



2021-2022





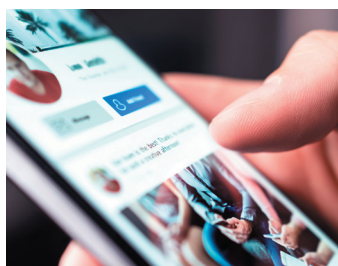
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OUR MISSION

INTRODUCTION



FAMILY AND MWR SERVICES

Family and MWR services range from child development and after school programs to deployment assistance, relocation aid and career services. Also offered are financial management, family counseling and support networks for single service members, families, retirees and civilians. Leisure services include sport's programs, fitness centers, parks and recreational facilities, restaurants, library, clubs, concerts, community events, travel services and an auto skills center.

FAMILY AND MWR MISSION STATEMENT

Our mission is to serve the needs, interests and responsibilities of each individual in the Army community with support and leisure services designed to enhance the quality of their lives for as long as they are associated with the Army, no matter where they are. We pledge to meet the needs of our customers: Active, Reserve and Guard service members, civilian employees, retirees, all respective members of their families and other eligible participants.

**Times change, and we
change with them.**

-William Henry Harrison

”



BY THE NUMBERS

Fort Gordon is home to the Army, Marines, Air Force and Navy.



FORT GORDON EVENT ATTENDANCE

116,000

Supported Population

61,000

Retirees & their Family Members

21,000

Family Members of Active Duty

20,000

Service Members

14,000

Civilian Members

5,600

Advanced Individual Training
(AIT) Service Members

OTHER FUN FACTS

580K Annual number of visitors at four fitness centers.

160K Annual number of visitors at the Cafés and Gordon's Conference & Catering.

129K Annual number of visitors at Gordon Lanes Bowling Center.

88K Annual number of visitors to Pointes West Army Resort.

47K Annual number of visitors at Bingo Palace.

30K Number of golf rounds at Gordon Lakes Golf Club.

\$2.7 billion

annual impact and largest employer in the region.

\$1.5 billion

annual payroll impact.

MWR ADVERTISING OPPORTUNITIES

FYI Magazine

The Fort Gordon FYI is a free publication produced by the Marketing Office of the Fort Gordon Directorate of Family and Morale, Welfare & Recreation (DFMWR).



Distributed around Fort Gordon and the surrounding area

*Due to space restraints, no more than two (2) similar or like businesses will be able to place advertising in the same publication, i.e. no more than two (2) hotels, no more than two (2) real estate agencies/agents, etc. We have many other great opportunities available if space in the FYI is unavailable.

- **Full Page (outside cover, inside cover and page 1)**

w/Bleed: 5.625" x 8.625" (.125" bleed) \$650.00

- **Full Page (inside publication)**

w/Bleed: 5.625" x 8.625" (.125" bleed) \$550.00

- **Half Page (horizontal)**

w/Bleed: 5.625" x 4.358" (.125" bleed) \$350.00

- **Third Page (horizontal)**

w/Bleed: 5.625" x 2.931" (.125" bleed) \$250.00

PAGE GUIDE

Full Page

Half Page

Third Page

PUBLICATION MONTH:

January | April | July | October

SPACE RESERVATION:

November 1 | February 1 | May 2 | August 1

PRINT READY DEADLINE:

November 15 | February 15 | May 16 | August 15



Winter (January-March)

Spring (April-June)

Summer (July-September)

Fall (October-December)

12,000

copies per quarter; full color print publication

PRINTED ADVERTISING



25th STREET FENCELINE

Advertise on one of the most traveled roads on Fort Gordon. 25th Street is positioned between the Sport's Complex and Barton Field, which is used for PT and Special Events.



BANNER STRUCTURE SIGNAGE

Three banner structures are located around Fort Gordon (Gates 1, 5 and Bingo Palace) giving your ad high visibility.



SPORT'S COMPLEX SCOREBOARDS

The Sport's Complex is located where 25th Street divides Barton Field. Four scoreboards are located at the complex, one on each field. Each scoreboard has two vertical and two horizontal spaces for advertisements.



LANE AVENUE

Located by Gordon Car Care, your 4' x 8' alumacore sign will be placed on the outside fence facing Lane Avenue.



