2026-27

FORT GORDON

Media Kit

DIRECTORATE OF FAMILY, MORALE, WELFARE AND RECREATION

The Strength of the Army

Family and Morale, Welfare and Recreation (MWR) is a global network of premier support and leisure services. We are dedicated to enhancing the quality of life, readiness, and resilience of the Army community worldwide. From youth and family programs to sports & travel, our dedicated team delivers exceptional services across every installation.

Why Partner with Us?

Aligning your brand with us does more than just drive business—it directly supports the service members, families, and retirees who defend our nation. We offer fully customizable, multi-platform advertising and sponsorship packages designed to deliver a high-value, measurable return on investment.

Why the Military Market?

Joint-base environments bring together the Army, Marines, Air Force, Navy, and Space Force into one concentrated, high-value market:

- **Active Consumers:** With 30 days of annual paid leave, they actively seek out travel, fitness, and recreation.
- **Unmatched Buying Power:** Comprehensive benefits (housing, medical, dental) mean their paychecks translate directly into disposable income.
- **Next-Gen Loyalists:** 58% of our audience is under 30 and highly educated. When they see your brand on their home installation, they don't just see an ad—they see a partner who supports their mission.

The Fort Gordon population contributes to the 3rd largest metro economy in Georgia.

- 31,000+ **Veterans**
- 20,000+ **Service Members**
- 12,600+ **Civilians**
- 61,000+ **Retirees & Family Members**
- 32,600+ **On-Post Population**

Visitors Annually

- 342,000 Fitness Centers (3)
- 145,000 Five Star Lanes
- 260,000 Alternate Escapes Recreation Center
- 128,000 Eisenhower Lakes Golf Club
- 66,000 Bingo Palace
- 78,000 Woodworth Library

Over 1 million people utilized MWR facilities last year.

$7.5 billion
local economic impact and largest employer in the region

U.S. ARMY MWR
SOLDIERS · FAMILIES · RETIREES · CIVILIANS

Let us connect your brand with a highly loyal, diverse, and financially stable military consumer market right where they live, work, and play.

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

Signage

25th Street Fenceline Banner (8′ x 4′)	$2,600 / 6 months	$4,500 / year
Building Banner	Contact for options/pricing	
Banner Structure 8′ x 4′	1 of 2 ads	$3,000 / 6 months
Banner Structure 8′ x 8′	1 ad	$5,500 / year
Dog Park Banner Fenceline	$2,500 / 6 months	$4,500 / year
Youth Sports Fenceline	$2,500 / 6 months	$4,500 / year
Sports Complex Scoreboards	4 vertical signs	$2,500 / year
TSS Warehouse Fenceline Banner	Contact for Options / Pricing	$4,000 / year
Eisenhower Lakes Golf Club Hole Sign (12″ x 12″)	$1,200 / year	
Bogey's Grill Napkin Holders	$1,000 / 6 months	$1,800 / year
Bogey's Grill Counter Wrap (168″x30″)	$4,000 / year	
Kegler's Cafe Counter Wrap (209″x32″)	$5,000 / year	
Driving Range Signage	$5,000 / year	

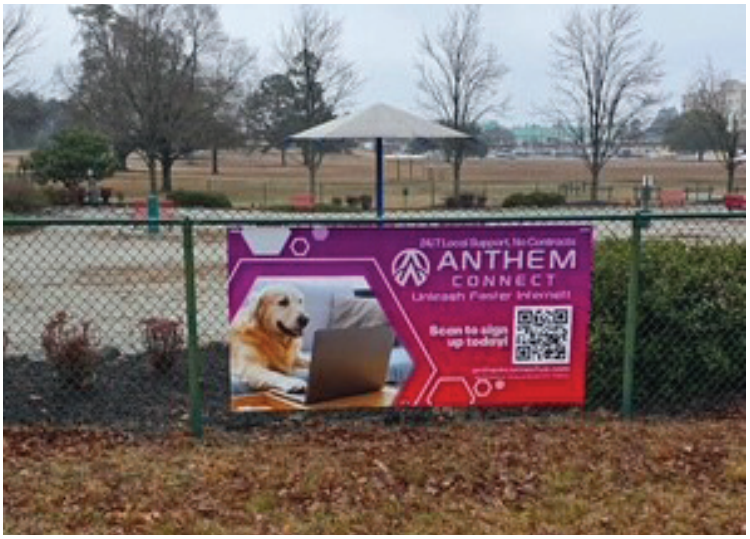
Shorter campaigns may be available. Ask for availability.

