



FY21

FORT BENNING

COMMERCIAL SPONSORSHIP AND ADVERTISING





Family and MWR, Fort Benning's 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 eligible 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.*





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.

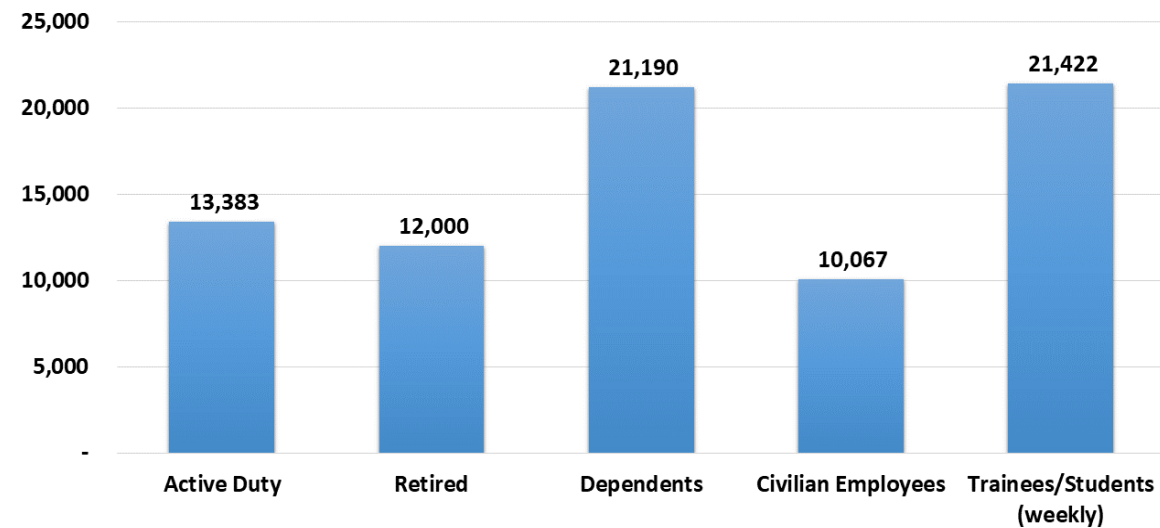
²DMDC "Active Duty End Strength Profile" Set - June 2016;

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

Our Demographics

Every sound strategy needs good intel.

Fort Benning Population



Source:
Installation ASIP
November 2020

INVESTMENT OPPORTUNITIES

Child and Youth Services

LONG MEMORIAL LIBRARY SUMMER READING PROGRAM

Event Dates: June to July 2021

Event Location: Sayers Memorial Library

Estimated Attendance:

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 Commitment: \$500

Title Sponsorship Commitment: \$1,500

Sponsor Benefits:

- Logo on all marketing/advertising
 - Digital Signage and Website
- 2 Facebook posts throughout the program period

Title Sponsor Benefits:

- Logo on all marketing/advertising including Digital Signage and Website
- 4 Facebook posts throughout the program period

CYS GEAR UP FOR SCHOOL BASH

Event Date: July 17, 2021

Event Location: CYS Campus

Estimated Attendance:

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 Commitment: \$500

Title Sponsorship Commitment: \$1,500

Sponsor Benefits:

- Logo on all marketing/advertising including Digital Signage and Website
- 2 Facebook posts throughout the program period
- Booth space
- Event signage

Title Sponsor Benefits:

- Logo on all marketing/advertising including Digital Signage and Website
- 4 Facebook posts throughout the program period
- Event signage
- Booth space



UNITED STATES ARMY
CHILD & YOUTH SERVICES



Child and Youth Services

TITLE SPONSOR COMMITMENT FOR ALL CAMPS: \$2,500

Child, Youth and School Services: Youth Football Camp

Event Date: June 2021

Event Location: CYS Campus

Estimated Attendance:

Base Sponsorship Commitment: \$300

Title Sponsorship Commitment: \$1,500

Child, Youth and School Services: Youth Basketball Camp

Event Date: June 2021

Event Location: CYS Campus

Estimated Attendance:

