



Naval Station Newport
Morale, Welfare, & Recreation
656 Whipple Street
Newport, Rhode Island 02841-1629



Barry Automotive
Attention: Peter Barry and Lucas Barry
166 Connell Highway
Middletown, RI 02842

Dear Peter and Lucas,

Morale, Welfare and Recreation (MWR), Naval Station Newport would like to thank you for your support of MWR events and programs. As a non-appropriated fund, non-profit, and self-sustaining organization, our mission is to provide quality support and recreational services that contribute to the retention, readiness, mental, physical and emotional well-being of our service members. Your sponsorship has an immeasurable impact on the lives of our Sailors and all Service Members and their families allowing us to organize and execute first class events and programs for their enjoyment.

Here is your after action report detailing the benefits Barry Automotive received for the MWR NAVSTA Newport Salute to Summer Concert & Fireworks in accordance with your sponsorship agreement and modifications, FY14-REGSPON-1017, dated November 18, 2013, June 17, 2014, and July 25, 2014.

MWR Naval Station Newport Salute to Summer Concert & Fireworks (August 23, 2014) :

Description of Event: The Salute to Summer Concert and Fireworks is a celebration for the end of summer! This year featured Navy Band Northeast as the headlining performer. This event is open to the public and features a variety of concessions. Tickets were available for purchase and each concession accepted tickets as a form of currency. A Kids Zone was available and had an array of inflatables, each for 1 ticket per entry/bounce. Local band, Wayz and Means, opened the show and was followed by the featured act. Navy Band Northeast's performance ended with a fantastic fireworks display.

Attendance: Approximately 11,000

Entry Fee: FREE Open-to-the-Public Event

Location: Dewey Field, Naval Station Newport

Time: 1600-2200

Comments: The weather was spectacular, sunny with a breeze. The evening temperature was pleasant too! Everyone enjoyed the event and the broadcast music from Mixx 99.3 FM prior to the show along with their Plinko Game was a hit. There is something special about overlooking the iconic Pell Bridge amongst great entertainment and amazing fireworks as well. The Sponsor Chalet Area hosted the Commander's special guests and our 2014 Sponsors. Sponsors on-site for the day were Southern Illinois University, University of Phoenix, United States Automobile Association, First Command Financial Planning, Navy Federal Credit Union, Coca-Cola Bottling Company of Southeastern New England, Olympic Physical Therapy & Foot Orthotics, and 3G Broadcasting. Other sponsors to the event were: Sprint Nextel, Barry Automotive, US Family Health Plan, Fitness Anywhere-TRX, BodyBuilding.com, Brick Alley Pub & Restaurant, Flat Waves Restaurant, Bridge to Fitness, Crystal Spring Water Company, Purvis Systems, Force Newport CrossFit, Ma's Donuts & More, Frosty Freez, Newport Bicycle, Noble House Hotels & Resorts, Hallman Septic and Portable Toilets, Supercuts of Newport, Salve Regina University, T-Mobile

Government Solutions, Dr. Durudogan DDS, Cornell Swim Academy, General Dynamics Information Technology, Green Valley Country Club, Focal Upright, The French Confection, and Floor Time Studios. The support of sponsors was greatly appreciated, and the comments received from the community were extremely positive. People raved about the best fireworks of the summer!

Publicity and In-Kind Benefits:

- Posters 2-22 x 28
- Flyers 1,500-8.5 x 11
- 5,000 Newsletters Leisure Times (July 2014-Blurb, 1 x 4, Save-the-Date Ad)
- 5,000 Newsletters Leisure Times (August-Full Front Cover)
- NAVSTA Facebook – Event posting: Thursday, July 24, 2014 (7,989 patrons); Tuesday, July 29, 2014 (8,014 patrons); Thursday, August 7, 2014 (8,044 patrons); Tuesday, August 12, 2014 (8,063 patrons); and Friday, August 22, 2014 (8,275 patrons).
- MWR Facebook – Event posting: Thursday, July 24, 2014 (654 patrons); Tuesday, July 29, 2014 (681 patrons); Thursday, August 7, 2014 (715 patrons); Tuesday, August 12, 2014 (730 patrons); and Friday, August 22, 2014 (786 patrons).
- Twitter: Event posting: Thursday, July 24, 2014 (42 patrons); Tuesday, July 29, 2014 (43 patrons); Thursday, August 7, 2014 (44 patrons); Tuesday, August 12, 2014 (44 patrons); and Friday, August 22, 2014 (46 patrons).
- MWR Email Blast List on: Event posting: Thursday, July 24, 2014 (1,472 patrons); Tuesday, July 29, 2014 (1,479 patrons); Thursday, August 7, 2014 (1,483 patrons); Tuesday, August 12, 2014 (1,482 patrons); and Friday, August 22, 2014 (1,489 patrons).
- Sponsor banner was hung at Event.
- Sponsor was recognized at the Event.
- Sponsor logo was included in media advertisements.
- Sponsor Promotional Materials were displayed at the MWR In-kind Table.

Other Nice-to-Know Information for Sponsors:

- Check the MWR website at www.discovermwr.com/navalstationnewport for hours of operation, events, brochures, fitness & aquatic schedules, restaurant menus and catering packets.
- On Facebook? Become a "Fan" of MWR's page <http://www.facebook.com/NAVSTANewportMWR>
- On Facebook? Become a "Fan" of Naval Station Newport's page <http://www.facebook.com/NAVSTANewport>
- MWR is now on Twitter @NAVSTANPTRIMWR...Come follow us!
- NAVSTA is now on Twitter @NAVSTANewportRI...Come follow us!

I've attached some pictures from the event for you to see. Thank you again for your partnership with Naval Station Newport. If you ever have any questions on sponsorship, please don't hesitate to call me at (401)841-3855.

Very respectfully,
Elizabeth A. Larcom
MWR Special Events, Sponsorship Coordinator
Naval Station Newport, RI