TACTICAL ADVANTAGE SPORTSMAN'S COMPLEX

TASC at Range 14 is home to our Outdoor Recreation program. The program offers an array of services including a long-distance shooting range, skeet, trap, sporting clays courses, and much more. Also offered is a firearm checkout for use at the range, a well-stocked pro-shop featuring firearms, accessories and archery gear along with offering rentable bounce houses and inflatables, tables, chairs, canoes, kayaks and bicycles. Your 4' x 8' sign will be placed outside of the Complex and will be seen as visitor's drive in.



FORT GORDON DOG PARK

On Brainard Avenue, by the largest playground and close to several Fort Gordon Housing Communities and Freedom Park Elementary, the Fort Gordon Dog Park is a great place for both pups and humans to play and socialize. A 4' x 8' alumacore sign will be placed on the outside fence facing Brainard Avenue.



TSS WAREHOUSE FENCELINE

Our newest location will be visible to many drivers coming in Gate 6. With an expected 2,000+ cars passing by each morning and evening, this site will provide maximum exposure to your brand.



Multiple Advertising Mediums Available



SIGNAGE LOCATIONS AND PRICING

LOCATIONS:

1. Tactical Advantage Sportsman's Complex
2. 25th Street Fenceline
3. Lane Avenue
4. Sport's Complex Scoreboards
5. Fort Gordon Dog Park
6. Banner Structure Signage
7. TSS Warehouse Fenceline



SIGNAGE PRICING

Tactical Advantage Sportsman's Complex	\$1,500/6 months	\$2,500/year
25th Street Fenceline	\$1,500/6 months	\$2,500/year
Lane Avenue	\$1,500/6 months	\$2,500/year
Banner Structure Signage	4'x8' (1 of 2 ads on structure)	\$2,000/year
Banner Structure Signage	8'x8' (only ad on structure)	\$3,500/year
Fort Gordon Dog Park	\$1,500 / 6 months	\$2,500/year
Sport's Complex Scoreboards	4 vertical signs	\$1,200/year
Sport's Complex Scoreboard	4 horizontal signs	\$1,500/year
TSS Warehouse Fenceline	Contact for options and pricing	



GORDON LAKES GOLF CLUB

GOLF COURSE ADVERTISING

HOLE ADVERTISING

Advertising at one hole for one year

Size: 12" x 12"

\$1,000

DRIVING RANGE ADVERTISING

Advertising at our driving range for one year.

4' x 10' alumacore sign

\$2,750



FORT GORDON DISC GOLF

DISC GOLF ADVERTISING

\$200.00

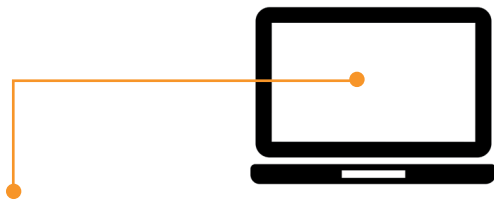


- 38 holes & 2 courses
- 200+ play or walk the courses every week
- Army/Air Force course features 18 holes
- Marine/Navy course features 20 holes
- Walkers, runners, hikers, bikers, geocachers, and Unit PT groups frequent the area
- Your business will appear on an 18" (wide) x 14" (high) sign below the Tee Sign

WEBSITE AD OPPORTUNITIES

WHAT MAKES OUR CONSUMERS SO COMPELLING?

Service members typically have more disposable income due to a comprehensive benefits package including housing, medical, dental, etc...



Advertise with us on Gordon.ArmyMWR.com. With an average of 2,000 views a day, your ad campaign will be seen roughly 60k times every 30 days.



Scan QR code to visit
gordon.armymwr.com



STRIPE ROTATING AD

720 x 90 Pixels

\$350/month | \$800/quarter | \$3,200/year

300x250
Pixels

300x250
Pixels



SIDE BAR ROTATING AD

\$400/month
\$900/quarter
\$3,600/year



SOCIAL MEDIA OPPORTUNITIES

POSTED MONDAY-FRIDAY TOTAL SOCIAL MEDIA REACH: 16,000+

Single Post Rate	\$175	 INSTAGRAM: FortGordonMWR
4 Posts Rate	\$525	 FACEBOOK.COM: FortGordonMWR
8 Posts Rate	\$1,150	 TWITTER: FortGordonMWR
12 Posts Rate	\$2,000	

Become a #MWRAvertiser and reach over 16,000 MWR Facebook, Twitter and Instagram followers on a weekly, monthly or quarterly basis. Social Media advertising offers instantaneous uploads and the ability to engage and interact with followers.





