



DEPARTMENT OF THE ARMY
US ARMY INSTALLATION MANAGEMENT COMMAND
HEADQUARTERS, UNITED STATES ARMY GARRISON
4551 LLEWELLYN AVENUE, SUITE 5000
FORT GEORGE G. MEADE, MARYLAND 20755-5000

IMME-MW

MEMORANDUM FOR Directorate of Family and Morale, Welfare and Recreation
(DFMWR), Fort Meade, Maryland 20755-5070

SUBJECT: Banner Ordering, Fees, and Hanging Procedures for Fort George G. Meade
DFMWR programs, Standard Operating Procedures (SOP)

1. PURPOSE: This SOP is a basic guide for the ordering, payment, and placement of all Family and MWR banners.

2. REQUESTS:

a. A Marketing work order request form is required when ordering a banner. A request form can be found on our website at: www.meade.armymwr.com.

b. The DFMWR Marketing Office accepts work order requests for banners from any FGGM DFMWR program or facility.

c. It is recommended that requests for banners be submitted at least 8 weeks prior to the scheduled event. This allows an adequate amount of time for designing, ordering and hanging the banner prior to the event.

d. All requesters will receive via e-mail a proof copy of their banner prior to purchase. This proof must be approved in writing by the requester prior to the Marketing office purchasing the banner.

3. FEES:

a. The DFMWR Marketing office will not incur any costs associated with the purchase of banners. The Marketing office will pay for the banner in full and charge the requesting activity during the month in which the banner was purchased. The fees will be disclosed to the requestor prior to placing the order. Written approval by the requestor to the Marketing Office will be required.

b. If the requester has a particular department code in which they desire to use, it is the requestor's responsibility to inform the Marketing office of that code prior to allocation.

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c. Any repairs, replacements, or amendments to the banner can be requested via a Marketing request to the Marketing office and will result in an additional fee from the vendor.

d. DFMWR is not responsible for product vandalism, normal material deterioration or product destruction due to acts of nature.

4. DURATION OF TIME:

a. The finished product should be on display 30 days in advance, not to exceed 45 days in advance, of the scheduled event. Banners are not permitted to be on display in the same location for more than 45 days at one time. Banners will be removed after the scheduled event, or after 45 days, whichever comes first. Banners may be rotated to different locations after this 45 day period, but will be done on a space available basis and at the discretion of the DFMWR Marketing office.

b. If the activity would like the banner to be returned to them after it has been removed, a request must be made on the original Marketing request form. If this request is not made, DFMWR Marketing will store banners for re-occurring events and dispose of banners for onetime events. If banners for re-occurring events have been patched several times, DFMWR Marketing may decide for esthetic purposes to dispose of the banner.

5. PLACEMENT & DIMENSIONS:

a. Primary Banner Locations Include:

| | |
|-----------------|----------------|
| Reece Road Gate | 4 Banner Spots |
| Mapes/32 Gate | 4 Banner Spots |
| Mapes/175 Gate | 4 Banner Spots |
| Llewellyn Gate | 4 Banner Spots |

b. All banners hung at the above gates on the fence exterior will measure 4' wide by 12' long. Roadside banners hung inside the installation will be uniform in size, measuring 3' wide by 8' long. Banners hung at alternative locations, other than mentioned, must be coordinated with the DFMWR Marketing Office.

c. DFMWR Marketing will try to accommodate all requests to hang banners in the requestor's desired location, however, locations cannot be guaranteed as they are based on space availability. Determining the priority of the banners is at the discretion of the Marketing office, but is generally assessed based on command focus, estimated attendance and potential for revenue generation.

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6. REQUIREMENTS & APPROVAL:

a. All banners that are hung on behalf of the DFMWR Organization must be approved by DFMWR Marketing. All banners are required to meet DFMWR Marketing banner requirements to include: Point of Contact, MWR logo and the DFMWR Fort Meade website. It is at DFMWR Marketing's discretion to select appropriate font, font size, pantone color or any other design element. The Marketing office reserves the right to refuse to display any banners that do not meet these requirements. Banners hung without prior approval from DFMWR Marketing will be removed.

b. Banners for off-post entities, typically sponsors, or banners which contain or display sponsor logos, will include the disclaimer "Sponsorship does not imply Federal Endorsement".

7. POC is Marketing Manager at 301-677-6195.