



2025

EVENTS & ADVERTISING

**Opportunities at Marine Corps Recruit Depot Parris Island
and Marine Corps Air Station Beaufort**



Devil Pups & Mini Marines | MCRD Parris Island | MCAS Beaufort

Devil Pups, as our Marine Corps children are lovingly referred, get the opportunity to play in events modeled after Marine Corps recruit training. They will compete in a mini-Combat Fitness Test (CFT), qualify on the (NERF) range, participate in unit competition, and explore other activities just like their favorite Devil Dog. This is a fun family event that gives the children a light-hearted glimpse into Marine Corps training. Sponsorship includes your logo on Devil Pups marketing and the opportunity to distribute promotional items at each event.

Avg. attendance: 75-100

Troop Appreciation | 3rd and last Wednesday of each month

Monthly event that provides a catered meal and fun activities for Marines at Afterburners on MCAS Beaufort and at Brig & Brew on Parris Island. Sponsorship includes your logo on all Marketing materials for the event and table space to interact with the Marines.

Avg. attendance: 100 - MCAS Beaufort | 150 – MCRD PI

Eggstravaganza | Saturday before Easter | MCRD Parris Island

A family fun day with Easter Egg Hunts for children of all ages and even adults! Families can check out the fire truck display, grab refreshments, and take photos with the Easter Bunny while waiting for their age group to hunt for eggs. Adults hunt for the Golden Egg in the Marine Corps Exchange for a grand prize. Sponsors can interact with the crowd with games, coloring, face-painting, and more!

Avg. attendance: 1,200

KidFest | First Saturday in April | Cross-Creek Shopping Center (held off-base as a community event on even years – next one will be April 2026)

Keeping kids safe in recognition of both Child Abuse Prevention Month and Month of the Military Child. KidFest is a FREE event open to the community. All families are invited to the event for snow cones, games, jumping and virtual booths, crafts, face painting, fire truck tours, animals, prizes, and much more. Sponsorship includes a table at the event, logo recognition on digital and print flyers, and social media mentions prior to the event. Snow Cones | First Responder Vehicles | Games | Entertainment | DJ

Avg. attendance: 4,000

Semper Fit Runs

Semper Fit hosts themed runs throughout the year. Join us for the St. Patrick's Day Run, Color Run, Memorial Day Run, Awareness Run, Turkey Trot, or Jingle Bell Run. Each run varies in participation, but we will help you choose the best fit!

Semper Fit Summer Challenge | MCRD Parris Island | MCAS Beaufort

All units compete for unit funds throughout the summer at a multitude of events (about 10 at each installation). Sponsor logo will be placed on each individual event flyer. Sponsor can provide banner or rack cards to display at each event.

Avg. attendance: 1,000



Freedom Fest | July | MCRD Parris Island

A red, white, and blue festival for the whole family! With carnival rides, bouncy houses, petting zoo and free food, there is something for everyone to enjoy. Celebrate Independence Day with 2,000 military community members. Sponsors are incorporated between the food and activities to best mingle with the crowd. Freedom Fest is one of MCCS' largest family events of the year.

Avg. attendance: 2,000

Back to School Bingo | July

Marine Corps Family Team Building hosts a Bingo event for students from K – 12. Event prizes are school supplies, with a grand prize drawing at the end.

Avg. Attendance: 200

Operation Ball Gown | September |MCRD Parris Island

This event was designed to help off-set the rising cost of the Marine Corps Birthday Ball for military families. All military spouses are invited to attend a fun, interactive night of refreshments and door prizes. Free gently used evening gowns, shoes, and accessories are available for attendees. Advertising begins in the summer to solicit for gown donations.

Avg. attendance: 300

Fall Festival and Oktoberfest | October | MCRD Parris Island | MCAS Beaufort

Fall themed games and activities, music, selfie stations, and unit contests. Get out your best costume and join us in the fun! Sponsorship includes a table at the event and opportunity to host a game or food station.

Avg. attendance: 1,500

Polar Express | December | MCRD Parris Island

Families take photos with Santa at the "North Pole", enjoy cookies and hot cocoa, and ride through a winter-wonderland of lights on the Polar Express (tram). Sponsors have a tabling opportunity at the "North Pole" to greet families before they take off on the Polar Express.