MWRHAPPENINGS

Our latest advertising initiative is hitting the inbox of over 1,400 military families on a weekly basis. Every Monday morning, subscribers look forward to finding out what events and programs are upcoming for the week ahead in the MWRHappenings newsletter.

FIXED SQUARE

600 pixels x 600 pixels
Less than 1 MB
JPEG or PNG
RGB Color Mode

RATES

\$75/month (1 ad)

\$300/month (4 ads)

\$900/quarter (12 ads)

TO SUBSCRIBE, GO TO:
gordon.armymwr.com/subscribe



DIGITAL OPPORTUNITIES

Each 42" plasma television, located in high traffic areas around Fort Gordon, streams a continuous loop of MWR events, programs and facility information as well as, advertising messages from our partners. Plasma Size: 1920 x 1080 pixels

DFAC PLASMAS

Over 5,000 AIT (Advanced Individual Training) service members are required to eat all three meals at a Dining Facility (DFAC) through their duration of training. Other members of the Fort Gordon Community such as DoD civilians, retirees, contractors and family members also eat in these facilities. Each DFAC houses four (4) plasma televisions, making your ad visible on 16 total screens.

RATES: \$400/month | \$1,200/quarter | \$4,500/year

OTHER DIGITAL OPPORTUNITIES

LED MARQUEES

Ninety percent of those who work and play on Fort Gordon live off of the installation. Be the first and last ad they see every day entering and exiting Fort Gordon. With LED's located at Gates 1 and 5, your ad will be seen by at least 90,000 sets of eyes daily! Limited opportunities available!

RATES: \$1,500 for 3 months with one (1) option to renew.



HIGH TRAFFIC AREA PLASMAS

Bingo Palace Rates

\$400/month \$1,200/quarter \$4,500/yr

Darling Hall (Lobby)

\$400/month \$1,200/quarter \$4,500/yr

MWR Café in Darling Hall

\$400/month \$1,200/quarter \$4,500/yr

Gordon Fitness Center

\$400/month \$1,200/quarter \$4,500/yr

Victory Fitness Center

\$300/month \$900/quarter \$3,000/yr

Cyber Fitness Center

\$300/month \$900/quarter \$3,000/yr

Bogey's Grill at Gordon Lakes Golf Club

\$300/month \$900/quarter \$3,000/yr

Alternate Escapes Recreation Center

\$200/month \$600/quarter \$2,000/yr

BOSS Headquarters

\$200/month \$600/quarter \$2,000/yr

CYS Parent Central Services

\$200/month \$600/quarter \$2,000/yr

Gordon Car Care

\$200/month \$600/quarter \$2,000/yr

Gordon Lanes Bowling Center*

\$200/month \$600/quarter \$2,000/yr

*ad will appear on 24 screens located over the lanes (when lane is not in use)

*Due to space restraints, no more than one (1) similar or like business will be able to place advertising on the LEDs or plasmas, i.e. no more than one (1) hotel, no more than one (1) real estate agency/agent, etc. We have many other great opportunities available if space is unavailable.



Cathy Shaw • Sponsorship and Advertising Manager
706.791.3912 • catherine.a.shaw6.naf@army.mil

MWR



SPONSORSHIP OPPORTUNITIES

WHAT IS COMMERCIAL SPONSORSHIP?

A commercial business is given the opportunity to become part of a Fort Gordon MWR event or program by paying a monetary and/or in-kind fee in return for access to the attendees and the commercial potential associated with the event. Commercial sponsorship is not a donation or gift since it is a business-based exchange designed to enhance the event and the experience. Sponsorship fees are reinvested into MWR programs and events so MWR can fulfill its mission in providing the highest quality of life programming to our service members, families, retirees and civilians. Commercial sponsorship may be used only for MWR events and programs. Unit events, family support groups, private organizations and non-MWR programs are not eligible for commercial sponsorship support.

