



REPLY TO
ATTENTION OF

DEPARTMENT OF THE ARMY
INSTALLATION MANAGEMENT COMMAND
UNITED STATES ARMY GARRISON, FORT LEWIS
BOX 339500, MAIL STOP 20
FORT LEWIS WASHINGTON 98433-9500

IMWE-LEW-MWN

Memorandum for Family and Morale, Welfare and Recreation (FMWR), Fort Lewis,
Washington 98433

SUBJECT: FMWR Banners and Signage Standard Operating Procedures (SOP)

1. Family and Morale, Welfare and Recreation (FMWR) Marketing accepts work order requests for banners and signs from entities and personnel both on post and off post. Determining the priority and acceptability of the work order requests is at the discretion of FMWR Marketing, but is generally assessed based on command focus, estimated attendance and potential for revenue generation. I Corps, Garrison Command, and mission-related events, such as monthly observances or retention/recruiting efforts and "Welcome Home" banners, will have priority over other requests. Banners and signs for off-post entities, typically sponsors, or banners and signs which contain or display sponsor logos, will include the disclaimer "Sponsorship does not imply federal endorsement".
2. All work order requests will incur a fee for the cost of production material and supplies. All fees are published and disclosed upon receipt of the work order request. Payment in full is due at the time of work order submission. FMWR will guarantee the quality of workmanship and materials for the first 30 days. Any repairs, replacements, or amendments after 30 days will incur a fee. FMWR is not responsible for product vandalism, normal material deterioration or product destruction due to acts of nature (wind, weather, etc.).
3. All signage made by FMWR is constructed of plastic, either in lightweight corrugated plastic (Coreplas) or heavier PVC plastic (Sintra). Wood and metal are not used at this facility. Banners are constructed of 13oz. (or heavier) reinforced vinyl. Posters are printed on heavy-weight bond paper, photo paper, or adhesive vinyl and may be laminated to improve weather ability. Only graphics of tasteful design and appropriate content will be used in the construction process. Military unit signs are designed to meet Fort Lewis Garrison Command regulation and guidance. Unit crests, DUIs, patches and badges may be added to signs or banners, however any such devices must meet U.S. Army standards and be approved by the U.S. Army Institute of Heraldry. Graphics and images of high resolution and/or vector based images are required to be supplied by the unit, organization, or entity at the time work order is requested. FMWR Marketing is not responsible for the quality of final print if these images are not provided in sufficient resolution.
4. It is recommended requests for banner and signage production be submitted to FMWR Marketing at least four weeks prior to the date required/needed to facilitate preparation and production time.

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For specific, scheduled events it is recommended that customer submit a work-order 60 days prior to the event in order to facilitate both the production of the banner or signage and provide 30 days for display of the finished product in advance of a scheduled event. Banners are typically hung for a minimum of two weeks to 30 days prior to an event at one of seven fence line locations for a fee of \$25 per week:

Fence Banners (4' x 20')

Gray Army Airfield (GAAF)	8 spaces
DuPont Gate	4 spaces
North Fort I-5 Gate	2 spaces
North Fort Shoppette (41 st & A St.)	3 spaces
North Fort Steilacoom Gate	1 space
East Gate	2 spaces

Madigan Gate (MAMC)

Street Banners (4' x 30')

Main Gate	1 space
Garrison	1 space

Only these locations listed above are approved for banner hanging on Fort Lewis property. FMWR Marketing will try to accommodate all requests, but locations cannot be guaranteed as they are based on space availability. No banners will be hung on a "permanent" basis. Banners are hung for no more than 30 days at a time, after which they are taken down and returned, or they may be stored at the banner shop if so requested. A full 30 days will require that the banner in question to be rotated to another location after each consecutive 30 day period. Each rotation will not last more than 30 days. Banners may also be rotated once a week to other locations by request, to maximize exposure for a fee of \$30 per week or \$100 per month.

5. Due to safety concerns, all banners to be hung on GAAF will be 4' x 20' and made of not less than 13 oz. reinforced vinyl materials, be hemmed on all sides and include at least half inch grommets approximately 2' apart all around the edges. Not less than 8 rubbers cords with hooks will be used to secure them to the fence. The standard size for all other locations is also 4' x 20', however requests for smaller banners to be hung (not less than 4' x 10'), must still be of the same weight and construction above, and must be coordinated through FMWR Marketing for approval prior to construction and/or hanging.

6. Street banners 4' x 30' are hung on wires suspended over the street and it is recommended that they be hung only during less windy months, typically from mid April through mid November. Street banners may be double-sided and should be constructed of heavy weight reinforced vinyl (approximately 18oz.), hemmed with corner reinforcing panels, and heavy duty hooks sewn into the hem at each corner, every 2 feet along the top and every four feet along the bottom. Additionally, street banners will have wind pockets cut into them. Coordination for the hanging of street banners is through DPW as FMWR is not responsible for the hanging and taking down of any street banners.

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7. Smaller banners not more than 4' x 10' in size may also be hung at an FMWR facility for a nominal fee of \$25 per week. Such banner locations are selected for maximum exposure of the message and typically involved heavily trafficked or highly visible areas. Lightweight indoor banners, not more than 3' x 6', may be hung inside an FMWR facility for the same reason and for the same cost.

8. Customers may bring their own banners, produced at a third party off-post business, to hang on one of our fences, but such banners must meet the standards within this SOP. FMWR reserves the right to refuse hanging of banners that do not meet these standards. FMWR assumes responsibility for maintaining the banner sites as the appearance directly reflects on FMWR. The hanging or removal of any banners on Fort Lewis property must be coordinated through FMWR Marketing. Banners that are hung without prior approval from FMWR will be immediately removed.

9. POC is Katrina McConnell at (253) 967-5200.

A handwritten signature in black ink, appearing to read 'W. Harvey', with a stylized flourish at the end.

WILLIAM E. HARVEY
DFMWR