



OCTOBER 2019

FORT BENNING

SPONSORSHIP AND ADVERTISING OPPORTUNITIES





Let us show you how to reach America's finest.

The U.S. Army, Fort Benning Family and MWR Marketing team can help you secure a measurable return on investment and influential access to well-educated, diverse and financially stable consumers.

Be part of something with value, purpose and reward. Align yourselves with something more. Make a meaningful difference. This is your opportunity to do well for those who have done so much.

U.S. Army Family and MWR plans, produces, promotes and manages world-class programs for those who serve, including a host of recreation, sports, entertainment, travel and leisure activities. When you join our ranks and reach these coveted target markets with the U.S. Army, Fort Benning, you'll also directly support exceptional programs for military members and their families.

Thousands of military Service Members, Retirees and their Families count on our programs to boost their quality of life throughout Fort Benning and the surrounding military community.

Here's how you can help...

Our Brand



**It's one thing to
plot a course.
It's another
to navigate it.**

Nobody knows how to immerse your brand within the Fort Benning market better than our team. This is our terrain, and our audiences value authenticity and credibility of the brands that partner with us. Our mission is to help your brand develop meaningful and long-lasting relationships with the military consumer market.

Create awareness and visibility through customized marketing opportunities across multiple platforms:

- Event sponsorships, Mobile Tour and Turn-key Event Access
- Digital advertising (video screens, billboards and websites)
- Online Promotions
- Pass-through Rights with Military Retail Outlets (the Exchange/DeCA)
- Regional, National and Global media exposure

Our Terrain



So you want to reach your target? You've come to the right place.

Reach more than more than 40 thousand Soldiers, Families and Civilians, as well as thousands of Retirees, Veterans and their Families.

We'll put you on the front lines for market segments that are primed to hear what you have to say. We cover the entire life cycle for Enlisted Soldiers and Officers, from entry through retirement:

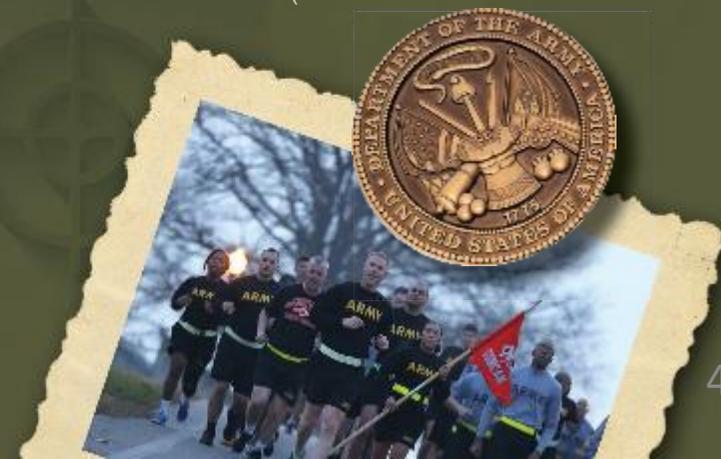
- Gender Distribution overall Army¹
 - ~ 16% Women
 - ~ 84% Men
- Entry Level/First-Termers (E1 – E4)
 - ~ 55% of Enlisted Soldiers²
 - ~ 30% will stay in the Army until retirement eligible³
- Mid-Level Management/Junior Non-Commissioned Officer (E5 – E6)
 - ~ 32% of Enlisted Soldiers²
 - ~ 70% will stay in the Army until retirement eligible³

- Senior-Level Management/Senior Non-Commissioned Officer (E7 – E9)
 - ~ 13% of Enlisted Soldiers²
 - ~ 96% will stay in the Army until retirement eligible³
- Junior Executives/Company Grade Officers (O1 – O3)
 - ~ 53% of Officers²
 - ~ 61% will stay in the Army until retirement eligible³
- Senior Executives/Field Grade Officers (O4 – O6)
 - ~ 31% of Officers²
 - ~ 95% will stay in the Army until retirement eligible³
- CEO/COO/Flag Officers (O7 – O10)
 - ~ .3% of Officers²
 - ~ 15.7% of Warrant Officers² (WO1 – WO5)

¹DMDC - Active Duty End Strength, Profiles: "Officer" and "Enlisted" as of June 2016;

²DMDC "Active Duty End Strength Profile" Set - June 2016;

³Latest Retainment statistics are from 2013





What makes our consumers so compelling?