This is our 3rd Annual Camp. CSU Basketball players give back to the Fort Benning Community and teach the youth the basic fundamentals of basketball and promote the importance of team work

Base Sponsorship Commitment: \$300

Title Sponsorship Commitment: \$1,000

Child, Youth and School Services: Youth Volleyball Camp

Event Date: June 2021

Event Location: CYS Campus

Estimated Attendance: 100

Base Sponsorship Commitment: \$300

Title Sponsorship Commitment: \$700

Title Sponsor Benefits:

- Logo on all marketing/advertising
- Logo on three outside LEDs
- 6 Facebook post
- Booth Space
- Event Signage



Child and Youth Services



UNITED STATES ARMY
CHILD & YOUTH SERVICES

SANTA AT RIVERSIDE

Event Dates: 10 December 2021

Event Location: Riverside, Home of the Commanding General

Estimated Attendance: 1,200

Every December, Child, Youth & Services (CYS) hosts the Fort Benning annual Christmas Tree Lighting and 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 Commitment: \$500

Title Sponsorship Commitment: \$2,000

Sponsor Benefits:

- Logo on all marketing/advertising
- Logo on three outside LEDs (at each entrance to post
- 4 Live mentions w/facebook throughout the evening
- Product sampling/coupons

Title Sponsor Benefits:

- Exclusivity
- Logo on all marketing/advertising
- Logo on three outside LEDs at each entrance to post
- 4 Live mentions w/facebook throughout the evening
- Product Sampling/coupons
- Booth space
- Event signage

Child and Youth Services SPRING EGGSTRAVAGANZA

Event Date: April 4, 2021

Event Location: Riverside, Home of the Commanding General

Estimated Attendance: 1,500

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 Commitment: \$500

Title Sponsorship Commitment: \$3,000

Sponsor Benefits:

- Logo on all marketing/advertising
- Logo on three outside LEDs at each entrance to post
- 2 Live mentions w/facebook throughout the evening
- Product Sampling/coupons
- Booth space
- Event signage

Title Sponsor Benefits:

- Exclusivity
- Logo on all marketing/advertising
- Logo on three outside LEDs at each entrance to post
- 4 Live mentions w/facebook throughout the evening
- Product Sampling/coupons
- Booth space
- Event signage



GOLF



ANNUAL WARFIGHTER GOLF TOURNAMENT

Event Date: September 2021

Event Location: Fort Benning Golf Course

Estimated Attendance: 100-200 Golfers

Come join us on our beautiful 18-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.

Bronze Level: \$500

Gold Level: \$1,000

Platinum Level: \$1,500

Presenting Sponsor: \$2,500

Sponsor Benefits:

- Logo on all marketing/advertising
- Logo on three outside LEDs (at each entrance to post)
- 4 Facebook Posts
- Booth space
- Event signage

ANNUAL ARMOR VS INFANTRY GOLF TOURNAMENT

Event Dates: September, October 2021

Event Location: Fort Benning Golf Course

Estimated Attendance: 50-100 Golfers

Come join us on our beautiful 18-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 Commitment: \$250

Sponsor Benefits:

- Logo on all marketing/advertising
- Logo on three outside LEDs at each entrance to post
- 4 Facebook Posts
- Booth space
- Event signage

MONTHLY COMMANDING GENERAL'S GOLF SCRAMBLES

Event Date: January – September 2021

Event Location: Fort Benning Golf Course

Estimated Attendance: 100-200 Golfers

Come join us on our beautiful 18-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 Commitment: \$550

Annual Commitment: \$4,500

Sponsor Benefits:

- Logo on all marketing/advertising
- 4 Facebook posts
- Booth space
- Event signage

Annual Sponsor Benefits:

- Logo on all marketing/advertising
- Logo on three outside LEDs at each entrance to post
- 12 Facebook posts – one per month
- Booth space
- Event signage



