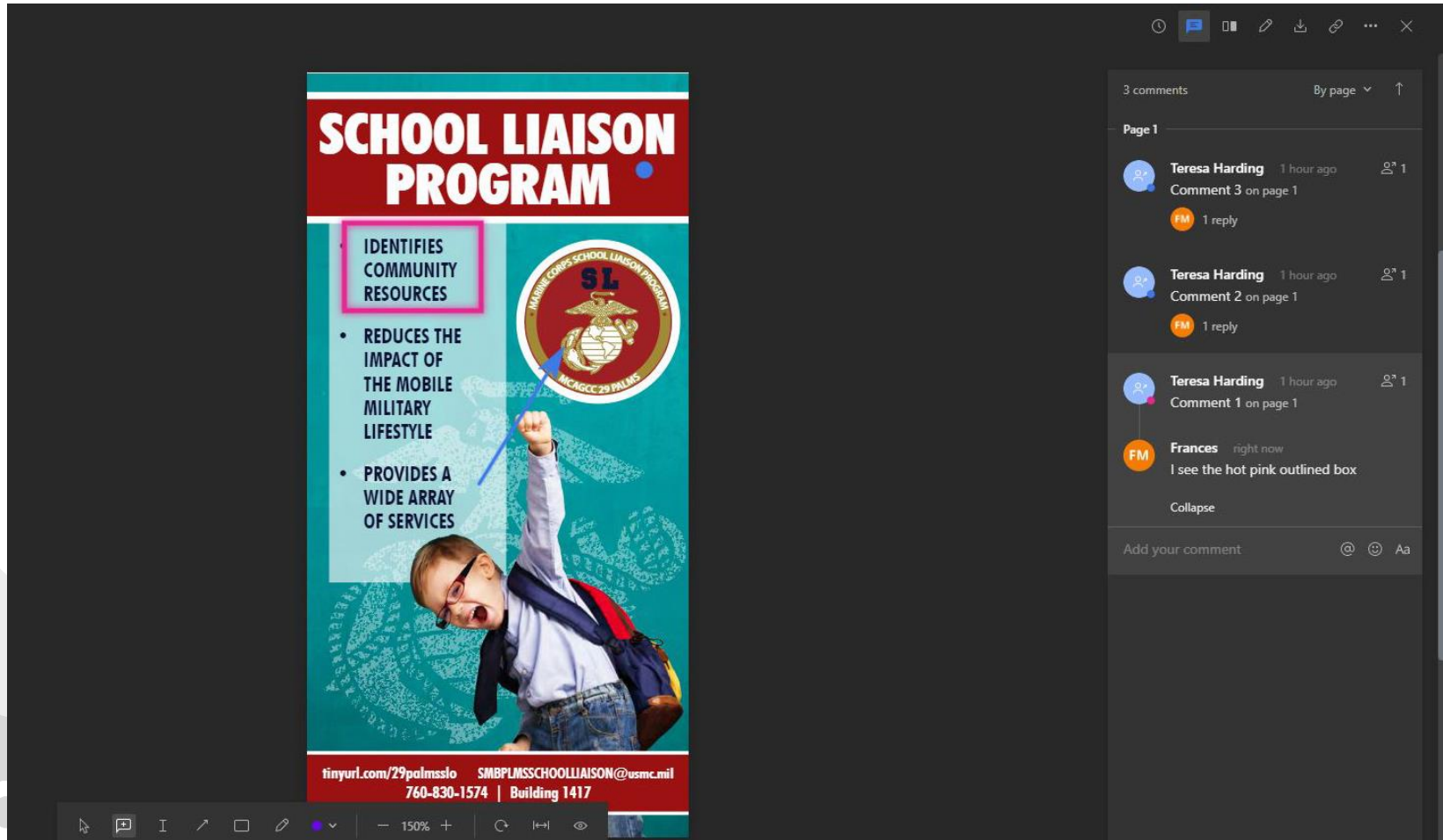
## REVIEWING A PROOF

- If you have not used Wrike ever, a short “Welcome to Wrike Proof!” tutorial may begin showing the editing options
- Review the document, then choose the appropriate response:
  - Approve (**Green button** on tool bar), no other actions are required once selected
  - Changes Required (**Grey button** on tool bar)
- If “Changes Required” then prior to selecting the button, place a markup tool on the area in need of the edit, leave a comment and click the blue “Send” button
- Edit decisions can be undone, if necessary, by selecting the undo tool
- The web page can be viewed and proofed from various resolutions of Desktop, Smartphone, iPad/Tablet, Laptop/Ultrabook, and 4k viewing options



# WRIKE REVIEWING PROOFS

Marketing will be able to reply in the comment thread back to you that is seen on the right.



The image shows a social media post for the "SCHOOL LIAISON PROGRAM". The post features a teal and red graphic with the following text:

## SCHOOL LIAISON PROGRAM

IDENTIFIES COMMUNITY RESOURCES

- REDUCES THE IMPACT OF THE MOBILE MILITARY LIFESTYLE
- PROVIDES A WIDE ARRAY OF SERVICES

The graphic also includes a circular logo with "SL" and "MARINE CORPS SCHOOL LIAISON PROGRAM" and "MCAGCC 29 PALMS". A young boy with glasses and a backpack is pointing upwards with a blue arrow. At the bottom, contact information is provided: [tinyurl.com/29palms1o](https://tinyurl.com/29palms1o), [SMBPLMSSCHOOOLLIAISON@usmc.mil](mailto:SMBPLMSSCHOOOLLIAISON@usmc.mil), 760-830-1574 | Building 1417.