The military community:

- **HAS TIME FOR LEISURE:** Soldiers earn 30 vacation days a year.
- **HAS MONEY TO SPEND:** Soldiers typically have more disposable income due to a comprehensive benefits package including housing, medical, dental, etc.
- **IS YOUNG:** Fifty-eight percent of Active Duty Soldiers are younger than 30, and the average age is 29.
- **IS SMART:** Army Soldiers are well educated, G.I. Bill provides them and their families opportunities for further education.
- **MOVES AROUND:** Approximately 29 percent of Armed Forces personnel³ were geographically mobile between 2011 and 2012, versus 12 percent of employed civilians.

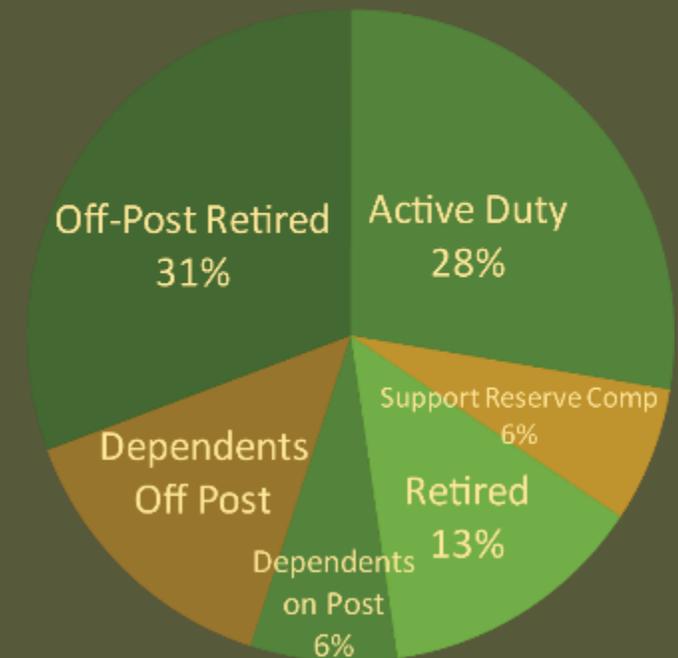
²DMDC "Active Duty End Strength Profile" Set - June 2016;

³2010-2014 American Community Survey 5-Year Estimates (census.gov)

Our Demographics

Every sound strategy needs good intel.

Fort Benning, GA



Active Duty	27,436
Support reserve Component	6,639
Retired	13,248
Dependents On-Post	7,268
Dependents Off-Post	14,146
Off-Post Retired	30,487
Civilian Employees:	
DoD Appropriated:	3,250
Non Appropriated, AAFES	
Contractors and others	5162

TOTAL PERMANENT POPULATION: 107,636

Education Level – Active Duty vs. Civilian

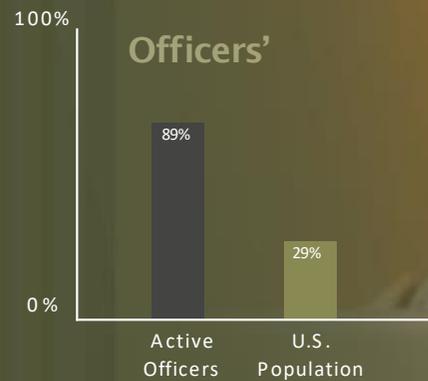
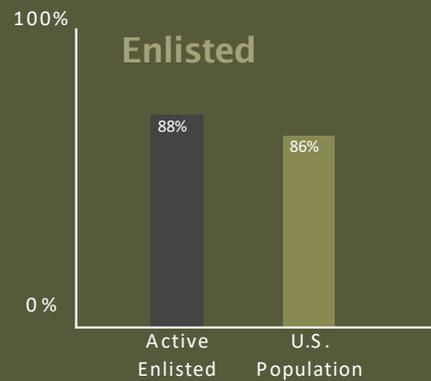
Active Duty Enlisted 88% High School Diploma⁴

U.S. Population 86% High School Diploma⁵

Active Duty Officers 89% College Degree⁴

U.S. Population 29% College Degree⁵

Education



Average Monthly Pay⁶ (including incentives)

Enlisted Soldiers \$4,329

Officers \$8,812

⁴DMDC "Active Duty End Strength Profile" Set - August, 2016;

⁵ US Population <http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=bkmmk>

⁶ DMDC "Custom Data" Provided - September, 2016;





Fort Benning's Family and MWR mission is to provide exceptional and diverse Family and MWR programs and services that enrich the quality of life for all who serve.

