

# Naval Base Ventura County Winter Wonderland

2024



# Another Successful Event – Thanks to you!



Total Attendance

**1,712**

Decrease in numbers from previous year is attributed to the absence of two military commands. One command was out on deployment and the other arrived home the day of the Winter Wonderland.





## Vendor/Sponsor Row

Sponsors, vendors, & resource tables at the event were busy all night



## Carnival Row

Attendees played games for prizes this element is always a hit





## Kids Snow Play

Key attraction to the event is the real snow brought in for the event



## Kids Snow Play

Some of our kids have never seen or played in snow before





## Snow Sledding

Sledding activity offered for free  
open for all ages to enjoy



## Snow Sledding

Jr. enlisted volunteers help out and in turn  
they receive a credit toward advancement



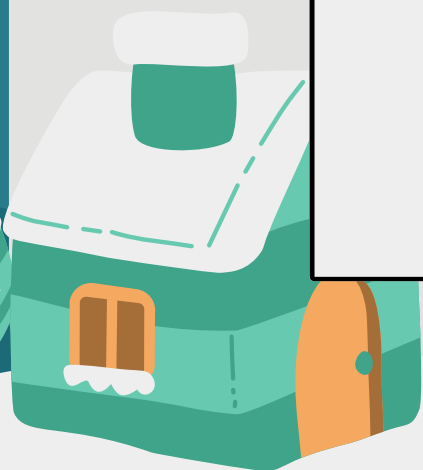


## Toy Giveaway

Unwrapped toys provide another key event element



Thousands of dollars in Unwrapped Toys are distributed.  
All Thanks to our Sponsors





## Photos with Santa

Families enjoyed free 4x6 photos and digital copies



## Tree Giveaway

60 Live Christmas Trees were distributed to military families

# Advertising

The screenshot shows the 'NAVY LIFE SW' website for NAVBASE Ventura County. The main heading is 'WINTER WONDERLAND'. Below the heading is a large graphic with the words 'WINTER WONDERLAND' in a stylized, dotted font, set against a background of green pine branches and white snowflakes. The graphic is presented by USAA. At the bottom of the graphic are logos for MWR, Ambassador, Liberty Military Housing, Trees for Troops, and United Through Reading. A small disclaimer at the bottom right of the graphic reads 'No Navy endorsement implied.' To the right of the main graphic is a sidebar with a search bar, social media share buttons, and a section titled 'Navy Child and Youth Programs (CYP) Employee Discounts' which lists benefits like 50% off child care and \$17.39-\$21.52/hour incentives. Below this is a photo of three children reading a book together, and a section for 'ADDRESS' with a 'Get Directions' link, a date of '14 Dec 2024', and a time of '5:00 pm'.

Advertising for the event included:

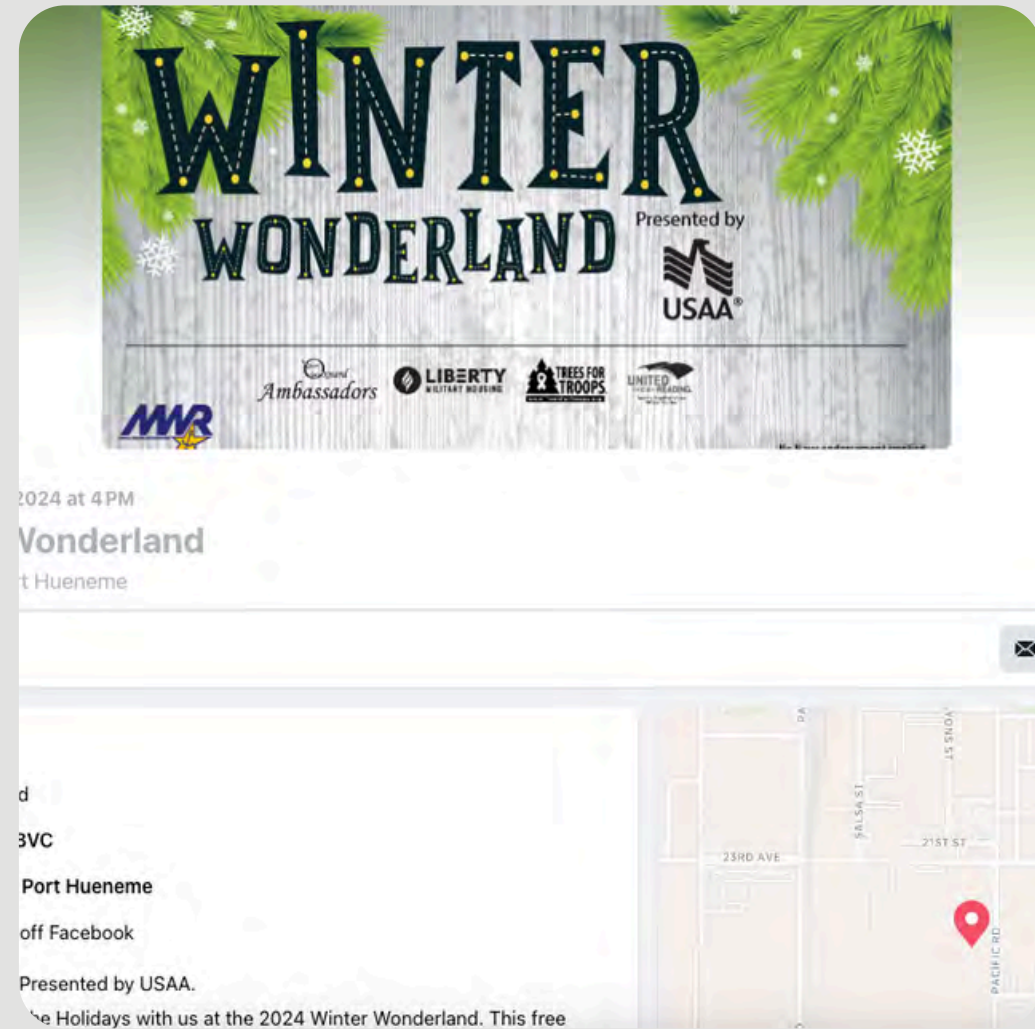
- Webpage
- Flyers/posters
- Digital Displays
- Digital Marquees
- Social Media
- Newsletter