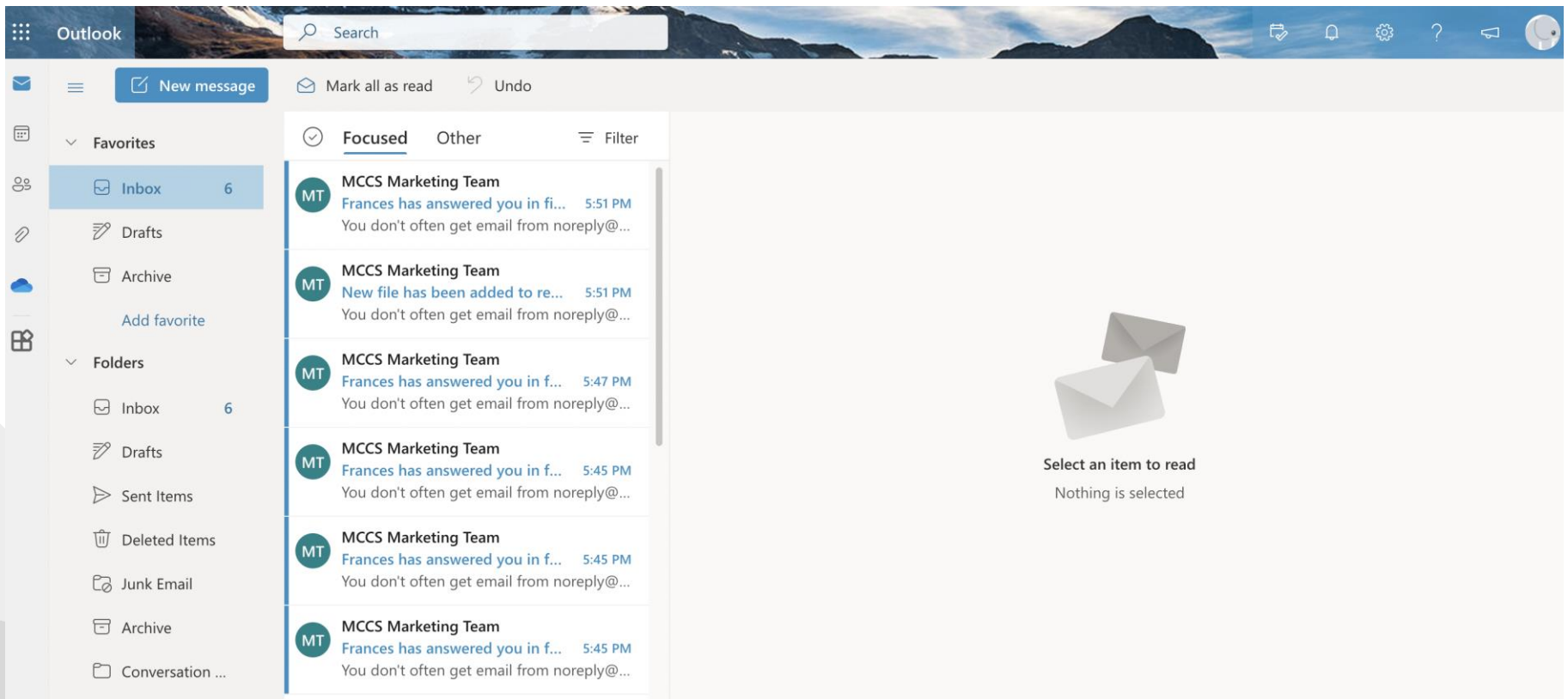
The right side of the screenshot shows a comment thread with three comments:

- Teresa Harding** (1 hour ago): Comment 3 on page 1. 1 reply (from FM).
- Teresa Harding** (1 hour ago): Comment 2 on page 1. 1 reply (from FM).
- Teresa Harding** (1 hour ago): Comment 1 on page 1.
- Frances** (right now): I see the hot pink outlined box.

A "Collapse" button is visible below the comments. The bottom of the screenshot shows a browser toolbar with a zoom level of 150%.

# WRIKE REVIEWING PROOFS


Each time Marketing makes a reply to your comment on the proof, the Wrike system will send you an email notification in Outlook.




# WRIKE REVIEWING PROOFS


- The comment threads in the proofs are how to communicate with your Marketing Technician
- Client access to the proof is 3 days per the Marketing Production Timeline. **Once it expires you will have to email the Marketing Technician.** A new invite can be provided but this should be avoided to keep on track with the project timeline of the campaign
- If you know you will not be around to approve the proof, arrange to have a back up employee emailed the proof to keep on track with the project timeline of the campaign

Frances has answered you in file comments


 SLOBanner\_proof2\_20220927.pdf

 **Teresa Harding** 8:48  
Comment 3

3 more replies

 **Frances** 10:45  
So clients would just have to actively check on the proof link until it's expired pretty much OR talk on the phone or through Outlook with Marketing Specialist

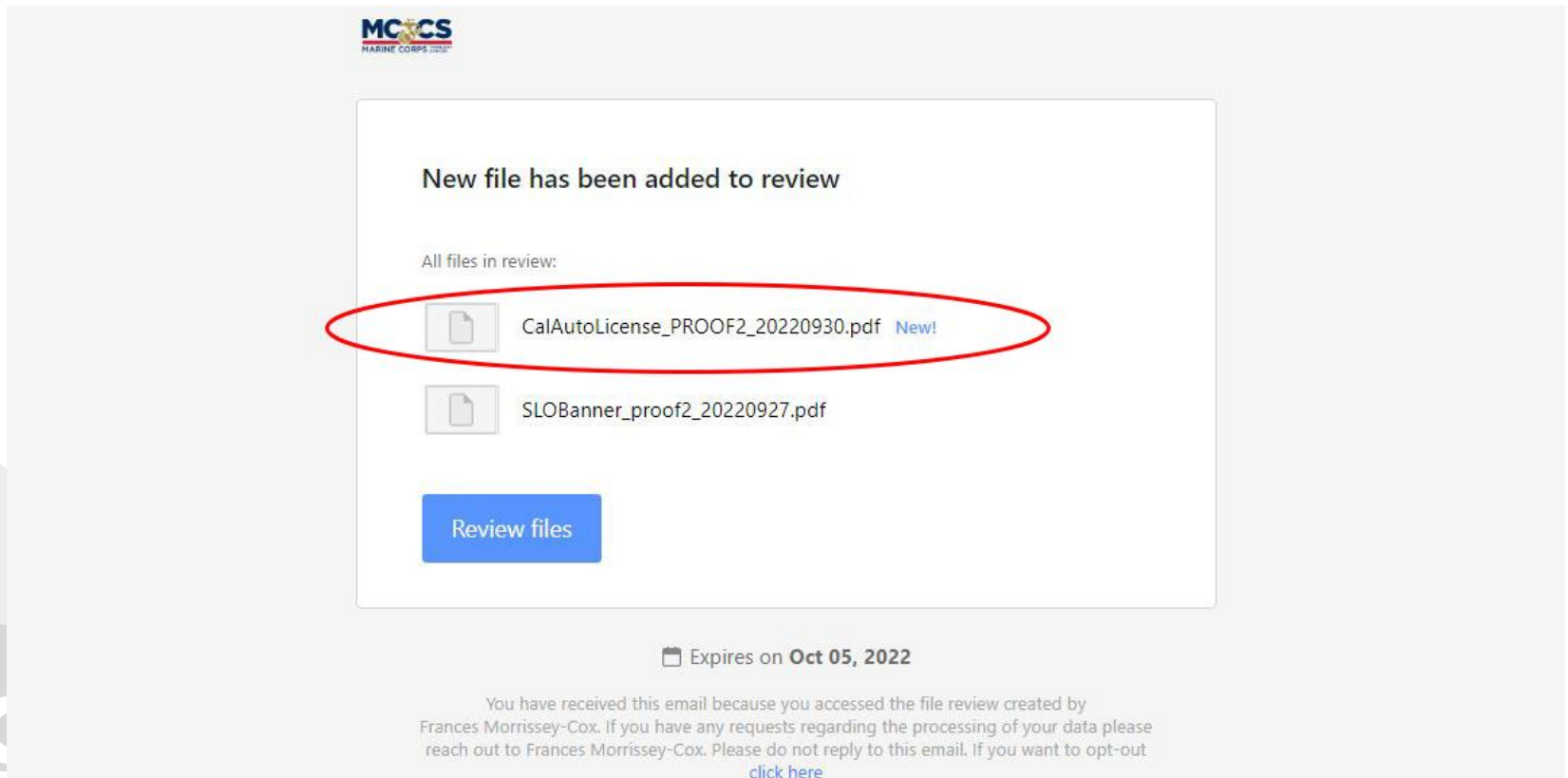
[Show comments](#)