We provide recreational programs and events for our Soldiers and Families that sustain resiliency and promotes a quality of life

Our philosophy is that Soldiers are entitled to the same quality of life as is afforded the society they are pledged to defend. Keeping an Army ready to fight and win takes more than hard work and training. Soldiers need a balance of work and play. The Family and MWR mission is to create and maintain "First Choice" MWR products and services for America's Army, essential to a ready, self-reliant force.



INVESTMENT OPPORTUNITIES



Child and Youth Services MOTHER AND SON BALL

Event Date: February 15, 2019

Event Location: Benning Club

Estimated Attendance: 250

This formal, themed event allows Fort Benning mothers and sons the opportunity to get some much needed night-on-the-town time. Each year, we provide an elegant dinner, professional photographer, favors, along with a dance floor for the couples and special entertainment. The event is always a big hit with Fort Benning families.

Sponsorship Fee: \$500

Title Sponsorship Fee: \$1,000

FORT BENNING CHESTY PULLER 13.1 TRAIL RUN

Event Date: March 3, 2018

Event Location: Kelley Hill Estimated Attendance: 500

Located in deep in the woods of Kelley Hill, this challenging event consists of 13.1 trail run or a 5K Fun Run. With athletes representing all age groups. This run is a great opportunity to reach out the most athletic individuals in the Fort Benning community.

Sponsorship Fee: \$500

*****FORT BENNING FIELD DAY FOR TRI-COMMUNITY EXCEPTIONAL CHILDREN**

Event Date: April 5, 2019

Event Location: Stewart-Watson Field Estimated Attendance: 500-1,000

The Fort Benning Field Day for Tri-Community Exceptional Children showcases the athletic talent of our athletes age 5-18. We anticipate 800-900 participants. Included in this participation number are children enrolled in the Fort Benning school system as well as children in the local school districts (Phenix City, Chattahoochee, Harris, Lee and Russell Counties). These participants will compete in activities including BOCCE Ball, Soccer Shoot, Bowling, Tennis Ball Throw, 100 Meter Race, 50 Yard Race and Standing Long Jump. All participants will receive a medal for their participation in the games. These are amazing children with amazing hearts!

Sponsorship Fee: \$1,000

Title Sponsor: \$2,000



INVESTMENT OPPORTUNITIES, continued



ARMY VOLUNTEER RECOGNITION CEREMONY

Event Date: April 11, 2019

Event Location: Benning Club

Estimated Attendance: 200

The Maneuver Center of Excellence (MCoE) Annual Volunteer Recognition Program is an annual event hosted at the Commanding General's residence that serves to recognize the many talented and dedicated volunteers at Fort Benning. Our volunteers save the Army and Fort Benning millions of dollars each year. Our recognition ceremony is a forum to thank them publicly.

Sponsorship Fee: \$500

Child and Youth Services SPRING EGGSTRAVAGANZA

Event Date: April 13, 2019

Event Location: Riverside, Home of the Commanding General

Estimated Attendance: 3,500-4,000

Child and Youth Services will host a good old-fashioned Easter Egg Hunt. This event has become a long-standing tradition for Fort Benning Families. Soldiers volunteer from the Better Opportunities for Single Soldiers (BOSS) program and dress up as Mr. and Mrs. Easter Bunny, and various other characters to entertain and hand out candy to the children. The Easter Bunny will be available for photos throughout the day. Morning festivities include face painting, crafts, inflatables and various types of entertainment.

Sponsorship Fee: \$750

Title Sponsorship: \$3,000

Military Spouse Appreciation Day

Event Dates: May 10, 2019

Event Location: ACS Auditorium

Estimated Attendance: 300

On Military Spouse Appreciation Day we honor the contributions and sacrifices made by military spouses. Their commitment and support helps To keep our country safe. America's military spouses are the backbone of the families who support our troops during mission, deployment reintegration and reset. Military spouses are silent heroes who are essential to the strength of the nation, and they serve our country just like their Loved ones. In celebration of Military Spouse Appreciation Day, we have a special event to inform, honor, and recognize our military spouses.