SPECIAL EVENTS



INDEPENDENCE CELEBRATION

Event Date: June 25, 2021

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: \$1,250

(Includes on-site booth setup, logo on event publicity and on-site recognition)

Kids Zone Title Sponsorship Commitment: \$4,000

Stage Title Sponsorship Commitment: \$8,000

Sponsor Benefits:

- Logo on all marketing/advertising
- One Facebook post for the evening
- Booth space
- Event signage
- On site recognition

Kids Zone Sponsor Benefits:

- Logo on all marketing/advertising
- Logo on three outside LEDs at each entrance to post
- 2 Facebook posts throughout the evening
- 1 Facebook Live session at the event
- Event signage
- On site recognition

Stage Sponsor Benefits:

- Exclusivity
- On Stage Presence
- Logo on all marketing/advertising
- Logo on three outside LEDs (at each entrance to post
- 4 Facebook posts throughout the evening
- 2 Facebook Live sessions at the event
- Event signage
- On site recognition



SPECIAL EVENTS

OKTOBERFEST

Event Date: October 16-18, 2021

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 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 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 Commitments:

\$500 (One Day)

\$1,000 (Two Days)

\$1,500 (Three Days)

(Includes on-site booth setup, logo on event publicity and on-site recognition)

Children's Activity Area Title Sponsorship Commitment: \$4,000

Fest Tent Title Sponsorship Commitment: \$7,000

Sponsor Benefits:

- Logo on all marketing/advertising
- One Facebook post for the evening
- Booth space
- Event signage
- On site recognition

Children's Activities Title Sponsor Benefits:

- Logo on all marketing/advertising
- Logo on three outside LEDs at each entrance to post
- One Facebook post for the evening
- Booth space
- Event signage
- On site recognition

Fest Tent Sponsor Benefits:

- Logo on all marketing/advertising
- Logo on three outside LEDs at each entrance to post
- 4 Facebook posts throughout the evening
- 1 Facebook Live session at the event
- Event signage
- On site recognition



OUTDOOR RECREATION



THE FORT BENNING HUNTING, FISHING AND RECREATION OPEN HOUSE

Event Date: August 22, 2021

Event Location: Benning Club

Estimated Attendance: 300-500

The Fort Benning Hunting, Fishing and Recreation Open House historically serves as a kickoff for the hunting season and provides updates on post hunting regulations and educational information of interest to hunters. This popular event also encompasses fishing laws, regulations and events, as well as other outdoor recreation events we may host. This event is great for the entire family and provides free food and lots of giveaways for both adults and children.

Sponsorship Commitment: \$250

In-Kind Sponsorship Needs: Hunting, Fishing or Recreation-related Door Prizes

Sponsor Benefits:

- Logo on all marketing/advertising
- 2 Facebook posts
- Booth space
- Event signage

FORT BENNING MULTI-GUN CHALLENGE

Event Date: November 12-15, 2021

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

In-Kind Sponsorship may include prizes for the competition

Sponsor Benefits:

- Please visit <https://benning.armymwr.com/programs/fort-benning-multi-gun-challenge> for sponsorship benefits.



BETTER OPPORTUNITIES FOR SINGLE SOLDIERS



BOSS (Better Opportunities for Single Soldiers)

Event Dates: Annual Programming

Event Location: Fort Benning, GA

Estimated BOSS Members: 175

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

Sponsorship Commitment: \$500



The BOSS Program

- Generates awareness for Single Soldier concerns at all levels of Army Leadership
- Improves Soldier quality of life
- Helps Soldiers, their Families and the community through events and community service projects
- Affords Soldiers opportunities to compete and experience new adventures through recreation and leisure activities
- Represents the voice of the Single Soldier

BOSS (Better Opportunities for Single Soldiers)

Event Dates: Teal Wheels Car & Bike Show

Event Location: Fort Benning, GA

Estimated Attendance: 500

The (BOSS) Program hosts an all wheels car and bike show. Some of the communities best tricked out and vintage cars and bikes in the area will be on hand. Over 120 cars and bikes entered in the show in 2019. BOSS also cross promotes the SHARP Program in their efforts to . Great venue for visibility and engagement for your Brand.