Banner Structures

Three structures, located at Gate 1, Gate 5 and Bingo Palace, give your ad high visibility. (Limited Availability)

Sports Complex Scoreboards

The Sports Complex is located where 25th Street divides Barton Field. There are four fields, each with a scoreboard containing two vertical and two horizontal ad spaces.



Dog Park

A prime location on Brainard Avenue, by the largest playground, near several housing communities and Freedom Park School

Youth Sports Fenceline

Perfect spot on the corner of Brainard and 42nd Street in direct sight of those leaving a primary housing area.

Building Signage

Signage on and inside various MWR facilities is available and will be reviewed on a case by case basis. Please inquire.

25th Street Fenceline

Advertise on one of the installation's most traveled roads — positioned between the Sports Complex and Barton Field, which is used for PT and Special Events.

TSS Warehouse Fenceline

This location is visible to many drivers entering through Gate 6. The roadway is a direct route to the heart of the installation.

Signage

Eisenhower Lakes Golf Club

Your ad can appear at the driving range, on one of 27 hole markers throughout the course, or at Bogey's Grill in a napkin holder or as a counter wrap.

Plasma Screens

No more than one industry business will appear on the plasmas

Put your brand front and center! Our 42-inch digital displays are located in the busiest, highest-traffic facilities across the installation. Broadcasting a continuous loop of community news and partner advertisements, this network guarantees your message reaches thousands of active military consumers daily.

Warrior Restaurants

Over 3,000 IET (Initial Entry Training) service members are required to eat all three meals in one of four dining facilities for the duration of training. Each Warrior Restaurant houses four (4) plasma televisions, making your ad visible on 16 total screens.
RATES: $400/month
$1,200/quarter
$4,500/year

Alternate Escapes Recreation Center
$400 / month | $1,200 / quarter | $4,500 / year

Bingo Palace
$300 / month | $900 / quarter | $3,500 / year

Bogey's Grill at Eisenhower Lakes Golf Club
$350 / month | $1,400 / quarter | $4,000 / year

Command Support Center
$400/month | $1,200 / quarter | 4,500 / year

CYS Parent Central Services
$200 / month | $600 / quarter | $2,200 / year

Darling Hall (Lobby)
$400 / month | $1,200 / quarter | $4,500 / year

Five Star Lanes & Kegler's Café*
$400 / month | $1,200 / quarter | $4,500 / year
*on 25 screens & 24 kiosks (when lane is not in use)