Sponsorship Fee: \$1,000



INVESTMENT OPPORTUNITIES, continued



Child and Youth Services FATHER AND DAUGHTER BALL

Event Date: May 24, 2019

Event Location: Benning Club

Estimated Attendance: 250

This formal, themed event allows Fort Benning fathers and daughters the opportunity to get dressed up. Each year, there will be a candy bar, professional photographer, favors, along with a dance floor for the couples and special entertainment. The event is always a big hit will Fort Benning families.

Sponsorship Fee: \$500

Base Title Sponsorship Fee: \$1,000

SAYERS MEMORIAL LIBRARY SUMMER READING PROGRAM

Event Dates: June to July 2019

Event Location: Sayers Memorial Library

Estimated Attendance: 100 Family members per event

Sayers Memorial Library Summer Reading Program encourages children to continue reading throughout the summer.

There is also the opportunity for the children to win prizes for the most books read. This program is extremely popular among children age 3-15.

We encourage our Sponsors and Leaders to take the opportunity to read to our military kids.

Sponsorship Fee: \$1,000

Title Sponsorship Fee: \$3,000

INDEPENDENCE CELEBRATION

Event Date: June 29, 2019

Event Location: York Field

Estimated Attendance: 15,000-20,000

Fort Benning celebrates Independence Day in fine military tradition from live music to military demonstrations. This event is filled with fantastic entertainment from nationally known recording artists, carnival, various military demonstrations, and a Kids Zone filled with family fun activities. It is made complete with a wide variety of family-oriented activities, rides and games. A variety of food and beverages makes this day a perfect way for the whole family to celebrate our nation's independence. The event culminates with the largest fireworks show in the Chattahoochee Valley. This event is the only fireworks display in town and attracts tens of thousands!

Sponsorship Levels Available:

Base Package Fee: \$2,500 (Includes on-site booth setup, logo on event publicity and on-site recognition)

Kids Zone Title Sponsorship Fee: \$6,000

Carnival Title Sponsorship Fee: \$8,000

Stage Title Sponsorship Fee: \$10,000



INVESTMENT OPPORTUNITIES, continued



Child, Youth and School Services; CYS GEAR UP FOR SCHOOL BASH

Event Date: July 26, 2019

Event Location: CYS Campus

Estimated Attendance: 2,500-3,000

Just before the start of school, children from Fort Benning come out to receive free school supplies and enjoy a morning of entertainment, fun, games, food and giveaways. This serves as their last celebration before returning to school. Last year, more than 3,000 family members attended this event and received many cool giveaways.

Base Sponsorship Fee: \$750

Title Sponsorship Fee: \$3,000

Life is Better @ Benning Expo

Event Date: August 9, 2019

Event Location: Benning Club

Estimated Attendance: 2500-3000 patrons

We're revealing Fort Benning's best kept secrets at the annual Life is Better at Benning Expo from 9am-1pm August 10 at the Benning Club, Supper Club. New to Fort Benning – or not! - You'll love this popular event. More than 70 vendors and representatives from MWR, on post organizations and agencies, local businesses and community organizations will gather at the Supper Club to give you an opportunity to learn more about life on Fort Benning and in the Chattahoochee Valley. The expo will also feature demonstrations, a Taste of Benning food sampling, and more than 50 door prizes and giveaways. Prizes include gift baskets, two-night stays at Uchee Creek and Destin, free oil change, free fitness classes, greens fee waiver from the Golf Course, free gun rental and day passes from the Recreational Shooting Complex, free bingo pack, lunch buffet from the Benning Club, free day pass to the Breezeway Pool and much, much more.

Sponsorship Fee: Title Sponsor: \$2,000 Gold Sponsor: \$800 Silver Sponsor: \$400

Home Based Business: \$75 (Must be Active Duty family member)

ANNUAL GOLF CLUB CHAMPIONSHIP

Event Date: August 29, 2019

Event Location: Fort Benning Golf Course

Estimated Attendance: 50-100 Golf Players

Come join us on our beautiful 27-hole course and enjoy the game while promoting your company to some of Fort Benning's key leadership. This annual championship event generally draws approximately 75 players.

Sponsorship Fee: \$1,000



INVESTMENT OPPORTUNITIES, continued



ARMY FAMILY ACTION PLAN (AFAP) SYMPOSIUM

Event Date: October 2019

Location: Benning Club

Estimated Attendance: 400

This two day event brings together Soldiers, family members, civilians, and retirees to discuss the well-being and quality of life issues that affect America's Army. This event allows Soldiers to let their leaders know what is working, what is not working and what they think can be done to change things as well as Family issues with housing, child care, etc. This forum makes it possible for our Leaders to get the issues directly from their constituents.