Base Sponsorship Commitment: \$500

Title Sponsorship Commitment: \$1,000



SPORTS



Oktoberfest 10K Cross Country

Event Date: October 17, 2021

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

Estimated Runners: 500

Train now for the annual Oktoberfest 10K Cross Country Challenge! This popular run 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, 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.

Sponsor Commitment: \$550

Title Sponsor Commitment: \$3,500



Sponsor Benefits:

- Logo on all marketing/advertising
- 2 Facebook posts
- Event signage
- Run staff participation

Title Sponsor Benefits:

- Logo on all marketing/advertising
- Logo on three outside LEDs at each entrance to post
- 4 Facebook posts
- Booth space
- Event signage



SPORTS



5K Fun Runs

Event Date: December 2020 – May 2021

Event Location: Fort Benning, GA

Estimated Runners: 250-300

MWR Sports will host a 5K Run Series including five races:

Ugly Sweater Run, 4 Legged Love Run, Bunny Run, Summer Soaker and Run to Remember.

Sponsorship Commitment: \$350 per race

TITLE SPONSOR FOR ALL RACES: \$1,500

Sponsor Benefits:

- Logo on all marketing/advertising
- One Facebook posts
- Event signage
- Run staff participation

Title Sponsor Benefits:

- Logo on all marketing/advertising
- Logo on three outside LEDs at each entrance to post
- 6 Facebook post
- Booth space
- Event signage



COMMUNITY WIDE



Life is Better @ Benning Expo

Event Date: August 14, 2021

Event Location: Benning Club

Estimated Attendance: 1500-2000 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, 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 Commitment:

Title Sponsor: \$3,000

Sponsor: \$350

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



Sponsor Benefits:

- Logo on all marketing/advertising
- 2 Facebook posts
- Booth space
- Event signage
- On site recognition

Title Sponsor Benefits:

- Logo on all marketing/advertising
- Logo on three outside LEDs at each entrance to post
- 4 Facebook post
- Booth space
- Event signage
- On site recognition



ADVERTISING INVESTMENT OPPORTUNITIES



WEBSITE

FAMILY AND MWR WEBSITE

Link from www.benning.armymwr.com to your site. The Family and MWR website has approximately 48,000 unique viewers per month.

LEADERBOARD AD - 728*90 PIXELS

1 MONTH	\$500
3 MONTHS	\$750
6 MONTHS	\$1,450
12 MONTHS	\$2,500

Leaderboard

SIDEBAR AD - 300*250 PIXELS

1 MONTH	\$400
3 MONTHS	\$650
6 MONTHS	\$850
12 MONTHS	\$1,450

Side Bar

BROWSING LEADERBOARD AD - 728*90 PIXELS (INCREASED CONTENT, MORE AD WILL APPEAR)