MWR Marketing Office
$200 / month | $600 / quarter | $2,200 / year

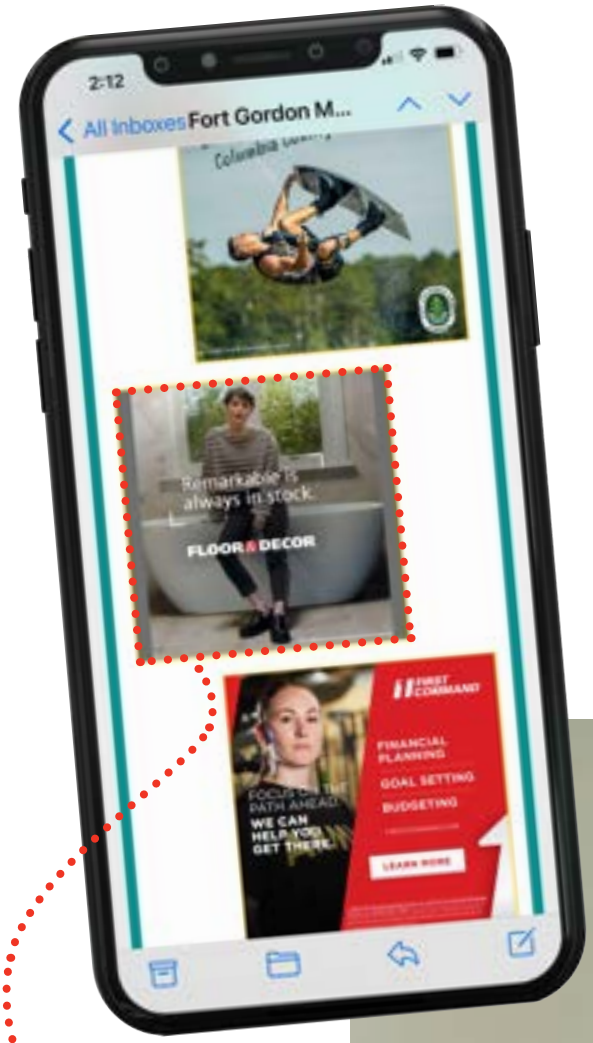
Overlord Fitness Center
$400 / month | $1,200 / quarter | $4,500 / year

Torch Fitness Center
$300 / month | $900 / quarter | $3,500 / year

Visitors Control Center (VCC)
$400 / month | $1,200 / quarter | $4,500 / year

Woodworth Library
$400 / month | $1,200 / quarter | $4,500 / year

Five Star Lanes 25 screens & 24 kiosks



FIXED SQUARE
600 x 600 Pixels

e-Newsletter

Direct-to-Inbox Engagement Every Monday

Start the military community's week with your brand. ***MWRHappenings*** is our highly anticipated weekly e-newsletter delivered directly to our community every Monday morning.

Subscribers actively rely on this digital guide to plan their weekly recreation, family dining, and weekend leisure activities.

❑ Guaranteed Reach: Connect directly with over 1,650 active subscribers.

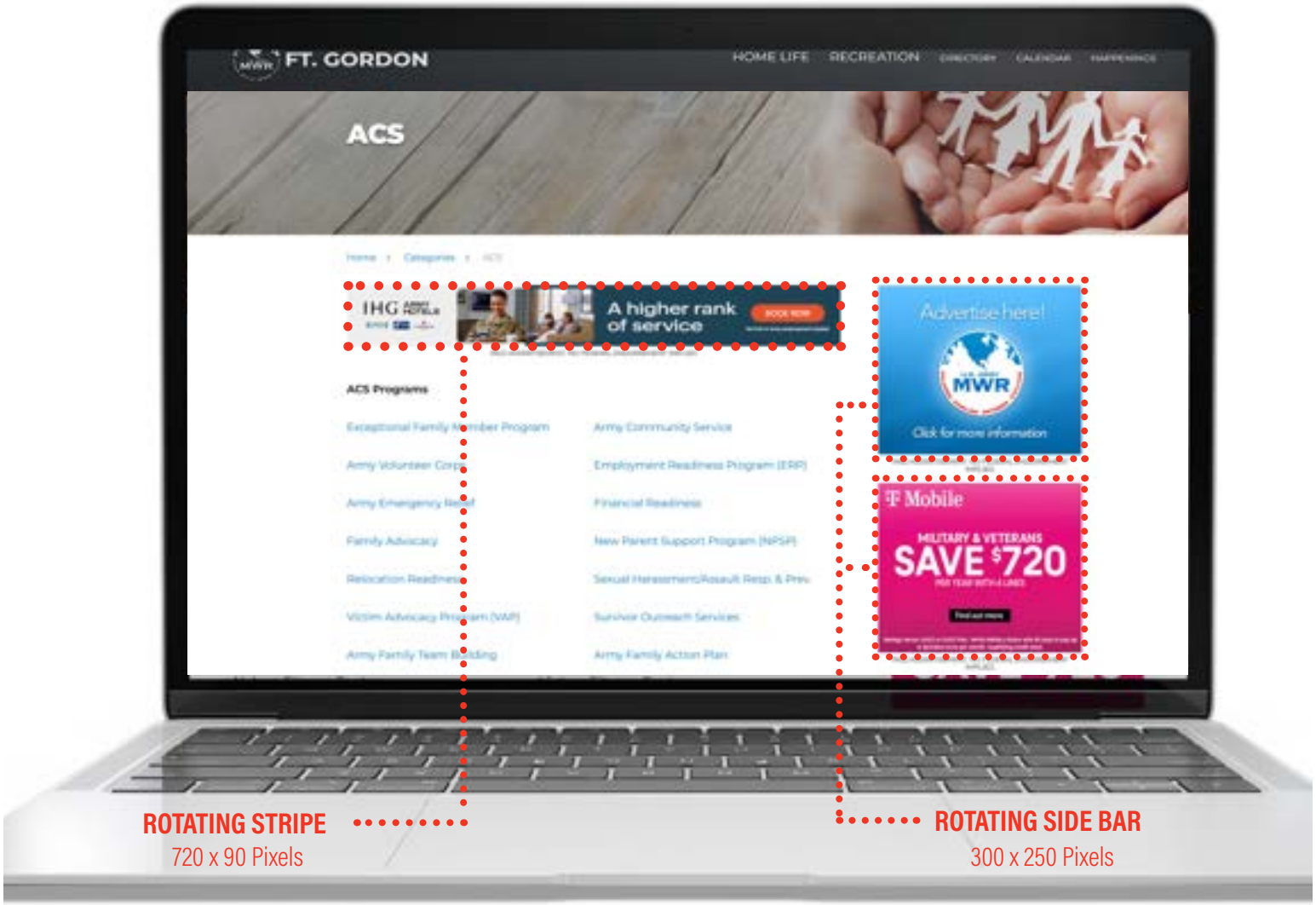
❑ Actionable Impact: Drive immediate traffic to your website or storefront with clickable, high-visibility ad placements.