Sponsorship Fee: \$500

OKTOBERFEST

Event Date: October 18-20, 2019

Event Location: Uchee Creek Campground & Marina

Estimated Attendance is 12,000-15,000

Oktoberfest is an annual event celebrating our German and American cultures and bringing our Soldiers, families and the community together for a weekend of live music, great food, and dynamic family entertainment. The event starts Friday evening with a traditional Keg-Tapping Ceremony. Saturday morning begins with a traditional German Volksmarch and 10K Cross-country Run. Throughout the day, attendees enjoy authentic German cuisine, such as bratwurst, pastries, pretzels and sauerkraut, as well as American favorites like hot dogs and hamburgers. Both German and American beverages are available to accompany all the tasty treats. A huge 100 foot by 130 foot Fest Tent is the center of the excitement, with live music from the MCoE Band and traditional German bands. Child and Youth Services (CYS) provide a variety of activities specially geared for our younger attendees.

Sponsorship Levels Available:

Base Package Fees: \$1,000 (One Day)

\$1,500 (Two Days) and \$2,000 (Three Days) (Includes on-site booth setup, logo on event publicity and on-site recognition)

Children's Activity Area Title Sponsorship Fee: \$5,000

Fest Tent Title Sponsorship Fee: \$8,000



INVESTMENT OPPORTUNITIES, continued



WETHERBY FIELD COMMUNITY CONCERT

Event Dates: September 7, 2019 and November 2, 2019

Event Location: Wetherby Concert Field **Estimated Attendance:** 2,000-3,000

Held on Saturdays, Wetherby Field concerts feature excellent talent playing the latest hits for all members of the Fort Benning community. The event offers your business an excellent opportunity to connect with not just the young, fresh market of the trainees just as they enter into one of the most productive times they ever have as a consumer but also the established consumer market. This event presents your business with the opportunity to create brand awareness and foster consumer loyalty, as well as taking part in creating a special memory for new Soldiers going through one of the most transitionally important times in their lives.

Sponsorship Fee: \$1,000

*Concerts may not be open to the public due to the performer's request.

FISHING TOURNAMENTS AT UCHEE CREEK

Event Date: Monthly 2019 (3rd Saturday of each month, beginning at 6am)

Event Location: Uchee Creek Campground and Marina

At Uchee Creek, MWR hosts monthly fishing tournaments. These events draw a number of people from Fort Benning and the surrounding areas. At the end of the season, there is a final fishing tournament where prizes are given to winners of multiple categories.

Sponsorship Fee: \$2,000 for annual programming

FORT BENNING MULTI-GUN CHALLENGE

Event Date: November 14-16, 2019

Event Location: Krilling Range, Shelton Range and Parks Range

Estimated Attendance: 350-500

Fort Benning holds nothing back with its Three-Gun Challenge! Participants will challenge their ability to shoot rifle, pistol, and shotguns. Shooters will get an opportunity to fire military weapons throughout the courses of fire designed and operated by members of the United States Army Marksmanship Unit. This event will feature a 4,000 square foot Hospitality Tent. Sponsors have the opportunity to setup a booth and showcase your business. A dinner will also be held in the tent after the shoot. Sponsors will be recognized along with the awarding of the prizes.

Sponsorship Fees: (5) Levels to choose from \$1,000- \$5,000

In-Kind Sponsorship may include prizes for the competition



INVESTMENT OPPORTUNITIES, continued



SANTA AT RIVERSIDE

Event Dates: 12 December 2019

Event Location: Riverside, Home of the Commanding General

Estimated Attendance: 4,000

Every December, Child, Youth & Services (CYS) hosts the Fort Benning annual Christmas visit with Santa at Riverside. This event is a tradition and a wonderful way to welcome the holidays. The children participate in arts and crafts, Christmas carols, and book readings by the Fort Benning Schools. In addition, each child receives a treat-filled stocking and Christmas refreshments. Santa Claus is also on hand with his elves for photo opportunities with the kids.