 Expires on **Oct 05, 2022**

You have received this email because you accessed the file review created by

# WRIKE REVIEWING PROOFS

- If “Changes Required” was selected, Marketing will send a second proof back to you
- When Marketing provides a new proof to you, the Wrike system will send you an email notification that looks like the below





**GRAPHIC ARTS  
BRANCH**

# GRAPHIC ARTS BRANCH INTRODUCTION

The Graphic Arts Branch is the creative and strategic core of MCCS and the Marketing Division. This Branch manages an average of 49 design requests per month, with volume increasing since 2023.

In addition to producing high-quality visual content, the team also contributes to marketing strategy, particularly for business reopening's, new facility rollouts and launches, and campaign development to drive awareness and participation.

Graphic Arts handles a wide range of design and strategic functions, including developing and executing campaigns for MCCS Divisions, creating business cards, maintaining branding consistency, and managing logo use and development. The Branch also produces creative materials for Special Events, Business Development (sponsorship and advertising), Headquarters initiatives, and cross-promotion efforts across West Coast installations.

Graphic Arts ensures brand consistency, campaign cohesion, and effective communication across all materials shared with Marines, families, and the broader base community.

# THE MCCS BRAND

The MCCS brand represents the quality, consistency, and professionalism Marines and their families expect from our programs and services. Every communication, whether print, digital, or environmental, shapes how MCCS is recognized and trusted across the installation.

The Marketing Division follows the MCCS Headquarters MF Brand Guide and MR Brand Guide, the United States Marine Corps Brand Book, and the MCCS Brand Style Guide, which includes official color palette, typography, MCCS logo use, email signature block and PowerPoint templates required for use across all MCCS divisions.

## Core Brand Principles:

- Consistency in color, tone, typography, and logo use
- Clarity in messaging aligned with mission and audience
- Credibility through professional, unified visuals
- Protection of the MCCS identity by avoiding unauthorized logos or off-brand materials
- Upholding these standards ensures MCCS remains a trusted, recognizable brand throughout the Marine Corps community.



# BUSINESS CARD REQUEST

## BUSINESS CARD REQUEST

- Request form in Wrike must be submitted (for one or more than one person) and an approved POR is required, please make sure funds are secured ahead of time

### **Design Inc. Prices and Shipping Costs\*:**

250 cards = 38.00 (Print) + 12.00 (Ship)

500 cards = 55.00 (Print) + 12.00 (Ship)

750 cards = 70.00 (Print) + 15.00 (Ship)

1000 cards = 83.00 (Print) + 15.00 (Ship)

2500 cards = 100.00 (Print) + 19.00 (Ship)

\*as of 4/4/2024

- Business cards are typically ordered the last Monday of every month and there is a 250 card minimum.

*Due to numerous printing vendors reluctance to meet 889 form requirements, Marketing is now working with Design Inc. (this is an internal MCCS company on the East Coast)*

# MARKETING REQUEST

## Marketing Guidelines, Production and Policy:

- **MARKETING REQUEST GUIDELINES:**
  - Plan to submit your request for marketing support at least 45 working days prior to the event date
  - If less than 45 working days, a justification must be submitted with your Marketing Request. The Marketing Director will determine whether your request can be accommodated on a case-by-case basis. Forms can be found at [crossroads/commands/29palms/Marketing/default.aspx](#) or contact your Marketing Technician
  - Marketing needs to be notified if the event has been cancelled or reached capacity
  - Divisions can pay for additional materials to enhance their program or event
  - For outsource material, such as brochures or rack cards all copy must be submitted in Word format (.docx) with the approved POR (.pdf). If needed, contact the Marketing Manager for cost information
  
- **CAMPAIGN PRODUCTION:**
  - Processing, assigning, and start of design – 15 days
  - 1st proof, client approves the copy (only 2 copy revisions permitted) – 3 days
  - Marketing implements client's edits – 4 days
  - After Marketing obtains final approval. All other assets designed, production and distribution of the campaign – 8 days
  - Campaign is out on the street to event date for a minimum of two weeks – 15 days

**\*\*If a registration event, make note in the request form, campaign is out on the street to registration deadline date for a minimum of 2 weeks. This alters the production timeline, be sure to be submitting marketing requests well enough in advance.\*\***
  
- **MARKETING REQUEST POLICY:**

Although we will make every effort to fulfill your request, the final decision regarding scale of campaign, media utilized, and design will be at Marketing's discretion. The MCCS corporate logo is a required standard on all campaigns, one additional branch/facility/program logo needs to be requested on the Marketing Request. Marketing assets used for campaigns are based on estimated and prior participation numbers, available space, target audience, analytics, and cost. We appreciate your understanding and promise you that our decision will constitute what we believe is the greatest benefit to your campaign. If you have any concerns regarding your campaign execution, please do not hesitate to contact your Marketing Technician. Thank you.