RATES

$100 / 1 ad
$350 / 4 ads
$1,000 / 12 ads

Web

**Advertise with us on Gordon.ArmyMWR.com.
With an average of 2,500 views a day,
your ad campaign will be seen roughly
75k times every 30 days.**



ROTATING STRIPE
720 x 90 Pixels

$450 / month $1,000 / quarter $3,500 / year

ROTATING SIDE BAR
300 x 250 Pixels

$500 / month $1,200 / quarter $4,000 / year

Scan QR code to visit
Gordon.ArmyMWR.com

Sponsorship

A Strategic Business Exchange

Commercial sponsorship with Fort Gordon MWR is a powerful, mutually beneficial business partnership. By providing monetary support or in-kind resources, your business gains direct, authorized access to our exclusive military audience and the immense commercial potential of our major events.

Unlike a donation, sponsorship is a high-value marketing exchange designed to elevate your brand while enhancing the event experience for our community.

❑ **Reinvesting in the Community:** Every sponsorship dollar is directly reinvested into MWR programs, fueling our mission to deliver top-tier quality of life programming for service members, families, retirees, and DoW civilians.

❑ **Strict Compliance & Focus:** Commercial sponsorship is legally restricted to authorized MWR programs and events. It cannot be used to support unit-level activities, private organizations, or non-MWR programs.

Drive Results with Direct Access

Commercial sponsorship with Fort Gordon MWR elevates your brand visibility among military leadership and a loyal consumer community. We provide robust promotion—featuring your logo on all pre-event marketing and MWR social media channels—plus exclusive on-site opportunities to sample products and demonstrate your services directly to attendees.

Your Sponsorship Package Includes:*

Authorized Installation Access

Seamless, pre-approved entry to Fort Gordon for your activation team.

Multi-Channel Brand Exposure

High-visibility placement of your business name and logo on all digital, social media, and print pre-event promotional campaigns.

Turnkey On-Site Activation

Dedicated booth space equipped with a table, chairs, and a tent (for outdoor events), along with custom signage featuring your logo.