The following event list is not all-inclusive. New events are developed throughout the year that will need commercial sponsorship support. All event benefits and fees can be tailored to suit your marketing goals and budget. All sponsorship will include the following, unless otherwise noted: Access to Fort Gordon, business name and logo on all promotional pre-event marketing materials to include the FYI Magazine (time permitting), Gordon.ArmyMWR.com, all MWR Social Media sites (Facebook, Twitter and Instagram), MWR Happenings weekly newsletter; signage with your logo to display at booth space with table, chairs and tent, if outside.

WHAT CAN COMMERCIAL SPONSORSHIP DO FOR YOU?

BRANDING

Expose your brand to top leadership and decision makers through MWR programs and special events.

Provide visibility of your name and logo at events on signs, banners, programs, flyers and shirts.

Allows you to provide sample brand products/services at events in order to demonstrate brand attributes.

EXPOSURE

Engage with our unique customer base of service members, families, retirees and civilians.

Raise awareness of your product or service through various means of exposure including on-post flyers, emails, posters, digital signage and much more.





2021 / 2022 *Events*

OCTOBER 2021 EVENTS



Pizza Bowl at Gordon Lanes Bowling Center - Saturday, 23 October

For one afternoon, guests receive a special discounted rate and can enjoy two games, shoe rental, two slices of pizza and a drink.

Attendance: 100+

Sponsorship Fee: \$200

Tutus for Cancer One-Mile Stroller Walk and 5K - Saturday, 23 October

Put on your favorite tutu and join us to bring awareness to cancer research survival

Attendance: 300+

Sponsorship Fee: \$300

Puppy Howl-O-Ween at Fort Gordon's Dog Park Saturday, 23 October

Come out and watch our four-legged friends strut their stuff in costumes! There will be a costume contest with prizes and giveaways.

Attendance: 200+

Sponsorship Fee: \$250

Fall Festival - Friday and Saturday, 1-2 October

With the hottest summer weather behind us, Fort Gordon celebrates this season of change with a large festival complete with food, games, a carnival, lots of events and live entertainment for families to enjoy.

Attendance: 5,000+



Gold Supporting Sponsor: \$1,500

Includes but not limited to: Access to Fort Gordon, business name and logo on promotional pre-event marketing materials to include the FYI, Gordon.ArmyMWR.com, all MWR Social Media sites (Facebook, Twitter & Instagram); MWR Weekly Happenings newsletter, double-sided banner with tent space, table and chairs.



Silver Supporting Sponsor: \$750

Includes but not limited to: double-sided banner with your logo to display at tent space with table and chairs.

NOVEMBER 2021 EVENTS



BOSS Kickball Tournament - Friday, 5 November

BOSS will host their final kickball tournament of the year at the Sport's Complex.

Attendance: 100+

Sponsorship Fee: \$150

Turkey Trot One-Mile Stroller Walk & 5K - Saturday, 6 November

This run gets you ready for the holiday season and is on a closed route at the Barton Field Track.

Attendance: 300+

Sponsorship Fee: \$300

BOSS Combatives Saturday, 20 November (CANCELED)

The Better Opportunities for Single Service Member (BOSS) Combatives return after a brief hiatus. Service members compete in a physical, hand to hand, combat style tournament to determine the ultimate winner!

Attendance: 150+

Sponsorship Fee: \$150

Gordon Lakes Golf Club Tough Turkey Shoot Tournament - Saturday, 20 November

Showcase your business to tournament guests at the Tough Turkey Shoot. Sponsorship includes all standard sponsorship elements, time permitting, along with a tee-sign with your logo on it, table space at the Club House or at a hole of your choice to showcase your business.

Attendance: 50-100 players

Sponsorship Fee: \$250

DECEMBER 2021 EVENTS



Christmas Tree Lighting & Festival - Thursday, 2 December

Tis the season to thank our service members and their families. This event provides complimentary cookies, cupcakes, hayrides, hot chocolate, pizza, giveaways, crafts and pictures with Santa to our service members, their spouses and children. Come out and enjoy the fun by working in the craft tent assisting military children make Christmas, crafts. *Please note this is not a "selling" opportunity but our way to give back to our community. All sponsorship goes towards purchasing the materials for the crafts and giveaways.

Attendance: 2,000+

Sponsorship Fee: \$500

BOSS Dodgeball Tournament - Friday, 3 December **(CANCELED)**

BOSS will host their final dodgeball tournament of the year at the Cyber Fitness Center.