# MARKETING REQUEST

## Additional Marketing Request Information:

- If updates and/or additional information needs to be provided, email the Marketing Manager directly within 15 days of submitting the request
- Due to the small window once a request is submitted, please develop the vision/concept/copy within the Division before submitting the request in Wrike
- Submit as many details as possible and/or discuss details with the Marketing Technician so a clear view of the request can be provided

## Additional Information:

- The Marketing Division offers to Units, Unit homecoming announcement marquee slides at the following locations: Adobe/Del Valle, 6th Street/Del Valle and MCCES Marine Mart.
- The Marketing Division has SJA and G7 approval to advertising in base facilities while still working with the G4

# LOGOS & GUIDELINES

The **Graphic Arts Branch** ensures all logos - MCCS, sponsorship, and division-related - are used correctly, consistently, and in line with branding standards. Proper logo use protects the integrity of the MCCS brand, avoids dilution, and presents a professional and unified identity across all materials.

## Guidelines:

**Size** - Maintain legibility and detail, minimum size standards apply. Exceptions for large-scale items (banners, signs, step & repeats)

**Proportion & Color** - Keep original spatial relationships, No effects: no strokes, drop shadows, outer glows, Do not recolor unless permission is granted (white or black versions only)

**Protected Area** - Maintain a clear zone around the logo equal to 1/10 of the logo's width. No other text, images, or logos may encroach on this space

**File Types** - For print (AI, EPS, TIFF, or PDF), For digital/screen (JPEG, PNG, or GIF), For transparent backgrounds (AI, EPS, or PNG), and For editable versions (Native file types (AI, EPS, PSD))

**Sponsorship & Other Logos** - must follow companies specific brand standards, size hierarchy on assets is based on contribution level. All logos must retain original proportions, colors, and spacing, no visual effects or alterations are permitted without written client approval. Sponsors logo must be accompanied with 'No DoD Endorsement Implied.'

# LOGOS

## Protecting the MCCS Brand

- We discourage unnecessary logo creation to avoid diluting the MCCS identity

## When requesting a brand-new logo:

- Submit a Marketing Request in Wrike utilizing the timeline for when you will need the completed logo (i.e. submit the request 45 days before you need to outsource the logo for swag)
- When submitting the request, include examples and clear creative direction

## Logo Limits on Designs

- Divisions may request up to 1 logo to be included on the design (i.e. facility, program, or event logo)
- MCCS Corporate logo, Social Media logo and Sponsorship logos are not included in this limit
- See next slide for visual



# LOGOS

1. CORPORATE LOGO  
REQUIRED ON ALL



2. CHOICE OF 1:
  - DIVISION
  - BRANCH
  - PROGRAM
  - FACILITY



3. SOCIAL MEDIA



4. WEBSITE

[29PALMS.USMC-MCCS.ORG](http://29PALMS.USMC-MCCS.ORG)

5. SPONSOR LOGOS  
WITH ENSORSEMENT



# WRIKE REQUEST LINKS

- **Marketing Request** – *this form is to be utilized to request a campaign to advertise and promote MCCS programs/events and for any miscellaneous requests. It must be submitted 45 working days prior to the start of campaign (event date or registration date depending).*

<https://www.wrike.com/form/eyJhY2NvdW50SWQjOjI0MDk0MTUsInRhc2tGb3JtSWQjOjU1NTA5N30JNDgxODE3MDczNTM2OQIjMGQ2ZjYyNTU2NDNmODgxMzlyYjU4NWQ4OTFkMDMzNzBIM2NmZThINzNmNzQwZjA5MwY4NjNmYzQ2Njg0ZjEz>

- **Business Card Request** – *this form is to be utilized to request business cards for MCCS employees, Marketing places an order the last Monday of every month unless the order is substantial.*

<https://www.wrike.com/form/eyJhY2NvdW50SWQjOjI0MDk0MTUsInRhc2tGb3JtSWQjOjU0NjgyN30JNDgxNzg5ODk3NzA2Mwk2MmlzZjc0NmYyM2RjYzQ0OTVmYTlyNjViMDA2OGZhYzFhMTJmZGIzOTY5ZTFkOWJINTIhOTAwOTM5NmI5NmRi>



**DIGITAL MEDIA  
BRANCH**

# DIGITAL MEDIA BRANCH INTRODUCTION

## OVERVIEW:

- Manages the official MCCS website with real time updates and user-focused content
- Oversees all social media platforms (Facebook, Instagram, YouTube, etc.)
- Creates digital campaigns to drive engagement and program awareness
- Organizes social and digital giveaways to grow audiences and build brand visibility
- Produces video content, including promotional spots, reels, and event coverage
- Enhances MCCS visibility and connection through consistent digital storytelling
- Builds positive perception of MCCS among Marines, families, and the community

# WEB REQUESTS

## WEB REQUESTS

- Time to process 1-2 days, note in request if urgent
- Request for changes or additions to existing website content or address website issues, problems or errors

## WEBSITE

- HQ is currently going through all installations' pages and standardizing content
  - Written copy and some tools are standardized but some things can be changed locally
  - When submitting a web request to update a page, please understand some things cannot be changed and/or must be routed through HQ for approval
- Online Event Registration for free events is happening now for Marine & Family Programs Division. Web Developer is working out intricacies with HQ MF so Marketing can roll out for other Divisions in near future
- Online Event Registration with Payment will be rolling out by 2026 once HQ MR completes eCommerce
  - At time of rollout, outside websites will not be allowed (i.e. leagueapps, Constant Contact, etc.)

# SOCIAL MEDIA

## Platforms that we are currently are active on:

- Facebook – primary demographic are spouses
- Instagram – primary demographic are young Marines
- YouTube
- TikTok is not permitted
- Twitter was not successful with the Combat Center community

## Policies Governing Social Media:

- DoDI 5400.17, Official Use of Social Media for Public Affairs Purposes
- MCO 5700.45, Social Media Policy
- MCCSInst 2630.1, Use of Social Media for Marketing

# SOCIAL MEDIA

## Why Have Centralized Social Media Pages?

- Unified Brand Identity - keeps our messaging consistent across platforms
- Centralized Communication - provides the community with one place for updates, events, information, and engagement
- Simplified Analytics - easier for our team to track performance and audience insights
- Stronger Engagement - builds a single, active community
- Efficient Management - saves time and resources by managing one page
- Clearer Messaging - reduces community confusion from multiple voices or channels
- Trustworthy and Professional Presence - a focused page appears more credible and organized
- Asset Management - avoids abandoned accounts made by employees who may leave MCCS, lose passwords

