



## NATIONAL GUARD BUREAU

111 SOUTH GEORGE MASON DRIVE  
ARLINGTON VA 22204-1382

ARNG-HRR

31 July 2018

MEMORANDUM FOR NG J1 RRF (All-Entire RRF)

SUBJECT: SMOM 18-072, Army National Guard Recruitment Marketing Process

1. Effective immediately thru 30 September 2018. Prior to execution, all recruitment marketing contracts must be reviewed and approved by the Chief, Strength Maintenance Division. Recruiting and Retention Battalions will submit all recruitment marketing requirements, regardless of the dollar amount, to the Strength Maintenance Division. This information supplements DOD Instruction 1304.35 Military Marketing and NGR 601-1.

a) Sports-Related Marketing Submit to: [ng.ncr.ngb-arng.mbx.hrr-a-review@mail.mil](mailto:ng.ncr.ngb-arng.mbx.hrr-a-review@mail.mil)

Instructions: <https://www.milsuite.mil/book/groups/arng-hrr-contract-oversight-branch>

b) All other Recruitment Marketing Submit to: [ng.ncr.ngb-arng.mbx.hrr-recruiting-etp-req@mail.mil](mailto:ng.ncr.ngb-arng.mbx.hrr-recruiting-etp-req@mail.mil)

Exception to Policy Instructions: <https://www.milsuite.mil/book/groups/arng-gss-resources>

2. The ARNG will not pay sports-related organizations sporting events, or professional sports teams to provide recognition ceremonies for Service members.

3. Recruitment Marketing Definition. Any purchase using a government purchase card, contract actions, modification, task order, delivery orders, etc, that is based on an event or engagement whose purpose is to enhance a Military Service's recruiting efforts or targeted recruiting campaigns. This does not include a contract solely used to purchase radio, television, print, digital, signage, or internet advertising.

4. To ensure the ARNG is in compliance with DoD Instruction 1304.35 (Military Marketing) the National Guard Bureau will publish additional formal policy for Recruitment Marketing, effective date 1 October 2018.

5. The point of contact is David M. Gilliam (703) 607-0462 or [ng.ncr.ngb-arng.mbx.hrr-a-review@mail.mil](mailto:ng.ncr.ngb-arng.mbx.hrr-a-review@mail.mil).

ARNG-HRR  
SUBJECT: Army National Guard Recruitment Marketing Process (SMOM #18-072)

A handwritten signature in black ink, reading "Robert E. Kuster II". The signature is written in a cursive style with a long horizontal flourish extending to the right.

ROBERT E. KUSTER II  
COL, AG  
Chief, Strength Maintenance Division  
Army National Guard