Avg. attendance: 1,000

Holiday Village | December | Laurel Bay

The 'Tri-Command Holiday Village' will be at the Semper Fit Laurel Bay Center. This holiday themed event will feature activities for the whole family including crafts, music, snacks, and more! Families will also get to meet Santa and The Grinch.

Avg. Attendance: 300

Parris Island Drill Instructor Meet & Greet

Discovery Night serves as a welcome event to new Marines and families stationed at Parris Island. Current leadership and other community members share a wealth of information about the base and its resources. Marines and their families are invited to join the discussion and ask questions to the local experts. They get to meet some Marine and Navy permanent personnel, their spouses, and learn about MCCS programs and resources available to help them. Light refreshments are served. Sponsorship includes a table at the event to interact with patrons.



Single Marine Program Sponsorship (MCRD Parris Island & MCAS Beaufort facilities)

The goal of the SMP is to improve the quality of life for single Marines and Sailors. It is structured around recreation, community involvement, health and wellness, life skills and career progression. There are two SMP facilities with their own movie theaters, Xbox consoles, TVs, basketball/volleyball courts, pool tables, laptops, and a lounge with bar. The Parris Island facility averages 2,500 patrons/month and the Air Station averages over 6,000 patrons/month.

- 3'x5' Standing Banner or 22"x28" poster and rack card display in each SMP facility
- Logo on all SMP marketing materials; print and digital
- Opportunity to provide promotional materials or raffle drawing in each facility
- Table at monthly SMP events

Marine Corps Family Team Building Program Sponsorship (MCRD Parris Island & MCAS Beaufort facilities)

MCFTB provides training and education to prepare Marines, Sailors and their families to successfully navigate the unique challenges of the military lifestyle. MCFTB has facilities on MCAS Beaufort, MCRD Parris Island, and Laurel Bay averaging over 300 patrons a day!

ADVERTISING / SPONSORSHIP INCLUDES:

- Invites to MCFTB hosted events
- 22x28 poster and rack card display in each MCFTB facility.
- Logo on all MCFTB print and digital flyers and posters
- Logo on select PowerPoint presentations
- Opportunity to provide promotional materials in each L.I.N.K.S. bag or drawing to participants
- Exposure to a captive and receptive audience of Marines and family members

Welcome Packet Advertisement (MCRD Parris Island & MCAS Beaufort)

Welcome Aboard Packages provide information about the base and MCCS resources that will make their transition smoother. Your company's information will be included in the packages sent to Marines requesting information before they arrive in South Carolina. As part of their check-in process, service members check in with MCCS for a Welcome Aboard Packet and or attend an in-person Welcome Aboard Brief. Your company information will be made available and distributed to the attendees.

Graduation Advertising

Over 20,000 postcards are mailed each year to recruit families prior to graduation. The postcard provides essential graduation information and QR codes to the MCCS app and WooCommerce website to shop graduation photos and gifts. Sponsor logo is included on every postcard mailed.

Golf Course Advertising

Saluted as one of the Top 10 Military golf courses in the world, the Legends Golf Course at Parris Island is a one-of-a-kind experience with wetlands and deep-water bordering the course. The Sand Trap Grill serves breakfast and lunch to players, Marines, and civilians. It was voted best golf course in Beaufort County by Readers Choice. Over 2,500 patrons golf at Legends each month. Advertising is available on granite tee markers, driving range bag stands, range balls, and digital golf cart screens.



Digital Monitors

Your marketing message will be displayed on 19 digital screens across both installations, at high-traffic, high-dwell time locations. Est. impressions: 14,040/mo.

Locations of monitors: Fitness Centers, Food Court, Family Service Center, Libraries, Marine Mart, Outdoor Rec, Golf Course, etc.

Digital Screens MCX

Located at front entrance of MCRD PI and military logo section, as well as front entrance of MCAS Beaufort. (1080 x 1920 pixels)

MCCS Website

Reach your audience with prominent home page banner ad on <https://southcarolina.usmc-mccs.org/>. Advertise your unique message with a direct link to your website too.