# SOCIAL MEDIA

## Facebook Editors

- Each Division is allowed three Facebook editors
- Each Facebook editor is encouraged to post up to once per day on behalf of their Division. Engage the community with images and copy to promote the facility, program, branch, or event
- Editors must be nominated by their Director and appointed by the Deputy Assistant Chief of Staff
- Editors must complete one-on-one social media training with the Social Media Manager prior to obtaining access to the MCCS Facebook page

## Facebook Groups

- Facebook Groups are authorized for branches or programs to communicate shared interests
- Each Division is allowed four Facebook Groups. It's important to consider which facility or program would most benefit from a Group
- All MCCS Facebook Groups are set to "Private"; anyone can see the group and description but only members can see what is posted within the Group
- One of your Division's Facebook Editors acts as the Group's Admin; you may also appoint three non-Editor employees as additional Group Admins
- The Social Media Manager does not provide oversight, grammatical corrections, or community interaction within Groups. It is up to your Division to ensure MCCS is well represented, and the community is engaged within your Groups

# SOCIAL MEDIA

## Challenges & Best Practices

- Management of all the Facebook Editors requires a lot of training and oversight so it's important to ensure to nominate those that will be active on the page with appropriate written communication skills
- Please ensure we are making content that people want to see but is still professional, won't anger or offend anyone and stays on brand
- Groups are only beneficial if they're utilized; Groups that are inactive for three months are deactivated and archived
- When a Facebook Editor or Group Admin separates from MCCS, the Social Media Manager must be notified so their access can be revoked, and the Editor can be replaced
- If any questions on content, best types of posts, etc. please refer to our Social Media Handbook
  - Every editor should have a copy of the Social Media Handbook; for additional copies to other MCCS personnel please contact Social Media Manager, Stephanie Andrews at [Stephanie.Andrews@usmc-mccs.org](mailto:Stephanie.Andrews@usmc-mccs.org)

# SOCIAL MEDIA

## Instagram

- Primarily for photo and short-form video, and used as an MCCS photo album
- Our place to build excitement and share triumphs
- Uses both posts (evergreen) and stories (only visible for 24 hours)
- Operated by Marketing's Social Media Manager, who posts independently and reshares high quality images posted by Divisional Facebook Editors
- Icons in bio include monthly and ongoing events, announcements (outages and emergencies) and military fitness specific events
- Although it may be requested, it is Marketing's discretion as to what is posted to Instagram

## YouTube

- Preferred channel for video content, with 82% of U.S. adults using YouTube daily
- MCCS uses a mix of "Shorts" and long-form videos to promote our facilities, programs, branches, services, and events



# DIGITAL COVERAGE

## Digital Support Request:

- Each MCCS Division is eligible for one event of guaranteed digital coverage per month
- Coverage may include photography, videography, social media (Day-of and Post-event content)
- Additional requests may be considered based on workload and staffing
- Submit event support requests via Wrike
- Deadline: 7th of the month prior to event date
- Include in request: event details, estimated or past attendance, requested coverage type (photo/video/social media/etc.)

## Event Selection & Notification Process:

- Marketing will choose one event per Division per month for full coverage
  - If no requests are submitted, events may be selected from the MCCS Monthly Calendar
  - Event POCs will be notified of selected coverage during the last week of the preceding month
  - Conflicts or constraints may affect availability - requests are not guaranteed
-

# DIGITAL COVERAGE

## Coverage Criteria:

- Events are more likely to be selected if they meet one or more of the following
  - Inaugural or first-time events
  - Expected or historical attendance of 150+ participants
  - Attended by MCCS/MCAGCC leadership
  - High-priority initiatives, such as facility openings or grand re-openings, capital projects or ribbon cuttings, sponsorship supported or awareness driven events (e.g., Library of Things or SMP Outdoor BBQ Area)

## Marketing Coverage Boundaries:

- Marketing determines which areas of the venue are filmed, photographed, or promoted and where or when content is shared
- Visually dynamic and audience-relevant content will be prioritized
- Requests must clearly define expected coverage scope
- Marketing does not function as event staff or provide on-demand content

# DIGITAL COVERAGE

## Alternate Coverage Options:

- **Division Facebook Editors** may share real-time updates
  - Contact the Social Media Manager to adjust post limits for large events
- **Staff Photos** may be submitted for review:
  - If quality/content is approved, Marketing may share on official channels and archive for future promotional use

# WRIKE REQUEST LINKS

- **Web Request** – *this form is to be utilized to request edits to the 29palms.usmc-mccs.org website. Standard requests are handled in 1-2 business days.*

<https://www.wrike.com/form/eyJhY2NvdW50SWQiOjI0MDk0MTUsInRhc2tGb3JtSWQiOjUzODU0N30JNDgxNzg5NTAwNzU4NQkzODAxNGlWmJExMjJINDEyNjE2YWU3MGFiNmQwNWJkZDFIMjA2MTA1MTYzMjQxZDQ5NDg0YjQ0M2YzNTQ0NWY0>

- **Digital Support Request** – *Requests must be submitted by the 7th day of the month prior to the event(s).*

<https://www.wrike.com/form/eyJhY2NvdW50SWQiOjI0MDk0MTUsInRhc2tGb3JtSWQiOjcwMTUwMn0JNDkwMjY3MDgzOTU3Mwk1OTkzYjIzZGU5ZTcyNjBhNDZlODc3YTlhNjhhYWFlhM2ViOGViZGFhMDMzMGMzODM3Y2I2MTg5MTRiODdmZWY2>

**BUSINESS  
DEVELOPMENT  
BRANCH**

# BUSINESS DEVELOPMENT BRANCH INTRODUCTION

The Business Development Branch manages all aspects of commercial sponsorship and advertising for MCCS. This Branch works to enhance the quality and reach of MCCS programs and events by securing sponsorship funding and building partnerships with businesses and NFEs.

In addition to generating non-appropriated revenue, Business Development ensures sponsor visibility is aligned with MCCS brand standards and maintains compliance with Department of Defense and USMC regulations.

These efforts help fund programming across all divisions while connecting Marines and their families with valuable resources in the community.



# BUSINESS DEVELOPMENT BRANCH

The Business Development Branch has two sponsorship professionals who have been appointed by the Command.