Attendance: 100+

Sponsorship Fee: \$150

10 Days of Giveaways - Kicks off December 6

Help us celebrate the Holiday Season with our 10 Days of Giveaways. The giveaways take place on our social media platforms and are advertised on our marketing materials to include the FYI Magazine, Gordon.ArmyMWR.com, all Fort Gordon MWR social media sites (Facebook, Instagram and Twitter) and the MWR Happenings weekly newsletter (all time permitting). Sponsorships can be either cash or in-kind in the form of gift certificates and/or merchandise. *Please contact Cathy Shaw on how to participate.

Army vs Navy Run - Saturday, 11 December

This event coincides with the Army vs Navy Game at the football field on Engineer Field. All athletes will register as an Army supporter or a Navy supporter. After the run, stick around and enjoy two flag football games.

Attendance: 350+

Sponsorship Fee: \$300

HAPPY NEW YEAR

JANUARY 2022 EVENTS

Pizza Bowl at Gordon Lanes Bowling Center - Saturday, 15 January

For one afternoon, guests receive a special discounted rate and can enjoy two games, shoe rental, two slices of pizza and a drink.

Attendance: 100+

Sponsorship Fee: \$200

FEBRUARY 2022 EVENTS



Dr. Seuss on the Loose – One Mile Storybook Walk, 5K - 10K - Saturday, 12 February

Join the Cat in the Hat with this family fun event that will take you "from there to here and here to there."

Attendance: 300+

Sponsorship Fee: \$300

Super Bowl Party at BOSS Headquarters - Sunday, 13 February

Join BOSS at the annual Super Bowl Party held at their Headquarters for a night of fun watching the big game.

Attendance: 50+

Sponsorship Fee: \$100

Gordon's Conference & Catering Bridal Expo – Sunday, 27 February

Join us for the first ever Bridal Expo as we showcase the Conference & Catering Center and the CSRA's finest in wedding planning.

Sponsorship fee: starting at \$150

Join our Family • To find out more on how you can be a MWR partner, contact:



Cathy Shaw • Sponsorship and Advertising Manager
706.791.3912 • catherine.a.shaw6.naf@army.mil

MARCH 2022 EVENTS



Father/Daughter Butterfly Ball - Saturday, 05 March

Father's and their daughters put on their dancing best and enjoy this opportunity to make amazing memories. Dancing, finger foods, door prizes and more will be enjoyed by all.

Attendance: 300 (fathers/daughters)

Sponsorship Fee: \$250

BOSS Kickball Tournament – Friday, 11 March

The BOSS program hosts their popular kickball tournaments throughout the year at the Sports Complex. Tournaments will be held on Friday's. Dates are 11 March and 4 November.

Attendance: 100+

Sponsorship Fee: \$150 for one or \$275 for both

St. Patrick's Day Shuffle and One Mile Fun Run - Saturday, 12 March

Starting at the Dog Park, make sure you wear green as the Fort Gordon Community join us in this 5k that also goes off-road through the woods.

Attendance: 350+

Sponsorship Fee: \$300

Gordon Lakes Golf Club Spring Trifecta - Saturday, 19 March

Showcase your business to the Trifecta Tournament guests at our annual Spring Trifecta. Sponsorship includes all standard sponsorship elements, time permitting, along with a tee-sign with your logo on it, table space at the Club House or at a hole of your choice to showcase your business.

Attendance: 50-100 players

Sponsorship Fee: \$250

Dare-to-Tri Triathlon - Saturday, 26 March

Competitors come from the Fort Gordon Community, the CSRA and throughout the southeast compete in a 300-meter swim, 12-mile bike ride and 5K run.

Attendance: 200+

Sponsorship Fee: \$250

APRIL 2022 EVENTS



Pizza Bowl at Gordon Lanes Bowling Center - Saturday, 16 April

For one afternoon, guests receive a special discounted rate and can enjoy two games, shoe rental, two slices of pizza and a drink.

Attendance: 100+

Sponsorship Fee: \$200

Kid's Splash-n-Dash "Aquathon" - Saturday, 23 April

Military children compete in a 25-, 50-, 100- or 200-meter swim and either a 1K or 2K run.

