

MWR MEDIA KIT

2022-2023





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OUR MISSION

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.





BY THE NUMBERS

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



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

5,000

Advanced Individual Training
(AIT) Service Members

ANNUAL NUMBER OF VISITORS

580K at four fitness centers

160K at the Cafés and Gordon's Conference & Catering

129K at Gordon Lanes Bowling Center

88K to Pointes West Army Resort

47K at Bingo Palace

30K golf rounds at Gordon Lakes Golf Club

\$2.4 billion

Annual impact and largest employer in the region

\$1.5 billion

Annual payroll impact

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.



FORT GORDON DOG PARK

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



TACTICAL ADVANTAGE SPORTSMAN'S COMPLEX

TASC at Range 14 is home to the Outdoor Recreation program. There are an array of activities including a long-distance shooting range and skeet, trap, and sporting clays courses. Also offered is a firearm checkout for use at the range, a well-stocked pro-shop and the ability to rent bounce houses, 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.



BUILDING SIGNAGE

Signage on various MWR facilities is available and will be reviewed on a case by case basis. Please check to see what the options may be.



TSS WAREHOUSE FENCELINE

This location is visible to many drivers coming in Gate 6. The roadway is a direct route to the heart of Fort Gordon.

FOR MORE INFORMATION, CONTACT:

Cathy Shaw
Sponsorship & Advertising Manager
(706) 791-3912
catherine.a.shaw6.naf@army.mil



PRINTED ADVERTISING SIGNAGE LOCATIONS

1. Tactical Advantage Sportsman's Complex
2. 25th Street Fenceline
3. Building Signage
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	Contact for options and pricing	
25th Street Fenceline	\$2,000/6 months	\$3,500/year
Building Signage	Contact for options and pricing	
Banner Structure Signage	4'x8' (1 of 2 ads on structure)	\$2,500/year
Banner Structure Signage	8'x8' (only ad on structure)	\$4,000/year
Fort Gordon Dog Park	\$2,000 /6 months	\$3,000/year
Sport's Complex Scoreboards	4 vertical signs	\$2,000/year
Sport's Complex Scoreboard	4 horizontal signs	\$2,000/year
TSS Warehouse Fenceline	4'x7'	\$3,500/year



GORDON LAKES GOLF CLUB

HOLE ADVERTISING

Advertising at one hole for one year

Size: 12" x 12"

\$1,000

DRIVING RANGE ADVERTISING

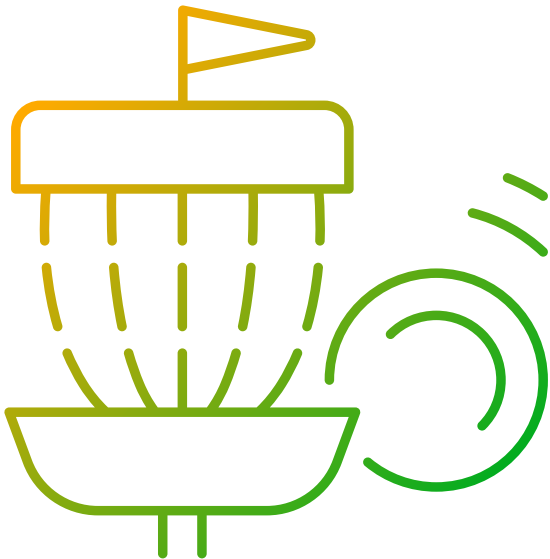
Advertising at our driving range for one year.

4' x 10' AlumaCorr sign

\$2,750



FORT GORDON DISC GOLF



- 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

TEE SIGN ADVERTISING

Your business will appear on an 18" (wide) x 14" (high) sign below the Tee Sign

\$200.00

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

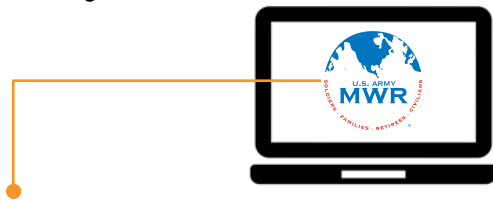
Cathy Shaw • Sponsorship and Advertising Manager • (706) 791-3912 • catherine.a.shaw6.naf@army.mil

WEBSITE OPPORTUNITIES

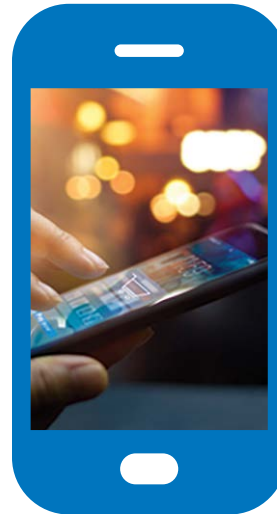


WHAT MAKES OUR CONSUMERS SO COMPELLING?

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

SOCIAL MEDIA REACH: 19,000+

Single Post Rate	\$200	 INSTAGRAM: FortGordonMWR
4 Posts Rate	\$775	 FACEBOOK.COM: FortGordonMWR
8 Posts Rate	\$1,550	 TWITTER: FortGordonMWR
12 Posts Rate	\$2,300	

Become a #MWRAdvertiser and reach over 19,000 MWR Facebook, Twitter and Instagram followers. Social Media advertising offers instantaneous uploads and the ability to engage and interact with followers.



MWRHAPPENINGS

The MWRHappenings weekly e-newsletter hits inboxes every Monday morning. Subscribers look forward to finding out what events and programs are upcoming for the week ahead. Your ad will be seen by over 1,575 subscribers.