1 MONTH	\$600
3 MONTHS	\$850
6 MONTHS	\$1,550
12 MONTHS	\$2,600

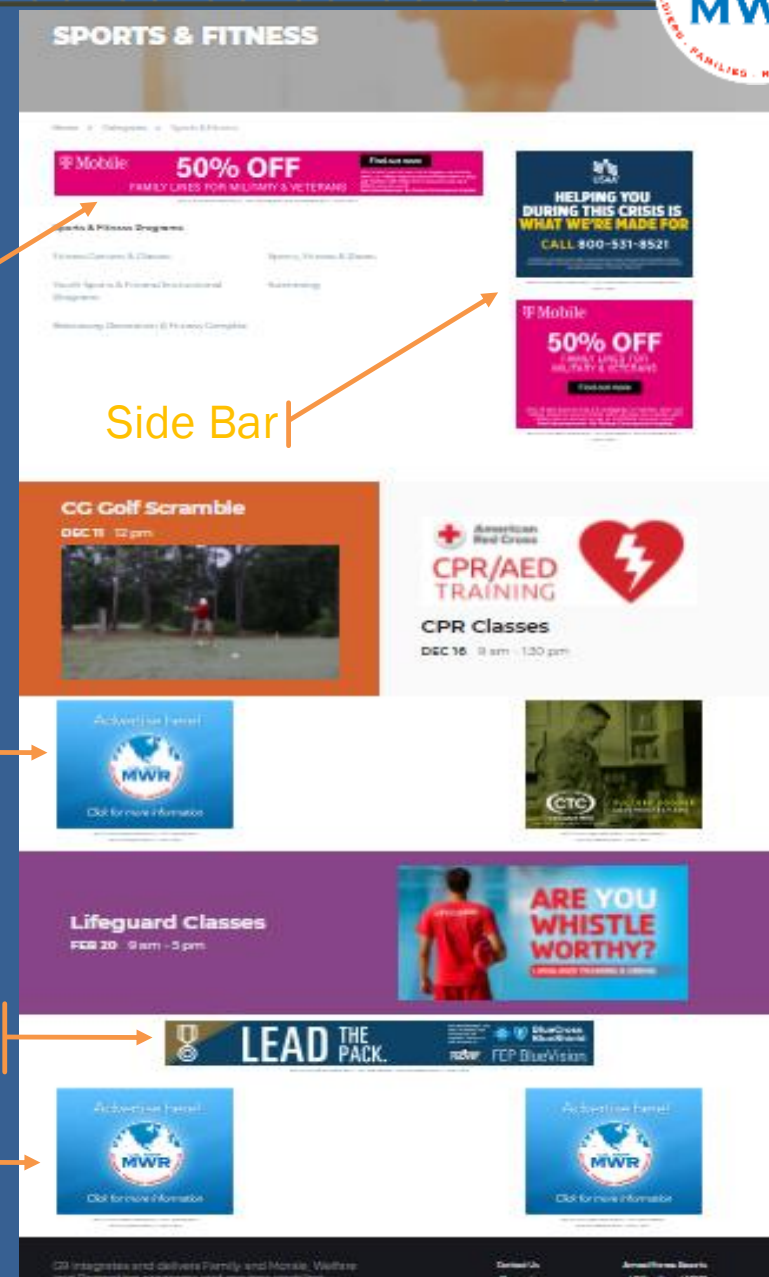
Browsing Sidebar

BROWSING SIDEBAR AD - 300*250 PIXELS (INCREASED CONTENT, MORE AD WILL APPEAR)

1 MONTH	\$550
3 MONTHS	\$700
6 MONTHS	\$1000
12 MONTHS	\$1,600

Browsing Leaderboard

Bottom



BOTTOM AD - 180 * 150 PIXELS: 1 MONTH - \$200

3 MONTHS - \$350

6 MONTHS - 450

12 MONTHS - \$500



DIGITAL NETWORK



MWR Fort Benning provides a healthy digital network. 52" screens are placed in 16 high traffic locations.

Size: 1500 W * 844 H Pixels
JPEG: 150 dpi
MOTION SPOTS: WMV/AVI/MP4

	10 sec STATIC	30 sec MOTION
1 MONTH	\$400	\$750
3 MONTHS	\$800	\$1,500
6 MONTHS	\$1,580	\$2,700
12 MONTHS	\$2,000	\$4,800

OUTDOOR LED SIGNS

Size:
I185:
300 w x 165 h pix

Benning Rd/Eddy Bridge
200 w x 90 h pix

Annual \$5,500
Bi Annual \$2,900
Monthly \$1,500



3 Outdoor LEDs at access points incoming and outgoing.

Benning Road
Eddy Bridge
I185

Over 9 million views Annually.