Base Sponsorship Fee: \$750 Title Sponsorship Fee: \$3,000

THE NEWCOMERS EXPO

EVERY WEDNESDAY FROM 9AM-11:30AM

Location: ACS Auditorium

Estimated Attendance: 60-175 per week

The Benning Club Newcomers Expo is an opportunity to directly engage with our incoming Soldiers and Family members. Soldiers that arrive to Fort Benning are required to attend the Newcomer's Expo. For some it is their first duty station, others are on a routine permanent change of duty, and there are those Soldiers who have returned to Fort Benning to retire. We want to let all of our Soldiers and spouses what the opportunities are here on Fort Benning and our Army community.

Sponsorship Fees:

\$1,000 for One Month | \$2,400 for Three Months | \$3,600 for Six Months | \$5,000 for Twelve Months

ARMY FAMILY TEAM BUILDING

Location: Army Community Service Building 7

Throughout the year, Army Family Team Building (AFTB) is a family training and readiness program that helps Soldiers, family members, and civilians understand Army culture and give them the skills and resources they need to become a self-reliant, self-sufficient member of the military community. AFTB will help its students adapt to Army life, manage change and embrace challenges. AFTB offers pro-active, forward thinking support for today's Army families and ensures the strength of tomorrow's Army.

Sponsorship Levels Available: \$1,000 for annual programming



INVESTMENT OPPORTUNITIES, continued



NFL SUPER BOWL VIEWING PARTY

Event Date: February 3, 2019

Event Location: Benning Brew Pub

Estimated Attendance: 250-300

The Benning Brew Pub is one of only two microbreweries in the city. The Brew Pub features big screen HD TVs with sports channels, pool tables, dartboards, video games and a huge selection of beverages. With these amenities, fantastic food and a great adult beverage selection, the Benning Brew Pub is the ideal place to watch the NFL Super Bowl. Each year, the Benning Brew Pub brings in a packed house (capacity is 300-350) for this awesome viewing party.

Sponsorship Fee: \$500

UFC PAY-PER-VIEW FIGHT NIGHTS

Event Dates: 2018 Dates to be announced

Event Location: Benning Brew Pub

Estimated Attendance: 250

The Benning Brew Pub is one of only two microbreweries in the city. The Brew Pub features big screen HD TVs with sports channels, pool tables, dartboards, video games and a huge selection of beverages. Every month, the Brew Pub hosts UFC Fights which are shown on over 22 HD televisions.

Sponsorship Fee: \$250 per event
\$1,500 for annual programming

OPERATION HOLIDAY

Event Dates: December 2019 thru January 2020

Event Location: Various Locations

Every year, Fort Benning launches one of its most important missions: Operation Holiday. Our goal is to provide meaningful activities for Basic Trainees remaining on the installation during the holiday season. Operation Holiday's success has had a significantly positive impact on Soldier quality-of-life and wellbeing.

Sponsorship Fee: \$500

In-Kind Sponsorship is always Needs: Athletic event tickets, sporting tickets, local event tickets and food and beverages



INVESTMENT OPPORTUNITIES, continued



BOSS (Better Opportunities for Single Soldiers)

Event Dates: Annual Programming

Event Location: Fort Benning, GA

Estimated BOSS Members: 250

The Better Opportunities for Single Service members (BOSS) program represents the voice of the single service member. If you're a single service member, BOSS members advocate for you by advancing quality of life issues on the installation, and in the barracks, to senior leaders on post and throughout the Army. The BOSS motto is "**Let Your Voice Be Heard**"

The BOSS program is based on **three program pillars**:

- Quality of Life
- Community Service
- Recreation and Leisure

As a member of BOSS, you have a voice in how you live, how you spend your leisure time and how you support the community around you. BOSS Soldiers:

- Coordinate and participate in community services projects
- Organize recreation and leisure activities
- Actively support the quality of life needs of single Soldiers





Army Ten Miler Qualification

Event Dates: July 19, 2019 and August 10, 2019

Event Location: Santiago Fitness Center, Fort Benning, GA

Estimated Runners:

We host qualifier races each year for active duty, activated National Guard and activated Reservists assigned to Fort Benning. Each event starts at Santiago Fitness Center on Sand Hill and registration is onsite the morning of the race. Selections are based on individual run times posted during the qualifier dates. Runners may participate in more than one qualifier. Anyone selected will be eligible for Commander's Cup points and run as part of the Fort Benning Ten-Miler Team. Selections will be made for the Fort Benning Team based on individual run times posted during the qualifier dates listed above. Anyone selected will run as part of the Fort Benning Army Ten-Miler team during the Annual Army Ten-Miler in Washington, D.C.