Attendance: 50+

Sponsorship Fee: \$100

MoMC (Month of the Military Child) - **(CANCELED)**

April is recognized as the Month of the Military Child. Throughout the month, small events take place on the installation to honor the sacrifices of all military children. April comes to a close with a fun event celebrating the military children with face painting, games, crafts, sports and much more.

Attendance: 1,000+

Sponsorship Fee: \$350

SpringFest - Friday- Saturday, 15-16 April

Spring has sprung at Fort Gordon and we will celebrate this new season of change with the return of the highly anticipated SpringFest. Families can enjoy food vendors, crafts, carnival, a flea market and more.

Attendance: 5,000+

→ Gold Supporting Sponsor: \$1,500

Includes but not limited to: Access to Fort Gordon, business name and logo on promotional pre-event marketing materials to include the FYI, Gordon.ArmyMWR.com, all MWR Social Media sites (Facebook, Twitter & Instagram); MWR Weekly Happenings newsletter, double-sided banner with tent space, table and chairs.

→ Silver Supporting Sponsor: \$750

Includes but not limited to: double-sided banner with your logo to display at tent space with table and chairs.

MAY 2022 EVENTS



BOSS Dodgeball Tournament - Friday, 6 May

BOSS will host two popular dodgeball tournaments at Cyber Fitness Center. Tournaments will be held on Friday's Dates are May 6 and December 2.

Attendance: 100+

Sponsorship Fee: \$150 for one or \$275 for both

Run to Honor 5K, Fort Gordon Army 10 Miler - Saturday, 7 May

The Run to Honor 5K will be in support of the Fort Gordon Strong B.A.N.D.S program. (Strong Balance • Activity • Nutrition • Determination • Strength) Army installations world-wide are banding together for the annual Strong B.A.N.D.S. campaign in recognition of "National Physical Fitness and Sports Month".

Attendance: 200+

Sponsorship Fee: \$250

Mother/Son Superhero Bash - Saturday, 14 May

The Mother and Son Superhero Bash returns and is centered around the bond between and mother and her son(s). Families get to enjoy food, games, dancing and more.

Attendance: 300 (mothers/sons)

Sponsorship Fee: \$250

Join our Family • To find out more on how you can be a MWR partner, contact:

Cathy Shaw • Sponsorship and Advertising Manager • 706.791.3912 • catherine.a.shaw6.naf@army.mil

JUNE 2022 EVENTS



Kids' Fishing Derby at Claypit Lakes - Saturday, 4 June

Twice a year, the Sportsman's Club hosts a fishing derby for all military children at one of the stocked ponds at Claypit Lakes. Children who catch the most weight in fish are awarded a prize.

Attendance: 150+

Sponsorship Fee: \$200

Alternate Escapes Recreation Center Gaming Tournament - Saturday, 11 June

Join us at Alternate Escapes as team's battle it out to be the ultimate gaming winner.

Attendance: 100+

Sponsorship: \$150

Greatest American Superhero Run - Saturday, 25 June

This costume run 5K is a family fun event that brings awareness to our Greatest American Superheroes, our Warrior Transition service members.

Attendance: 200+

Sponsorship Fee: \$250

Independence Celebration - Thursday, June 30

Celebrate our nation's birthday with us! This one-day event includes a carnival, vendors, food, live entertainment and so much more. The night ends with a firework extravaganza unrivaled by anyone in the CSRA.

Attendance: 30,000+



Platinum Title Sponsor: \$5,000

Includes but not limited to: Access to Fort Gordon, title recognition of event; business name and logo on promotional pre-event marketing materials to include the FYI magazine (time permitting), Gordon.ArmyMWR.com, all MWR Social Media sites (Facebook, Twitter & Instagram) and MWR Weekly Happenings newsletter; double-sided banner with tent space, table and chairs.



Gold Supporting Sponsor: \$2,500

Includes but not limited to: Access to Fort Gordon, business name and logo on promotional pre-event marketing materials to include the FYI magazine (time permitting), Gordon.ArmyMWR.com, all Fort Gordon MWR social media sites (Facebook, Instagram and Twitter) and MWR Weekly Happenings newsletter; double-sided banner with tent space table and chairs.



Bronze Supporting Sponsor: \$1,500

Includes but not limited to: double-sided banner with your logo to display at tent space with table and chairs.

