



REPLY TO
ATTENTION OF

DEPARTMENT OF THE ARMY
FAMILY AND MORALE, WELFARE AND RECREATION COMMAND
US ARMY INSTALLATION MANAGEMENT COMMAND
4700 KING STREET
ALEXANDRIA VA 22302-4408

OCT 25 2007

S: 30 November 2007

IMWR-POM-C

MEMORANDUM FOR Commander, Installation Management Command, ATTN: IMMW (Ron Hames), 2511 Jefferson Davis Highway, Arlington, VA 22202

SUBJECT: FY07 Commercial Sponsorship and Advertising Reporting Requirements

1. Army Regulation 215-1, chapter 11-4 and 11-12, requires sponsorship and advertising revenue be reported annually to the Family and MWR Command (FMWRC) by 30 November. The enclosed forms will be used to report revenue and expenses generated during fiscal year 2007 (FY07) at the Department of Army (DA), IMCOM Regions, and installation levels.
2. The enclosure contains reporting forms that were developed through collective input, the financial reporting policy, instructions for completion of forms, FY07 Operating Guidance and a designation memo template. The packet serves as our best tool to measure sponsorship and advertising revenue and expenses generated by the Army worldwide, to analyze the Army's sponsorship and advertising program trends and developments, and to recognize top sponsorship and advertising managers. At the DA level, the reports help us tell the "Army Story" to potential sponsors as well as focusing on our individual needs.
3. Request you forward the completed forms to the Family and MWR Command (IMWR-POM-C), Attn. Ms. Gabriele Drechsel, 4700 King Street, Alexandria, Virginia 22302-4403, by 30 November 2007. For questions about the report or enclosed forms, please contact Ms. Drechsel, (703) 681-7290, DSN: 761-7290; e-mail: Gabriele.Drechsel@us.army.mil.

Encl


BELINDA PINCKNEY
Brigadier General, USA
Commanding