## Annual Sponsorship Request Document

- Annual sponsorship request for annually planned events are due every Feb (This annual collected document is also shared with AFAP)
- Additional needed requests for event support can be submitted via Wrike a minimum of 12 weeks prior to the event date
- EXCEPTION: Gary Sinise Foundation has specific requirements and requests are solicited independently

## Advertising in MCCA facilities

- With legally contracted advertising agreements, Marketing places advertisements within MCCA facilities
- Large scale advertisements within facilities may be eligible for a 10% commission to the facility and/or program
- The commission is released to the cost center upon completion of the contract
- Contact Business Development for a listing of all current large-scale advertisements and all eligible large-scale advertisement locations

## Sponsorship Endorsement

- Must read, “No DoD or USMC Endorsement Implied.”
  - Legally required to be on all sponsored event marketing and third-party advertising
  - Must be 5pt font minimum, no larger than 8pt font
-

# SPONSORSHIP DEFINED

**DoD Sponsorship** is a *business relationship* between a DoD organization and a NFE (e.g., company, brand, or organization) in which the NFE provides financial support, goods, or services in exchange for access to marketing opportunities or recognition at DoD events, programs, or installations.

## Key Characteristics of DoD Sponsorship:

- **Mutually Beneficial:** The sponsor gets promotional value (e.g., logo placement, mentions, event booths), and the DoD activity receives support (e.g., funding, products)
- **Authorized Under Specific Guidelines:** Governed by DoDI 1015.10, DoDI 1000.15, and applicable service-level regulations
- **Not a Donation or Gift:** Sponsorship is a contractual arrangement with an agreed exchange of value
- **Must Comply with Ethics Rules:** Must avoid endorsement or the appearance of endorsement of the sponsor by the DoD

## Types of Sponsorship:

- **Cash Sponsorship:** Monetary support for events or programs
- **In-Kind Sponsorship:** Goods or services provided instead of money (e.g., prizes, equipment, guest speakers, etc.)

**Restrictions:** Cannot include alcohol, tobacco, or prohibited industries. Must be reviewed and approved through the Business Development Branch and Western Area Counsel Office (WACO).

# SPONSORSHIP USE & PROCESS

## WHAT CAN SPONSORSHIP BE USED FOR?

- Any sponsorship (cash, product, or services) may only apply to events or activities directly associated with MCCS MWR programs
- Sponsorship cannot be the sole funding of an event; only for adding value to enhance an event
- The event should be budgeted to stand alone as sponsorship is not a guarantee to be obtained

## WHAT ARE THE STEPS IN THE COMMERCIAL SPONSORSHIP PROCESS?

- Research and vet potential sponsors
- Create solicitation packages and solicit potential sponsors
- Draft proposals for clients with all terms and negotiate best deal for MCCS
- Draft sponsorship agreements for legal review by WACO
- Fulfill requirements of the sponsorship contract prior to and during the event
- Follow-up with sponsor to make sure their goals were met
- Provide Proof of Performance and an After Action Report (AAR)

# SPONSORSHIP SUPPORT

January of each year, Business Development emails out the Annual Sponsorship Request. It's required that all MCCS Divisions plan out their events for the year and submit this request back by February. This benefits MCCS in that we are not overlapping event efforts and adequate time to solicit for Divisions events. This request is pitched to AFAF for a large sum annual grant request as well.

## Rules and Requirements of Sponsorship:

- MCCS has up to two appointed professionals who have been designated to solicit sponsorship for the entire MCCS organization and MCAGCC
- MCCS's larger, more costly events take precedence
- Sponsors are looking to get a return on their investments. Please be thinking about how to promote a sponsor at events
- We inform all requesting Divisions programs to properly budget for their entire event. Sponsorship funds **cannot** be guaranteed. If sponsorship cash and/or in-kind prizes are procured, it will be to enhance the event – not to pay for it
- As we do contract support, Business Development will contact the Divisions POCs with the details and required sponsor benefits

# REQUEST FORMS

## SPONSORSHIP REQUEST

Used for events and sponsorship requests that are not submitted with the annual request in Feb:

- Requests for sponsorship must be submitted at least 12 weeks before the event date to ensure sufficient time for Business Development to solicit/secure funding
- If sponsorship funds are secured, Business Development works with Finance to allocate them to the provided cost center
- Requests submitted less than 12 weeks before the event may be denied
- Please budget for your event without assuming sponsorship. While Business Development strives to secure sponsorship, it is not guaranteed, and sponsors may not always be obtained

## CONTRACT REQUEST

- All NFEs and off base vendors must have a signed agreement to participate in MCCS events (i.e. vendors, on-site NFE support, etc.). Please ensure Contract Request submissions are made in Wrike at least 3 weeks before the event to allow for timely processing
  - Food vendors with a current Procurement contract may sell at events without any additional contracts (i.e. Mine Train Smokery)
-

# CSA RESPONSIBILITIES

- Commercial Sponsorship Agreements (CSA) are shared with Division POCS. It's important for POCs to ensure all CSA requirements outlined are met. Questions or issues should be addressed with the Business Development Branch
- Any required signage is picked up and signed out from Marketing
- Take photos of the pre-event marketing elements, program/event activities and participants, day of event signage and sponsor presence if applicable
- Help to ensure sponsor's expectations are met and their experience is positive
- An AAR, to include the event/program name, date, number of attendees, descriptive write-up and sponsor recognition photos should be forwarded to the Business Development Branch within 10 days of your sponsored event/program. Please submit as a Microsoft Word Document. This can be accomplished via email or DoD SAFE.

# AFTER ACTION REPORTS

## PROCESS

- Most sponsored events require an AAR (if required it will be in the Sponsorship Agreement as a sponsor benefit)
- AFAF and Gary Sinise Foundation mandate an AAR for ALL events (with two distinct templates)
- For the most current templates, please contact Business Development
- The templates are to be followed exactly and should not be altered
- Sponsors rely on AARs to assess future support, please ensure thorough information
- AARs must be submitted to Business Development within 10 business days post-event for funding release to your cost center
- Upon receipt, Business Development coordinates with Finance to release the funds to your cost center
- The AARs are sent to the sponsor

# AFTER ACTION REPORT EXAMPLE - AFAF

## AROUND THE WORLD 360°

**Personal & Professional Development, Marine & Family Program**  
**12 September 2024, 14 November 2024, 9 January 2025, 13 March 2025, 8 May 2025**

**Event Name:** Around the world 360°  
**Location:** Shadow Mountain Branch Library, Bldg. 692  
**Time of Event:** 1400-1700  
**Agreement Number:** SP 24-049(25)

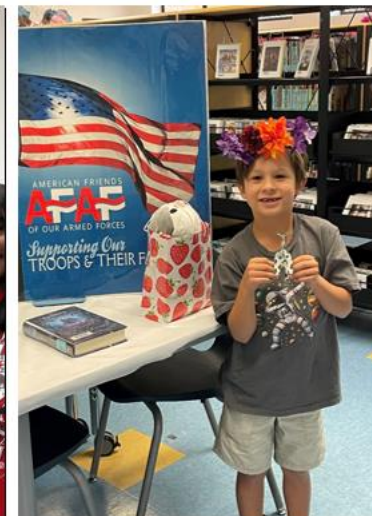
**Total Number of Attendees:** 1,424

Around the World 360° is an educational event that allows patrons to create engaging and meaningful experiences centered around different countries and cultures. Several events were hosted throughout the year and our finale party was held on May 8, 2025.