Digital Marquees

Six signs, strategically placed at all major gates and on main arterial roads, display day and night with advertisements and updated messaging on programs and events.

Locations of marquees to select from: Entrance to MCRD Parris Island, MCAS Beaufort, MCAS Barracks & Laurel Bay Housing, MCAS Beaufort Marine Mart, MCRD PI MCX entrance. You can select two locations for you ad.

Parris Island Family Day App

Ad placed at the top of the one of the most frequently visited pages.

Avg. 9,600 visitors to the app each month.

MCCS ERR App and Website

Advertise with a banner ad on the MCCS Eastern Recruiting Region App and website

<https://err.usmc-mccs.org/>

MCRD PI Product Catalog

New recruits send 8–10-page product catalog to their parents, grandparents, and friends that are interested in buying memorabilia. 20,000+ mailed annually.

\$2,500

Full-Page Advertisement

Dimensions: 8 x 5 ½"

\$1,500

Half Page Advertisement

Dimensions 4 x 5 ½"

TRS Banner

Display your standing banner at both of our Transition Readiness Classrooms at Parris Island and MCAS Beaufort. Banners are provided by the advertiser.



Single Marine Program Rec Facility Sponsor: MCAS Beaufort

Prominently display your brand with an eye-catching counter wrap in the Rec Room at Afterburners. Hundreds of single Marines use this facility to unwind and play pool, video games, or grab food. Troop Appreciation is held at Afterburners each month, as well as SMP meetings, Lunch to Go Program, and more.

MCAS Beaufort Fitness Center Window Cling

Prominently Display an advertisement on entrance of the Fitness Center that welcomes an average of 1,250 patrons per day.

Parris Island HITT Facility Wrap

Your company’s advertising banner will be strategically wrapped on the front of the HITT facility wall, not only capturing HITT facility patrons, but Parris Island Fitness Center and road traffic as well. Wall dimensions are 18’H x 14’W.

HITT Trailer Wrap

Wrap all (4) sides of the HITT Trailer with your advertisement. Trailer is used to move fitness equipment and is parked in a prominent location for all major events. When the trailer is not used for an event, it is parked at the MCX or Fitness Center for maximum exposure.

A la carte		
EVENT	LOGO ON ALL MKTG (website, digital display, marquees, event signage, social media) and/or TABLE AT EVENT and/or (4) SOCIAL MEDIA MENTIONS	TABLE AT EVENT ONLY
Devil Pups/Mini Marines	\$1,000	\$600
Troop Appreciation	\$3,000	\$250/Event
Eggstravaganza	\$1,000+	\$500
KidFest	\$500	\$250
Semper Fit Runs (per event)	\$350	\$150
Summer Challenge	\$3,000	N/A
Freedom Fest	\$1,250 +	\$750
Back to School Bingo	\$500	\$200



Operation Ball Gown	\$750+	\$300
Fall and Harvest Festival	\$1,000+	\$500
Polar Express & Holiday Village	\$750+	\$500
DI Meet & Greet	\$1,500	\$300
Single Marine Program	\$12,000	N/A
MCFTB Sponsorship	\$12,000	N/A
Welcome Packet Advertising	\$1,000	N/A
Grad Advertising	\$2,500	N/A
Granite Tee Marker	\$1,500	N/A
Driving Range Bag Stands (15)	\$1,000	N/A
Driving Range Golf Balls	\$6,000	N/A
Golf Cart Screens	\$7,500	N/A
Digital Monitors	\$8,100	N/A
MCCS Website	\$8,100	N/A
Digital Screens MCX	\$4,050	N/A
Digital Marquees	\$8,100	N/A
Family Day App	\$3,000	N/A
ERR App/Web	\$1,500	N/A
Product Catalog	\$1,500 - \$2,500	N/A
Napkin Holder Ad MCX	\$1,000	N/A
TRS Standing Banner (2)	\$5,000	N/A
SMP Wrap	\$8,000 (~\$2,000 production + install)	N/A
Window Cling	\$10,000 (~\$3,000 production + install)	N/A
PI HITT Wrap	\$10,000 (~\$3,600 production + install)	N/A
HITT Trailer Wrap	\$8,500 (~\$3,500 production + install)	N/A

Discounts available when bundling events/advertising