JULY 2022 EVENTS



Christmas in July Vendor Event - Saturday, 16 July

This unique vendor event offers the Fort Gordon Community an opportunity to get a jump start on their holiday shopping from direct sales and craft vendors. Special guests, Santa and Mrs. Claus, also stop by to do a little shopping. *If you are planning to be a sponsor and vendor, please note that along with a sponsorship agreement, additional paperwork will need to be filled out and approved. All information must be received by May 2, 2022.

Attendance: 200+

Sponsorship Fee: \$250

BOSS Family Fun Day - Saturday, 16 July

BOSS and the Middle School Teen Center partner up for a Family Fun Day. Families will get to enjoy games such as archery tag, disc golf, food and more.

Attendance: 150+

Sponsorship Fee: \$150

Pizza Bowl at Gordon Lanes Bowling Center - Saturday, 16 July

For one afternoon, guests receive a special discounted rate and can enjoy two games, shoe rental, two slices of pizza and a drink.

Attendance: 100+

Sponsorship Fee: \$200



AUGUST 2022 EVENTS

Color Run 5K - Saturday, 13 August

Join in on the fun in our Color Run 5K. Participants will get covered in color as they make way through this new 5K event.

Attendance: 500

Sponsorship Fee: \$300

Gordon Lakes Golf Club 3 Club Tournament - Saturday, 20 August

Showcase your business to the Tournament guests at our 18-hole Par 3 Tournament. Sponsorship includes all standard sponsorship elements, time permitting, along with a tee-sign with your logo on it, table space at the Club House or at a hole of your choice to showcase your business.

Attendance: 50-100 players

Sponsorship Fee: \$250



SEPTEMBER 2022 EVENTS



Kids' Fishing Derby and Shooting Day at Claypit Lakes TASC - Saturday, 24 September

The Sportsman's Club hosts a fishing derby and shooting day (archery and rifle skeet) for all military children. The fishing portion of the day takes place at one of the stocked ponds at Claypit Lakes while an afternoon of archery is on location at the Tactical Advantage Sportsman's Complex. Children who catch the most weight in fish are awarded a prize.

Attendance: 150+

Sponsorship Fee: \$200

Gordon Lakes Golf Club - Club Championship Tournament - Saturday - Sunday, 24-25 September

Showcase your business to the Tournament guests at our annual two-day Club Championship. Sponsorship includes all standard sponsorship elements, time permitting, along with a tee-sign with your logo on it, table space at the Club House or at a hole of your choice to showcase your business on both days.

Attendance: 50-100 players

Sponsorship Fee: \$500

Tutus for Cancer One-Mile Stroller Walk and 5K - Saturday, 10 September

Put on your favorite tutu and join us to bring awareness to cancer research survival.

Attendance: 300+

Sponsorship Fee: \$300

Marine Mud Challenge - Saturday, 17 September

This 5-mile course will be a challenging off-road route with more than 20 obstacles, a stream crossing, hills and of course MUD!

Attendance: 1,000+



Gold Premier Sponsor: \$1,500

Includes but not limited to: Access to Fort Gordon, business name and logo on all promotional pre-event marketing materials to include the FYI Magazine, Gordon.ArmyMWR.com, all MWR Social Media sites (Facebook, Twitter & Instagram), MWR Happenings weekly newsletter; two (2) sponsor signs at obstacle/water point with two (2) representatives to assist Marines with water or cheering on participants; four (4) individual race entries, double-sided banner with logo to display at tent space with table and chairs.



Silver Supporting Sponsor: \$750

Includes but not limited to: Access to Fort Gordon, business name and logo on all promotional pre-event marketing materials to include the FYI Magazine, Gordon.ArmyMWR.com, all MWR Social Media sites (Facebook, Twitter & Instagram), MWR Happenings weekly newsletter; two (2) individual race entries, double-sided banner with logo to display at tent space with table and chairs.



Bronze Supporting Sponsor: \$500

Includes but not limited to: Access to Fort Gordon, business name and logo on all promotional pre-event marketing materials to include the FYI Magazine, Gordon.ArmyMWR.com, all MWR Social Media sites (Facebook, Twitter & Instagram), MWR Happenings weekly newsletter and double-sided banner with logo to display at tent space with table and chairs.