DIGITAL MONITOR LOCATIONS

Smith Fitness Center
Audie Murphy Fitness Center
Sand Hill Recreation Center
Harmony Church Recreation Center Main
Post Java Cafe
Harmony Church Java Cafe
MWR Library
Tickets and Travel Office Mall
Bowling Center Golf Course
Auto Skills Center
Uchee Creek Country Store
Parent Central Services Youth
Sports Campus MWR Bingo
MWR After Hours



SOCIAL MEDIA



Over 42,000 that follow

Facebook



<https://www.facebook.com/BenningFMWRfans/>



1 POST	\$200
3 POSTS	\$450
6 POSTS	\$1,500
12 POSTS	\$2,500

Graphics Creation
Add: \$150

INSTAGRAM



<https://www.instagram.com/benningmwr/>



1 POST	\$175
3 POSTS	\$275
6 POSTS	\$575
12 POSTS	\$875

IGTV	
3 MONTHS	\$325
6 POSTS	\$625
12 POSTS	\$800



SINGLE EDITION

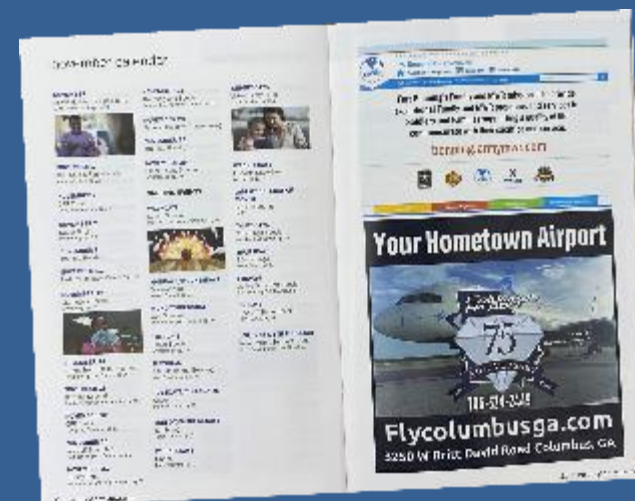
Full Page:	\$800
½ Page:	\$600
¼ Page:	\$500
Business Card:	\$250

2 EDITIONS

Full Page:	\$1500
½ Page:	\$1,100
¼ Page:	\$900
Business Card:	\$490



Get your product or service in the hands of those that can. Our On The Go magazine has been in circulation for 8 years. It is one of the many valuable and sustainable advertising vehicles for MWR.



4 EDITIONS

Full Page:	\$4,000
½ Page:	\$2,500
¼ Page:	\$1,760
Business Card:	\$950



Online version via benning.armymwr.com. Over 50,000 unique viewers per month.



Direct mailed to all on-post housing. 4001 housing units in ten communities.



Distributed to major commands on the installation. MACH, Soldier for Life Center, etc.



Quarterly performance analytics



OUT OF HOME



LARGE FORMAT MEDIA PLACEMENT

VEHICLE WRAP
19.9' W x 8' H
SMALLER

\$7,200
\$5,000



WALL SCAPE
30' W x 6' H
10' W x 3' H

\$6,000
\$4,500

WALL ADHESIVE
6' W x 10' H
4' W x 6' H

\$3,500
\$1,680



LARGE FORMAT BANNERS

24' W x 16' H
20' W x 10' H

\$9,500
\$7,100



PRINT MEDIA

BANNERS (UP TO 4' H X 8' W)



	3 MONTH	6 MONTHS	12 MONTHS
SMITH FITNESS CENTER	\$1,960	\$2,070	\$4,500
AUDIE MURPHY FITNESS CENTER	\$1,432	\$1,900	\$3,960
KEFURT FITNESS CENTER	\$1,142	\$1,525	\$3,160
WHITTINGTON HIGH PERFORMANCE CENTER	\$850	\$1,130	\$2,340
MAIN POST RECREATION CENTER	\$610	\$810	\$1,685
HARMONY CHURCH RECREATION CENTER	\$610	\$810	\$1,685
MALL BOWLING	\$1,625	\$2,160	\$4,500
BOWLING & ENTERTAINMENT CENTER	\$610	\$810	\$1,685
GOWDY FIELD	\$1,960	\$2,070	\$4,500
JAVA, - HARMONY CHURCH	\$610	\$815	\$1,690





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Support Management Division
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