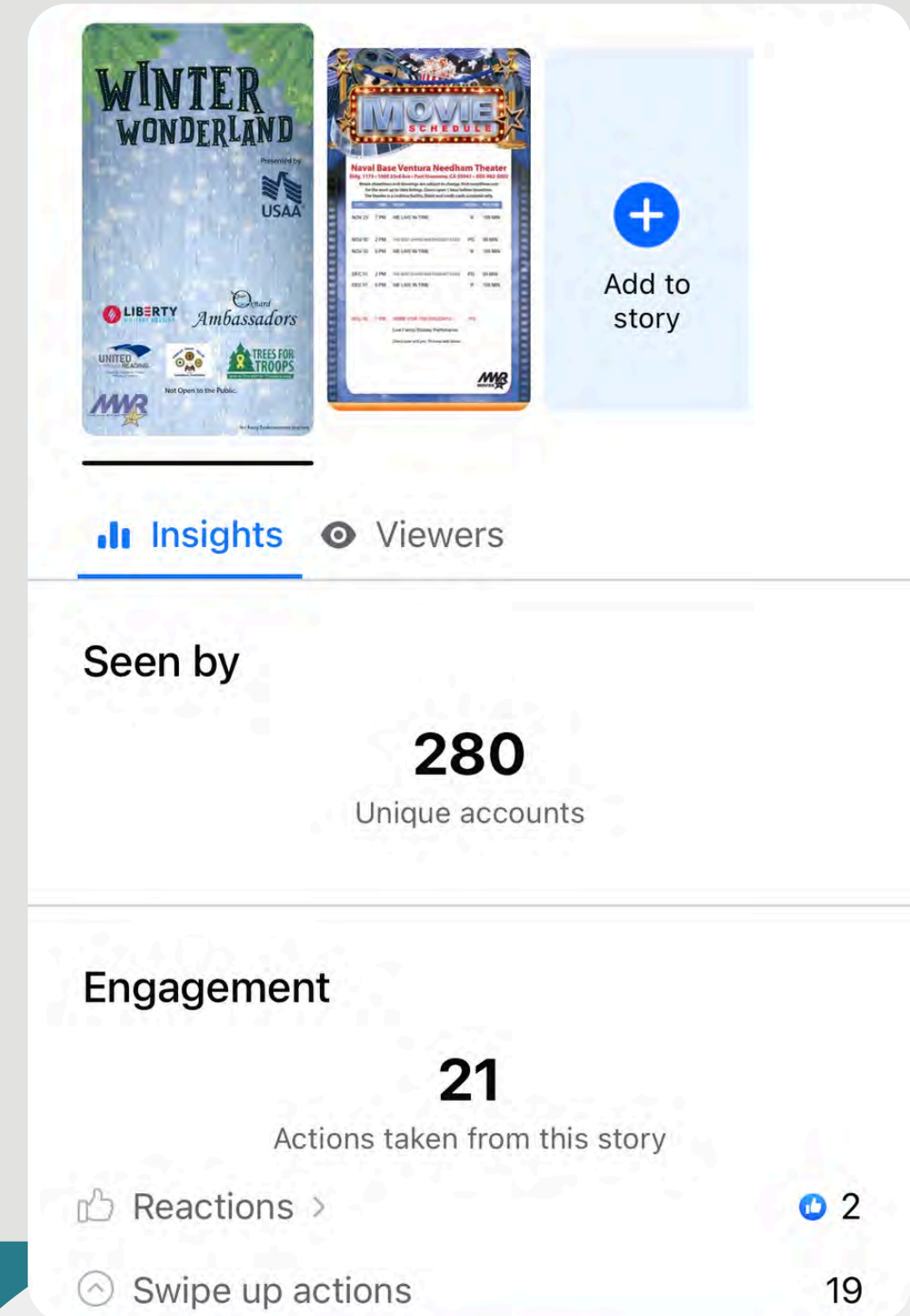


# Advertising

## Event Page – Facebook



## Animated Facebook Story Posts



# Advertising

● Roadside Marquee Ad – Two locations



● Large Posters in MWR facilities

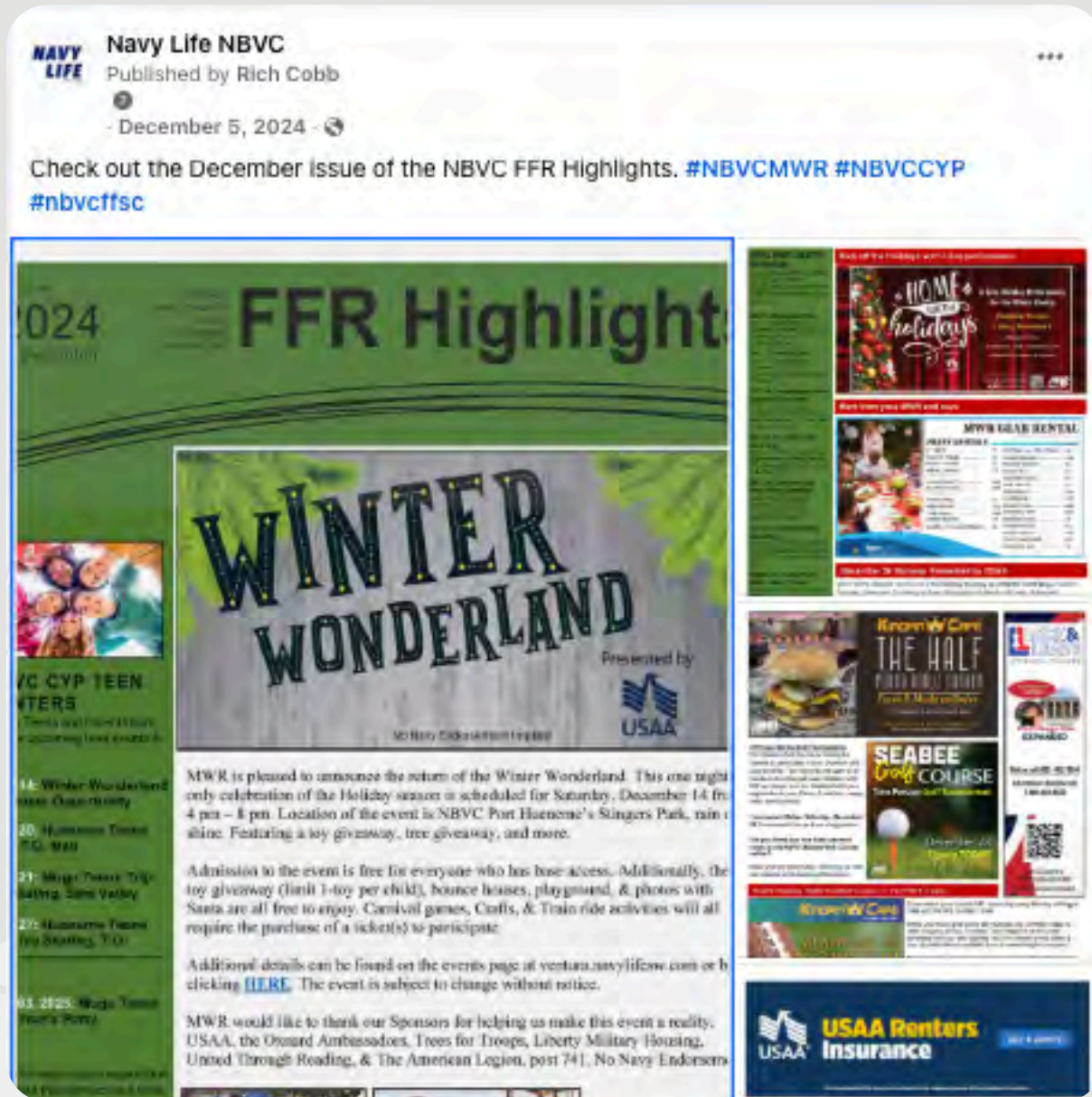


● Front page of the Base Newsletter



# Advertising

Newsletter posted to Social Media



Social Media Impressions:  
**4,000+**

Facility ads where print & digital ads appeared:  
**78,000** patron visits  
1-month across Mugu & Hueneme

Marquee Impressions:  
**NA** No Traffic data available.

Newsletter Emailed to  
**1,300+** subscribers and commands

# Event Photo Album Available on our Facebook page

<https://www.facebook.com/media/set/?vanity=NavyLifeNBVC&set=a.1021327213359182>



Thank You