RATES

\$75/1 ad

\$300/4 ads

\$900/12 ads

FIXED SQUARE

600 pixels x 600 pixels

TO SUBSCRIBE, GO TO:

Gordon.ArmyMWR.com/subscribe

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HIGH TRAFFIC AREA PLASMAS

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

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MWR FACILITIES

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

Cyber Fitness Center

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

Alternate Escapes Recreation Center

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

Bingo Palace

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

Bogey's Grill at Gordon Lakes Golf Club

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

Gordon Lanes Bowling Center*

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

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

Victory Fitness Center

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

CYS Parent Central Services

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

Gordon Car Care

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

BOSS Headquarters

\$150/month \$450/quarter \$1,500/yr

Due to space restraints, no more than one (1) similar or like business will be able to place advertising on the 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.



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 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 which may need commercial sponsorship support. All event benefits and fees can be tailored to suit your marketing goals and budget. All sponsorship includes the following unless otherwise noted: Access to Fort Gordon, business name and logo on all promotional pre-event marketing materials to include event flyer on 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.

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.



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OCTOBER - DECEMBER 2022



Gordon Lakes Golf Club Fall Trifecta – Saturday, October 1

Showcase your business to the Trifecta Tournament guests at the 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.

Attendance: 50-100 players

Sponsorship Fee: \$200

BOSS Zombie 5K – Saturday, October 15

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, October 15

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: \$150

BOSS Kickball Tournament – Friday, 4 November

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

Attendance: 100+

Sponsorship Fee: \$150



Gordon Lakes Golf Club Tough Turkey Shoot Tournament – Saturday, November 19

Showcase your business to tournament guests at the Tough Turkey Shoot, the hardest tournament at Gordon Lakes. 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: \$200



Christmas Tree Lighting & Festival - Thursday, December 1

'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" or "sales" 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 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.



JANUARY - APRIL 2023



Pizza Bowl at Gordon Lanes Bowling Center - Saturday, January 14

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: \$150



Gordon Lakes Golf Club Spring Trifecta - Saturday, February 18

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: \$200



Father/Daughter Butterfly Ball - Saturday, March 4

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

St. Patrick's Day Shuffle - Saturday, March 11

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

Attendance: 200+

Sponsorship Fee: \$200



SpringFest – Saturday, April 15

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: 2,000+

Sponsorship Fee: \$750

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

MAY - JUNE 2023



BOSS Dodgeball Tournament – Friday, May 5

BOSS will host it's popular dodgeball tournament at Cyber Fitness Center.

Attendance: 100+

Sponsorship Fee: \$150

Run to Honor 5K, Fort Gordon Army 10 Miler - Saturday, May 6

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

Pizza Bowl at Gordon Lanes Bowling Center - Saturday, May 20

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: \$150

Kids' Fishing Derby at Claypit Lakes - Saturday, June 3

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

Dare-to-Tri Triathlon - Saturday, June 10

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: 150

Sponsorship Fee: \$200

Independence Celebration – Friday, June 23

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: 20,000+

Platinum Title Sponsor: \$4,500

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 event flyer on 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: \$2,000

Includes but not limited to: Access to Fort Gordon, business name and logo on promotional pre-event marketing materials to include event flyer on 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: \$1,000

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



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

JULY - SEPTEMBER 2023



Christmas in July Vendor Event - Saturday, July 15

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 1, 2023. Attendance: 200+
Sponsorship Fee: \$250

Gordon Lakes Golf Club Par 3 Shootout - Friday, July 21

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: \$200

Gordon Lakes Golf Club Championship Tournament - Saturday-Sunday, August 26-27

This is a chance to showcase your business to Club Members competing for bragging rights as Champion for the next year. Sponsorship elements include your logo on a tee-sign and all promotional materials, table space at the Club House or at a hole of your choice to showcase your business. Attendance: 50-100 players
Sponsorship Fee: \$200

Tutus for Cancer Awareness 5K - Saturday, September 9

Put on your favorite tutu and join us to bring awareness to cancer research survival. Attendance: 200+
Sponsorship Fee: \$200

Marine Mud Challenge - Saturday, September 16

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 event flyer on Gordon.ArmyMWR.com, all MWR Social Media sites, 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 event flyer on Gordon.ArmyMWR.com, all MWR Social Media sites, 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 event flyer on Gordon.ArmyMWR.com, all MWR Social Media sites, MWR Happenings weekly newsletter, and double-sided banner with logo to display at tent space with table and chairs.



SEPTEMBER - DECEMBER 2023



Kids' Fishing Derby and Shooting Day at Claypit Lakes TASC - Saturday, September 23

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



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

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: \$150

Gordon Lakes Golf Club Fall Trifecta - Saturday, October 1

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: \$200

Fall Festival - Saturday, October 14

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: 2,000+

Sponsorship Fee: \$750

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



Christmas Tree Lighting & Festival - Thursday, November 30

'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

10 Days of Giveaways - Kicks off December 4

Help us celebrate the holiday season with 10 Days of Giveaways. The giveaways take place on our social media platforms and are advertised on our marketing materials to include the event flyer on Gordon.ArmyMWR.com, all Fort Gordon MWR social media sites, 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.





SOCIAL MEDIA

With over 19,000 followers between Facebook, Twitter and Instagram, we have a great way for you to connect with the Fort Gordon Community. By sponsoring a social media contest and providing items for giveaways, such as tickets to local events, you are able to grab the attention of our followers! Contact us for more information on how you can participate.

NOTES:

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



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