



DEPARTMENT OF THE ARMY
UNITED STATES ARMY GARRISON ITALY
UNT 31401, BOX 42
APO AE 09630

AMIM-ITG

22 June 2023

MEMORANDUM FOR Director, Morale, Welfare & Recreation

SUBJECT: Establishment of the U.S. Army Garrison (USAG) Italy, Commercial Sponsorship and Advertising Program

1. References:

- a. Army Regulation 215-1, Military Morale, Welfare, and Recreations Programs and Non-appropriated Fund (NAF) Instrumentalities dated 24 September 2010, Chapter 11 (see Appendices A and B.).
- b. Department of Defense Instruction (DODI) 1015.10, Enclosures 11 and 12.
- c. DOD Financial Management Regulation FMR 7000-14R, Volume 5, Chapter 34.
- d. The Joint Ethics Regulation (JER) DOD 5500.7-R.
- e. Policy Memorandum Commercial Sponsorship Policy, dated March 25, 2004 (Appendix E).

2. The USAG, Italy, Commercial Sponsorship and Advertising (CS&A) Program is authorized to operate in all common areas of the Garrison for the purpose providing commercial sponsorship and advertising to authorized programs.

3. Authorized programs. Only MWR programs and events as recognized by AR 215-1, may be sponsored or display commercial advertisements and benefit from Commercial Sponsorship or Advertising. Refer to figure 3-1 MWR Programs, Section II Funding Categories in AR 215-1 for a list of MWR activities. Installation or command sponsored events such as change of command; retirement ceremonies; organizational day; unit social functions, commander's gold tournaments etc. that are not MWR events may not receive benefits from the MWR Commercial Sponsorship program.

4. Authorized solicitors. The Director, Family and Morale, Welfare and Recreation (DFMWR), must designate by name, and in writing, individual(s) who perform commercial sponsorship and advertising duties. Before being designated, personnel must take the Basic Online Sponsorship and Advertising Correspondence Course, provided by the IMCOM Academy.

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5. Display of CS&A materials will be provided at commercial standards. Materials include digital media, printed media, and outdoor banners in the standard size of 1 meter x 2 meters in appropriately sized frames.

6. The following banner locations (53) have been approved and may be further expanded following review and approval by the Deputy Garrison Commander:

a. Banners:

- Ederle Main Gate Inbound: 11
- Ederle Main Gate Outbound: 9
- Del Din Main Gate: 4
- Del Din Access Road: 6
- Villaggio Gate: 3
- CPF Entrance: 2
- Ederle Lot/Outdoor Court: 3
- Ederle Sports & Fitness Entrance: 10
- Torri di Q., Warehouse Complex: 3
- Bldg. 2308 (enclosed refuse structure): 2

b. Digital screen/marquee. 2.5 meter x 3.5 meter video LED display to be placed in front of building 106 facing Olson Avenue and installation access road. Trailer mounted display will be placed in grassy area in between sea pines with no interference with parking space or walking traffic. Power supply has been coordinated with DPW. Test site for the period of April through December 2023.

7. Organizations or individuals displaying or distributing advertising materials that are not approved by the CS&A program will be provided formal notification to remove materials. Following the expiration of the notification period item(s) will be removed and retained by CS&A for a period of 30 days so the owner may claim it. CS&A program will accommodate requests from USAG, Italy programs for the display of community service announcements for periods of 30 days or less.

8. The point of contact for this action is Mr. David Floyd, at DSN 646-4487 or NIPR david.m.floyd3.naf@army.mil.



SCOTT W. HARRIGAN
COL, IN
COMMANDING