Army Ten Miler Qualification Race

Event Date: October 9, 2019

Event Location: Washington, D.C.

For more than 30 year, the Army Ten-Miler has promoted the Army and its fitness goals, while building esprit de corps and enhancing community relations. This October more than 30,000 runners will take to the streets of Washington, D.C. to participate in the Army's premier running event. The race is produced by the Military District of Washington and all race proceeds benefit Soldier MWR programs.

Oktoberfest 10K Cross Country

Event Date: October 19, 2019

Event Location: Uchee Creek Activity Center, Fort Benning, GA

Estimated Runners:

Train now for the annual Oktoberfest 10K Cross Country Challenge! This popular is the highlight of the three-day Oktoberfest Celebration at Uchee Creek. It starts at 9am Saturday at the Uchee Creek Activity Center, and from the starting line there, participants will run through the hilly wooded area around Uchee Creek on rugged dirt paths. There's a reason we call this a challenge! This event is open to the public and all skill levels. The first 100 participants to register will get a t-shirt.



PARTNER BENEFITS

Benefits are packaged with the sponsors return on investment (ROI) or return on objectives (ROO) in mind. We will provide analytics to the digital benefits we have for you along with some useful insights in to what we can do better. Also we will utilize our social media platforms for your ROO for patron feedback to event satisfaction. We will ensure your campaign with us is measureable.

Again, it's one thing to plot a course, it's another to navigate it!



\$5,000 and below:

- Logo on all marketing materials for events and programs chosen
- Booth space w/table and 2 chairs (distribute marketing materials)
- Verbal sponsor recognition
- Posters in your business to display

\$10,000

- Logo on all marketing materials for events and programs chosen
- Booth space w/table and 2 chairs (distribute marketing materials)
- Space for vehicles, boats, RVs, etc. (up to two each)
- Verbal sponsor recognition
- Customized event banner
- Posters for businesses to display
- Six months 10 second static spot on FMWR Digital Network (26 Locations)
- Six months Side Bar Ad on www.benningmwr.com

\$15,000

- Logo on all marketing materials for events and programs chosen
- Booth space w/table and 2 chairs (distribute marketing materials)
- Space for vehicles, boats, RVs, etc. (up to two each)
- Verbal sponsor recognition
- Customized event banner
- Posters in your business for display
- Six months 10 second static spot on FMWR Digital Network (28 locations)
- Six months Side Bar Ad on www.benningmwr.com
- Half page article in bi-monthly magazine 'On The Go'

\$20,000

- Logo on all marketing materials for events and programs chosen
- Booth space w/table and 2 chairs (distribute marketing materials)
- Space for vehicles, boats, RVs, etc. (up to 6 each)
- Verbal sponsor recognition
- Posters in your business to display
- Customized event banner(s) up to two
- One year 10 second static spot on FMWR Digital Network (2\63 locations)
- One year Side Bar Ad on www.benningmwr.com
- Two weeks of one static ad on the three MWR marquees located on Benning Road, Uchee Creek Bridge and I-185
- Three half page articles in bi-monthly magazine 'On the Go' (17,000 distributed)
- Three posts on Social Media (one per month; three months) A 'thank you' for supporting our Soldiers and families with a click through to sponsors fb page or content.

\$25,000

- Logo on all marketing materials for events and programs chosen
- Booth space w/table and 2 chairs (distribute marketing materials)
- Space for vehicles, boats, RVs, etc. (up to 6 each)
- Verbal sponsor recognition
- Posters in your business to display
- Customized event banner(s) up to two
- One year 30 second motion spot on FMWR Digital Network (26 locations)
- One year Leader Board Ad on www.benningmwr.com
- One month of one static ad on the three MWR marquees located on Benning Road, Uchee Creek Bridge and I-185
- Six full page articles in bi-monthly magazine 'On The Go'
- Twelve posts on Social Media (one per month) A 'thank you' for supporting our Soldiers and families with a click through to sponsors fb page or content.
- QR code next to sponsor logo on all marketing materials relating with destination choice by sponsor.



