



BEHIND THE CAMOUFLAGE

A MARINE CORPS ASSOCIATION INITIATIVE

BRIDGING THE GAP IN MARINE CORPS RESOURCES
FOR MARINE CORPS SPOUSES AND THEIR FAMILIES.

Sponsor Prospectus



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About Us

Behind the Camouflage is a dedicated effort by the Marine Corps Association to bridge the gap in Marine Corps Resources for Marine Corps Spouses and their families through essential education and support.

www.mca-marines.org/behind-the-camouflage



Empowering Marine Corps Spouses through education, support, community, and meaningful connections!



IMPLEMENTATION



Engaging conversations on topics that matter most to Marine Corps Spouses.



Fostering connection to community through spouse summits at various bases.



Covering all aspects of life in the Marine Corps community.



Spouse and Family Advisory Council to support families and assist HQMC in identifying trends.



Celebrating exceptional contributions made every day to the Marine Corps community.



A collection of tools and information you need to thrive in the Marine Corps community.



BEHIND THE CAMOUFLAGE SPONSORSHIP PROGRAM

Behind the Camouflage (BTC) is a premier initiative supporting Marine Corps spouses through summits, awards, and a podcast designed to build community, provide resources, and celebrate resilience. Your sponsorship directly impacts the lives of military spouses, fostering connections to service, employment, and community.



Sponsorship Opportunities

Our total program cost is \$150,000, and sponsors typically contribute between \$5,000 and \$20,000.

We offer several tailored sponsorship levels to meet your organization's goals while maximizing your brand visibility.

BTC AWARDS SPONSOR

\$6,500

Honoring Excellence in the Military Spouse Community

Each year, BTC recognizes (8) outstanding military spouses who have made a difference in their community. This sponsorship supports the Behind the Camouflage Annual Awards presented at the MCA Annual Meeting. At this event, spouses are honored for their resilience, leadership, and contributions. This sponsorship covers travel for the award winner, the cost of the award itself, meals for the winner and their guests, and provides overall support for the Behind the Camouflage Program.

Sponsorship Benefits:

- Recognition as an Award Sponsor at the MCA Annual Meeting
- Two (2) seats at three BTC Spouse Summits of your choosing.
- Two (2) seats at the MCA Annual Meeting
- Company logo featured in summit materials and on the BTC website.
- Social media recognition and mentions across BTC platforms.
- Opportunity to present your selected BTC award at the MCA Annual Meeting.
- Narration to include a brief 1-2 line statement about you or your organization.



BTC SPOUSE SUMMIT SPONSOR

\$5,000

Empowering Military Spouses with Resources and Community

The BTC Spouse Summits provide military spouses with the tools, connections, and resources they need to thrive in their communities. Each summit includes distinguished speakers, networking opportunities, and a resource fair featuring key organizations.

Sponsorship Benefits:

- Official sponsor of one BTC Spouse Summit with branding at the event.
- Two (2) seats at the sponsored Spouse Summit.
- Table at the Resource Fair, allowing direct engagement with attendees.
- Logo placement on event signage, promotional materials, and website.
- Recognition in pre-event emails and post-event highlights.
- Opportunity to provide branded materials to attendees.
- Social media mentions and visibility on BTC's platforms.



BTC SPOUSE SUMMIT SPONSORSHIPS

DINNER SPONSOR - \$2500

Sponsorship Benefits:

- Logo placement on event signage co-located with dinner provisions, and program materials
- Table at the Resource Fair, allowing direct engagement with attendees.
- Opportunity to provide branded materials to attendees.
- Recognition during remarks at event



LIBATIONS SPONSOR - \$2000

Sponsorship Benefits:

- Logo placement on event signage co-located at bar or coordinating libations stations, and program materials
- Table at the Resource Fair, allowing direct engagement with attendees.
- Opportunity to provide branded materials to attendees.
- Recognition during remarks at the event



TABLE SPONSOR - \$500

Sponsorship Benefits:

- Logo placement on event signage at table
- Table at the Resource Fair, allowing direct engagement with attendees.

BTC PODCAST SPONSOR

\$3,000

Sharing Stories, Advice, and Insights for Marine Corps Spouses

The Behind the Camouflage Podcast brings Marine Corps spouse stories, expert advice, and community resources to a wider audience. Sponsoring the podcast helps amplify these voices while providing brand exposure to listeners across digital platforms.

Sponsorship Benefits:

- Logo placement and recognition in four BTC podcast episodes.
- 30-second sponsor mention in each episode.
- Website and social media exposure as an official BTC Podcast Sponsor.



Streaming available on:



www.mca-marines.org



Apple Podcasts

BTC SUPPORTING SPONSOR

\$1,000

Show Your Support for the Military Spouse Community

This sponsorship level provides an opportunity for organizations and individuals to contribute to BTC's mission while receiving brand recognition.

Sponsorship Benefits:

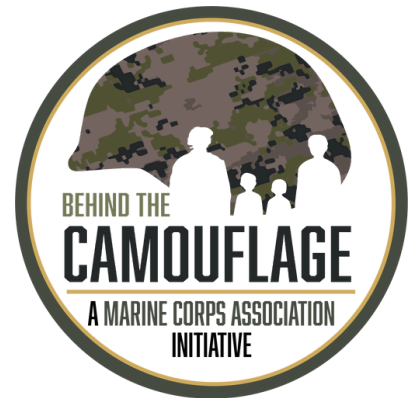
- Company name listed as a supporter on the BTC website.
- Recognition in a BTC social media post quarterly.
- Chronicles article posted on the BTC Chronicles Page



[HTTPS://WWW.MCA-MARINES.ORG/BEHIND-THE-CAMOUFLAGE/](https://www.mca-marines.org/behind-the-camouflage/)

Return on Investment

Sponsoring Behind the Camouflage provides direct access to the military community, enhances brand visibility, and aligns your organization with a mission-driven initiative.



Why Sponsor BTC?

- Targeted Audience Engagement – Reach thousands of military spouses and service members at events, through digital platforms, and on social media.
- Brand Exposure – Your company will be prominently featured across BTC events, podcasts, social media, and printed materials.
- Community Impact – Position your organization as a trusted supporter of military families, strengthening brand loyalty and goodwill.
- Networking Opportunities – Gain direct access to military leadership, influential spouse networks, and decision-makers.
- Custom Activation – Sponsorships can be tailored to include speaking opportunities, promotional giveaways, or unique engagement strategies.

Your investment in Behind the Camouflage is an investment in the well-being and success of military families.

FOR SPONSORSHIP INQUIRIES, PLEASE CONTACT:

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