As part of the event series, the library hosted a different country each month and educated patrons on their history and culture through crafts and cuisine. The countries highlighted this year were Switzerland, Guatemala, Canada, Japan, and Germany through crafts and cuisine. The library also featured books related to each country, encouraging further exploration and learning. Staff carefully researched traditional crafts and activities to give patrons a hands-on experience that reflected the unique cultural identity of each nation. Monthly challenges, such as "Find the Kites," invited children to search for paper kites hidden throughout the library. Each month's theme changed to match the featured country, and children received small prizes tied to the theme. Japanese-inspired treat bags were especially well-received, particularly by patrons who had previously lived in Japan.

The variety of crafts offered throughout the event was a major highlight. For Switzerland, patrons created Swiss cheese magnets and Edelweiss flower designs. In the Guatemala session, patrons made traditional Worry Dolls and colorful kites. Canada was represented through beaver and moose paper bag puppets, along with fun activity packets filled with coloring pages and interesting facts. Japan's activities included cherry blossom tree art and Japanese flower fan crafts. For Germany, patrons enjoyed decorating pretzel stick crafts and trying their hand at BAUHAUS-inspired watercolor art. Each session also included themed refreshments.

Thanks to the generosity of American Friends of our Armed Forces, the library staff was able to purchase supplies for crafts, decorations, games, prizes, and refreshments. We extend our sincere thanks to AFAF for providing the funding that made this event possible.



# AFTER ACTION REPORT EXAMPLE - GSF



## Serving Heroes- After Action Report

Serving Heroes Location: MCAGCC, Twentynine Palms, CA

Serving Heroes Event POC: Ashley Harrell

Date of Event: March 1, 2025

Authorized Budget: \$2,500.00

Amount Spent: \$2,499.82

Number of Attendees: 256

Number of Volunteers: 0

Recap:

On March 1<sup>st</sup>, Shadow Mountain Branch Library hosted the "Fairy Tales" on March 1, 2025. This event was used to build community and spark the imagination and creativity of our military children using timeless fairy tale stories. During the event, patrons took part in fairy tale themed crafts such as creating paper crowns and magic wands. The libraries collection of fairy tale stories was showcased. A variety of foods were offered to patrons including veggie and fruit cups, cupcakes decorated as mushrooms, pinwheels and sandwiches trays. Children and their parents enjoyed making "fairy popcorn" using sprinkles, leprechaun shaped marshmallows, and a large assortment of popcorn flavored seasonings.

The event received great feedback from many who attended as well as our staff. Crystal Barber, a mother of two, said, "I really enjoyed the program! I loved how there was a variety of food and snacks. I was happy that they had vegan food options such as spinach wrapped pinwheels and snack options for my friend and her children during the program. My son really enjoyed the popcorn snacks from the popcorn machine." Another attendee, Stefany Floriano, shared, "It was a pleasant surprise that there was so much food. This was a great time for my family." Staff also enjoyed the program as well, Andie Morales, one of four of the staff members present said, "The thing I and our patrons enjoyed the most about the food selection from the fairytale program was the variety that we were able to choose from. There were zero sugar drinks and organic food options for parents who wanted to limit how much sugar their child/themselves consumed. We were able to experiment with different popcorn seasonings which were fun. I knew that none of the patrons left hungry."

The Fairy Tales event was a great success with our patrons. Thank you to the Gary Sinise Foundation for their generous sponsorship, which helped us facilitate long-lasting memories for our military families.



# SPONSORSHIP INCOME TRANSFER

## HOW AND WHEN THE SPONSORSHIP INCOME IS TRANSFERRED:

- Once the event/program has taken place and the required AAR has been received, Finance will be notified.
- Once the affected accounting period has been closed, funding will be transferred to the cost center annotated on the Sponsorship Request Form.
- Please reference the 4-5-4 Accounting Calendar for clarification.

# ABANDONED PROPERTY

When property is damaged or abandoned, but still usable to MWR programs or facilities, custody is transferred to Marketing.

In these instances:

- Asset Protection contacts Business Development regarding the damaged/abandoned property
  - If the property is personal, Business Development receives and takes custody of the items immediately
  - If the property is from a vendor, Business Development submits an Abandoned Property Letter to the vendor POC to inform them of the transfer of custody and make them aware that they have 45 days (from the date of abandonment) to claim the property

Once received, Business Development will assess the items and determine the best MWR facility or program for distribution.

Business Development will contact the relevant facility or program manager to offer the abandoned items, and will coordinate a transfer of ownership, if required.

# Wrike Request Links

- **Sponsorship Request** – *this form is to be utilized to request sponsorship funds for MCCS events and must be submitted 12 weeks prior to the date of the event.*

<https://www.wrike.com/form/eyJhY2NvdW50SWQjOjI0MDk0MTUsInRhc2tGb3JtSWQjOjU1NTEyNX0JNDgxNzg5NTAwNzUzNwk4YmEyYWJIMjM2YzlhZTFmN2VIYTU2MjdiODEzZGZhOTRkNDU5NmMxYjJkODVhMTk3ZmMzZDA4YjQxZDFjYTA2>

- **Contract Request** – *this form is to be utilized to request food and merchandise vendor contracts for events and must be submitted 3 weeks prior to the event date. All NFEs are required to be covered under a signed agreement when participating in MCCS events.*

<https://www.wrike.com/form/eyJhY2NvdW50SWQjOjI0MDk0MTUsInRhc2tGb3JtSWQjOjg5OTczMn0JNDgzOTMxNjA0MzQzNAkxNTRmNGY2MWZmZGVmYmJmZDgwMzBkNDRIY2JkNjAwYjQ3NjZiMWQwYmMxODk2ODY0MWlyMmNjMjQyYjg3MTk3>

**SPECIAL EVENTS  
| BRANCH**

# Special Events Branch

The Special Events Branch plans and executes MCCS' large-scale, morale-boosting events while fostering collaboration across MCCS Divisions, base entities, and community partners. With a focus on **People, Culture, and Revenue Generation**, these events aim to elevate MCCS brand awareness, encourage internal cooperation, and create memorable experiences for our military community.