ADVERTISING INVESTMENT OPPORTUNITIES



FAMILY AND MWR WEBSITE

A banner ad on the MWR Website is a site link to your website from ours, directly connecting our visitors to your website. The website receives an average of 50,000 visitors per month. It is linked throughout the Army and the world. Visit our website at www.benning.armymwr.com.
File Type: JPEG

Website	Leader Board (728*90 pix)	Side Bar 1 (300*250 pix)	Side Bar 2 (300*250 pix)	Square Ad (180*150 pix)
1 Month	\$350	\$250	\$120	
3 Months	\$625	\$360	\$140	
6 Months	\$1,250	\$540	\$360	
12 Months	\$2,500	\$1,080	\$720	\$360

ADVERTISING ON DIGITAL SIGNS

Fort Benning MWR provides a healthy digital network. Signs are placed in over 26 buildings throughout Fort Benning with high foot traffic. Your message will be visible to over 20,000 patrons on a weekly basis.

Size: 1500 (Width) x 844 (Height) Pixels | Static Spots File Type: JPEG | 150 dpi Motion Spots File Type: WMV, AVI, MP4

Digital Signs	30 Second Motion Spot	10 Second Static Spot
1 Month	\$750	\$250
3 Months	\$1,500	\$400
6 Months	\$2,700	\$1,280
1 Year	\$4,800	\$1,280

PACKAGE PRICING

Web Banner & Digital Signs	30 Second Motion Spot	10 Second Static Spot
1 Month	\$900	\$400
3 Months	\$1,825	\$725
6 Months	\$3,550	\$1,570
1 Year	\$6,800	\$3,280

Digital Sign Locations

Smith Fitness Center, Audie Murphy Fitness Center, Sand Hill Recreation Center, Harmony Church Recreation Center, Benning Club, MWR Library, Army Community Service Building, MWR Tickets and Travel Office (Commissary Mall), Mall Bowling Center, Benning Brew Pub, Java Café Main Post, Java Café Harmony Church, Golf Course, Auto Skills Center, Uchee Creek Country Store, CYS Parent Central Services, CYS Youth Campus, MWR Bingo, MWR Laundromat and MWR After Hours.



ADVERTISING INVESTMENT OPPORTUNITIES, continued



Banner Placement

(Based on availability at specific locations)

Facility/Placement Area	3 Months	6 Months	9 Months	1 Year
Smith Fitness Center (Average Monthly Traffic: 15,000)	\$2,100	\$3,900	\$5,625	\$7,200
Gowdy Field (Average Monthly Traffic: 15,500)	\$2,100	\$3,900	\$5,625	\$7,200
Audie Murphy fitness Center (Average Monthly Traffic: 13,000)	\$1,800	\$3,300	\$4,725	\$6,000
Mall Bowling Center (Average Monthly Traffic: 11,000)	\$1,800	\$3,300	\$4,725	\$6,000
MWR Library (Average Monthly Traffic: 4,400)	\$1,800	\$3,300	\$4,725	\$6,000
Sand Hill Rec Center (Average Monthly Traffic: 8,000)	\$1,500	\$2,700	\$3,825	\$4,800
Harmony Church Rec Center (Average Monthly Traffic: 4,400)	\$1,200	\$2,100	\$2,925	\$3,600
Benning Brew Pub (Average Monthly Traffic: 1,400)	\$1,200	\$2,100	\$2,925	\$3,600



ADVERTISING INVESTMENT OPPORTUNITIES, continued



Posters, Flyers or Brochure Placement

(Based on availability at specific locations)

Facility/Placement Area	3 Months	6 Months	9 Months	1 Year
Smith Fitness Center (Average Monthly Traffic: 15,000)	\$1,050	\$1,950	\$2,800	\$3,600
Audie Murphy fitness Center (Average Monthly Traffic: 13,000)	\$900	\$1,650	\$2,350	\$3,000
Mall Bowling Center (Average Monthly Traffic: 11,000)	\$900	\$1,650	\$2,350	\$3,000
MWR Library (Average Monthly Traffic: 4,400)	\$750	\$1,350	\$1,915	\$2,400
Sand Hill Rec Center (Average Monthly Traffic: 8,000)	\$750	\$1,350	\$1,915	\$2,400
Harmony Church Rec Center (Average Monthly Traffic: 4,400)	\$600	\$1,050	\$1,465	\$1,800
Benning Brew Pub (Average Monthly Traffic: 1,400)	\$600	\$1,050	\$1,465	\$1,800
Java Café (Average Monthly Traffic: 1,100)	\$600	\$1,050	\$1,465	\$1,800
Benning Club (Average Monthly Traffic: 1,400)	\$600	\$1,050	\$1,465	\$1,800





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