**** Please note all logo inclusion is time permitting.**

Fall Festival – Friday, September 30 – Saturday, October 1

With the hottest summer weather behind us, Fort Gordon celebrates this season of change with a large festival complete with food, games, a carnival, lots of events and live entertainment for families to enjoy.

Attendance: 5,000



Gold Supporting Sponsor: \$1,500

Includes but not limited to: Access to Fort Gordon, business name and logo on all promotional pre-event marketing materials to include the FYI Magazine, Gordon.ArmyMWR.com, all MWR Social Media sites (Facebook, Twitter & Instagram), MWR Happenings weekly newsletter, two (2) sponsor signs at obstacle/water point with two (2) representatives to assist Marines with water or cheering on participants; four (4) individual race entries, double-sided banner with logo to display at tent space with table and chairs.



Silver Supporting Sponsor: \$750

Includes but not limited to: double-sided banner with your logo to display at tent space with table and chairs.

Attendance: 5,000+



OCTOBER 2022 EVENTS



Gordon Lakes Golf Club Fall Trifecta – Saturday, 1 October

Showcase your business to the Trifecta Tournament guests at our annual Fall Trifecta. Sponsorship includes all standard sponsorship elements, time permitting, along with a tee-sign with your logo on it, table space at the Club House or at a hole of your choice to showcase your business on both days.

Attendance: 50-100 players

Sponsorship Fee: \$250

BOSS Zombie 5K – Saturday, 15 October

The Zombies come out to play in this exciting 5K hosted by the BOSS program.

Attendance: 150+

Sponsorship Fee: \$150

Pizza Bowl at Gordon Lanes Bowling Center - Saturday, 15 October

For one afternoon, guests receive a special discounted rate and can enjoy two games, shoe rental, two slices of pizza and a drink.

Attendance: 100+

Sponsorship Fee: \$200



NOVEMBER 2022 EVENTS

BOSS Kickball Tournament – Friday, 4 November

BOSS hosts their final winter kickball tournament of the year at the Sport's Complex.

Expected attendance: 100

Attendance: 100+

Sponsorship Fee: \$150

Turkey Trot One-Mile Stroller Walk & 5K Event - Saturday, 5 November

This run gets you ready for the holiday season and is on a closed route at the Barton Field Track.

Attendance: 300+

Sponsorship Fee: \$300

Join our Family • To find out more on how you can be a MWR partner, contact:



Cathy Shaw • Sponsorship and Advertising Manager
706.791.3912 • catherine.a.shaw6.naf@army.mil

DECEMBER 2022 EVENTS



Christmas Tree Lighting & Festival - Thursday, December 1 at Barton Field

Tis the season to thank our service members and their families. This event provides complimentary cookies, cupcakes, hayrides, hot chocolate, pizza, giveaways, crafts and pictures with Santa to our service members, their spouses and children. Come out and enjoy the fun by working in the craft tent assisting military children make Christmas, crafts. *Please note this is not a "selling" opportunity but our way to give back to our community. All sponsorship goes towards purchasing the materials for the crafts and giveaways.

Attendance: 2,000

Sponsorship Fee: \$500

BOSS Dodgeball Tournament – Friday, 2 December

BOSS will host their final winter dodgeball tournament of the year at Cyber Fitness Center.

Attendance: 100+

Sponsorship Fee: \$150

10 Days of Giveaways – Kicks off December 5

Help us celebrate the Holiday Season with our 10 Days of Giveaways. The giveaways take place on our social media platforms and are advertised on our marketing materials to include the FYI Magazine, Gordon.ArmyMWR.com, all Fort Gordon MWR social media sites (Facebook, Instagram and Twitter) and the MWR Happenings weekly newsletter (all time permitting). Sponsorships can be either cash or in-kind in the form of gift certificates and/or merchandise. *Please contact Cathy Shaw on how to participate.



CONTEST!



FYI MAGAZINE

Each quarter, the Marketing Office has a fun contest for the Fort Gordon Community in the FYI Magazine. If your business chooses to sponsor a contest, your logo will appear on all marketing materials to include the FYI Magazine, Gordon.ArmyMWR.com, all Fort Gordon MWR social media sites (Facebook, Instagram and Twitter) and the MWR Happenings weekly newsletter (all time permitting). Sponsorships can be either cash or in-kind in the form of gift certificates and/or merchandise. *The value of the sponsorship starts at \$100.

NOTES:

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