Events are designed not only for recreation but also to promote MCCS as a unified organization through high-impact community celebrations. Special Events works closely with Business Development to enhance events through sponsorships and NFE involvement while also helping coordinate Unit working parties and fundraising opportunities. From annual planning and coordination meetings to day-of execution and AAR assessments, the branch ensures every event is purposeful, collaborative, and aligned with MCCS' mission and values.

## ANNUAL SOLICITATION FOR SPECIAL EVENTS

- MCCS Divisions Participation at Special Events
  - The Marketing Director emails out the event line up for the year typically around July and will be one year in advance starting shortly for 2027
  - As Special Events plans each event, the Manager reaches out to Divisions to discuss the event's audience and intent, and to discuss collaborative efforts



# Special Events Branch

## ANNUAL SOLICITATION FOR SPECIAL EVENTS

- Unit Working Parties
  - Special Events emails out a working party solicitation letter and a schedule that includes a break down for each event to all Unit SgtMaj, XO, and DRC/URC aboard MCAGCC. This is emailed out in January and requested that Units sign up within a given deadline (usually a three-week turnaround). Spaces are first-come, first-served. Units that volunteer will receive funds for their Unit ball in return for their support. Ball funds are distributed to participating Units after each event, and all Marines who assist in the working party are recognized with a Letter Of Appreciation for their contributions
- Unit Fundraising
  - Special Events emails out a Unit vendor solicitation letter and a sign-up sheet for each event to all Unit SgtMaj, XO, DRC/URC aboard MCAGCC. This is emailed out in January, there are 4 spaces available for Unit fundraising booths at each event. Spaces are available on a first come, first served basis, so we encourage Units to sign up as soon as possible to ensure they have a space if they wish to fundraise

# Special Events Branch

## Letter of Instruction (LOI)

- Internal and External LOIs are drafted based on the needs of the events, and the ability of departments and supporting agencies to meet these needs
  - Special Events will reach out to Divisions with major changes or new events prior to writing the LOI
  - Special Events encourages open communication regarding tasks outlined in LOIs
- LOIs are sent out for concurrence from all Divisions and base entities approximately 3 months prior to event dates
- LOI concurrences are due back within one week of receiving the email from Special Events

# Special Events Branch

## Initial Planning Meeting

- Initial Planning meetings take place 8 weeks prior to the event date at Marketing, Building 1024
- These meetings are scheduled to explain the event in general, review individual tasks in the LOI, ensuring everyone understands the expectations and has an opportunity for open discussion and questions. An event map layout is also provided to everyone in attendance to allow discussion regarding safety and electrical concerns or specific booth placements

## Final Planning Slides

- Final Planning slides are sent out via email in the form of a PowerPoint presentation. The power point includes all finalized details, and any follow up discussion for questions/concerns raised during the Initial Planning meeting
- Slides are shared to ensure all participating entities have all final details regarding the event and the final event layout

# Special Events Branch

## ▪ Confirmation Briefs

- Confirmation Briefs take place at the MCCS Directorate with MCCS Assistant Chief of Staff two weeks prior to each event
- Division Directors will be invited via calendar invite and are required to attend
- The Special Events Manager will email the slide deck to Division Directors two weeks prior to the Confirmation Brief, along with an Event Staffing Matrix. Each Division is to send back their completed section of the staffing matrix along with any edits to their specific slide within one week
- Directors will be required to speak at the Confirmation Brief regarding their division's involvement with the event

## ▪ Day of Event Stand Up Meeting

- The purpose of Day of Event Stand Up Meetings are to ensure the day of event tasks are on track and will be complete on time and that all are prepared to execute with their role's responsibilities
- The Special Event Manager will schedule these meetings for the morning of the event, ensuring sufficient time for last-minute needs and changes
- Each division will assign a representative to attend and give a status report

# Special Events Branch

- **After Action Reports (AARs)**

- AARs are drafted following each event and will be sent out to each Division Director, PMO, CCFD, Visitor Center, and MCCS Safety and Environmental etc. via the Special Events Manager to review and respond back within one week with edits, comments or with your concurrence
- Reports from Business Operations Division and Social Media are due to Special Events within one week following the event
- Special Events sends an AAR, all concurrences, and all enclosures to the Directorate for MCCS Leadership to review within two weeks following the event

**MARKETING  
OVERALL**

# Marketing Overall

## MARKETING EQUIPMENT SUPPORT

- Marketing can support with; concrete weights, tablecloths, and A-frame signs permitting we are not encroaching on a Special Event

## CEREMONIES/GRAND OPENINGS/RIBBON CUTTING SUPPORT

- Marketing supports ceremonies, grand openings, ribbon cuttings, etc. with a variety of items: Giant Scissors, Ribbon, Stanchions, Art Easels, Photography

## TO REQUEST SUPPORT

- Reach out to the Marketing Admin
  - She will send you the Marketing Division Support Form, fill out and return to her
  - She will reach out prior to the event with pick up times and details

**GIFT CARDS FOR EVENTS:** Reach out to the Marketing Admin 30 days in advance to schedule a time to meet at the MCX to purchase the cards, you must have an approved POR with you

**BORROWING MARKETING VANS:** Reach out to the Marketing Admin to check availability of Marketing Vans. Admin will provide available dates and schedule the pickup/drop of times



# MARKETING DIVISION CONTACTS

## Marketing Division

**Frances Morrissey-Cox**, Marketing Director

760.830.1599 – [Frances.Morrissey-Cox@usmc-mccs.org](mailto:Frances.Morrissey-Cox@usmc-mccs.org)

## Marketing Division & Digital Media Branch

**Kristina Vioria**, Marketing Deputy Director

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## Marketing Division

**Carrie Hendrickson**, Marketing Administrative Specialist

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## Graphic Arts Branch

**Laura Acteson**, Marketing Manager

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## Business Development Branch

**Andrea Scherpich**, Business Development Manager

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## Special Events

**Wanda Christians**, Special Events Program Manager

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**MCCS**

