

# NEWCOMERS ORIENTATION

## NOWA In Person Brief



- + REACH NEWCOMERS
- + MEET & GREET WITH CLIENTS

### EXCELLENT OPPORTUNITY

for a rare face-to-face meeting with potential clientele in need of multiple services.

#### *What is Newcomers Orientation Welcome Aboard (NOWA) Brief ?*

- Mandatory program that discusses a wide range of topics pertinent to incoming Marines, Sailors and their families.
- Ranging in subject matter from personal responsibilities and expectations as members of the U.S Armed Forces, briefings from representatives of multiple services organizations, to information regarding the unique culture and customs of Okinawa
- Held every Wednesday from 0715-1600 throughout the year with the exception of adverse weather (TCCOR-1 or greater) at the Community Center aboard Camp Foster. The Information Fair is held from 0815-0910 and set-up is from 0700-0715.

#### About

Throughout the year and especially during the summer months, Okinawa sees an influx of newly-arrived military personnel. To assist with the transition and ease anxieties of moving, NOWA was created

#### Reach

- “Meet and greet” potential clientele during the brief. If unable to attend, there is also the option of including your flyer within the NOWA Information Kits.
- Chance to inform customers about your range of services by means of a flyer within Information Kits handed to each individual or family.

#### Advertising Rates

**Option A** Direct access to clientele via tables located within the Community Center aboard Camp Foster and insertion of flyers with the Newcomers’ Information Kit. Space is limited to TWELVE spots only! \$100 per week. (Agreement must be for one year)

**Option B** Newcomer’s Information Kit Flyer Program. Your pre-approved flyer will be inserted into welcome kits provided to every attending family. \$50 per week. (Agreement must be for a minimum of three months)



# NEWCOMERS ORIENTATION

## Virtual NOWA



### About

Throughout the year and especially during the summer months, Okinawa sees an influx of newly-arrived military personnel. To assist with the transition and ease anxieties of moving, NOWA was created.

### Reach

- As part of mitigating actions of COVID-19 NOWA is going to be on-line as "Virtual NOWA".
- Chance to inform customers about your range of services by placing your business information at the end of virtual class videos (there are six separated video sessions).
- There is still the opportunity to inform customers about your range of services by means of a flyer within Information Kits handed to each individual or family.



< Ad spec: 1920 x 1080 px at 150 dpi >

## + REACH NEWCOMERS VIRTUALLY

### EXCELLENT OPPORTUNITY

For introducing your business with potential clientele in need of multiple services.

### Advertising Rates

#### Elite Video/Flyer Package: \$400 per month

- Ad on all six video sessions
- Flyer insertion in NOWA information Kits
- Agreement must be for minimal three months

#### Video/Flyer Package: \$300 per month

- Ad on one video session
- Flyer insertion in NOWA information Kits
- Agreement must be for minimal three months

#### NOWA video Ad: \$200 per month

- Ad on one video session
- Agreement must be for minimal three months

#### NOWA Flyer Folder Program: \$50 per week

- Flyer insertion in NOWA information Kits
- Agreement must be for minimal three months

### Important Dates

Space reservation deadline: June 22  
Ad material deadline: June 23  
Services begin: July 1

# NEWCOMERS ORIENTATION NOWA BRIEF ~TABLE TOP



## + BE THE FIRST TO REACH NEW CUSTOMERS

### EXCELLENT OPPORTUNITY

Providing information to potential clientele in need of multiple services.

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#### ABOUT

Throughout the year, and especially during the summer months, Okinawa sees an influx of newly arrived military personnel. To assist with the transition and ease anxieties of moving, the NOWA Brief was created.

- Mandatory program that discusses a brief range of topics pertinent to incoming Marines, Sailors, and their families.
- Ranging in subject matter from personal responsibilities and expectations as members of the U.S. Armed Forces, briefings from representatives of multiple service organizations, to information regarding customs and culture in Okinawa.

#### BENEFITS TO SPONSOR

- Excellent opportunity to get your name in front of all new military personnel and families. (NOWA attendance is mandatory for them)
- Opportunity to inform customers about your services by means of a flyer positioned prominently on every table at NOWA.
- Opportunity to educate all new incoming Marines, Sailors and families when they are hungry for information.

#### SPONSOR OPPORTUNITY

- Table-top flier on each table
- Minimum of 10 tables
- Minimum agreement period: 3 months.
- Cost: \$50 per brief