* Unless otherwise specified in your sponsorship agreement

Please note: the disclaimer
Sponsorship Does Not Imply Army Endorsement
will be placed on all branded promotional materials.

Become an MWR Partner. Contact:

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

The following calendar is NOT all-inclusive, as new events may arise throughout the year requiring sponsorship support.

SPONSORSHIP DOES NOT IMPLY ARMY ENDORSEMENT.

2026: OCTOBER-DECEMBER

OCTOBER

24 - Gary Gordon Challenge

This inaugural event will not only feature a 5K open to all individuals, but also a grueling 12-challenge competition for 45 different teams. Honoring Master Sergeant Gary Gordon and his extreme bravery during the 1993 Battle of Mogadishu.
Run Sponsor: $200: all standard sponsorship benefits are included.
Challenge Sponsor (Only 9 available!): $350: all standard sponsorship benefits plus logo on dedicated challenge station.

NOVEMBER

7 - Turkey Trot 5K

The Turkey Trot 5K is back, bringing fitness and family fun to Fort Gordon ahead of the holiday season. Featuring a dynamic off-road route that transitions from the Dog Park through the Disc Golf Course, this annual race is a community favorite. It provides corporate partners with an ideal sponsorship venue to champion wellness, enhance brand visibility, and connect directly with a thriving military community.
$200 | Attendance 200+

19 - Right Arm Night

An Army Tradition Reimagined for Team Building & Connection.
Hosted at the Cyber Conference & Catering Center, Right Arm Night revives a classic military tradition centered on morale and camaraderie. This popular event gathers personnel from across Fort Gordon for an evening of trivia, door prizes, and professional networking.*$250 per event or $900 for all four | Attendance 150+*

Ten Days of Giveaways – Kick's off November 30th

The 10 Days of Giveaways campaign leverages the power of social media to deliver sustained, daily brand engagement across the Fort Gordon community. By pairing MWR prizes with partner contributions for ten high-visibility daily drawings, this digital initiative offers corporate sponsors an incredibly accessible, cost-effective marketing avenue. For a minimum investment of $50 in cash or in-kind merchandise, participating businesses receive dedicated promotional features, social media tags, and targeted audience reach during peak digital traffic windows.

DECEMBER

10 - Christmas Tree Lighting & Festival

Celebrate the holiday season by making a direct, meaningful impact on our military community. Our Annual Holiday Give-Back Event at Fort Gordon is dedicated entirely to spreading joy and showing appreciation to service members and their families.

A Pure Philanthropic Partnership: 100% of all sponsorship funding goes directly toward purchasing high-value holiday giveaways for military families. Please note that this exclusive event is designed purely as a corporate social responsibility initiative rather than a commercial vendor market. It offers community-minded businesses a powerful, non-commercial platform to build lasting goodwill and elevate their brand presence as a dedicated supporter of our nation's heroes.
$550 | Attendance 2,000+

12 - Breakfast with Santa - $200

Hosted at the Cyber Conference & Catering Center, Breakfast with Santa brings military families together for a morning of festive food, holiday games, and prize giveaways. Featuring exclusive photo opportunities with Santa before his Christmas journey, this high-morale event serves as an ideal, emotionally resonant platform for corporate partners looking to elevate their local profile and directly give back to the Fort Gordon military community.
$200 | Attendance 200+

2027: FEBRUARY-MAY

JANUARY

23 – Health & Wellness Fair
Following a brief hiatus, the Health & Wellness Fair makes its highly anticipated return to the Cyber Conference & Catering Center. This premier installation event serves as a comprehensive showcase for healthy living, fitness, nutrition, and holistic well-being. It offers healthcare providers, fitness brands, and wellness companies an exceptional corporate platform to demonstrate their services, launch new initiatives, and engage directly with health-conscious service members, military families, and civilian personnel across the Fort Gordon community.
$200 | Attendance 200

FEBRUARY

18 - Right Arm Night
An Army Tradition Reimagined for Team Building & Connection. Hosted at the Cyber Conference & Catering Center, Right Arm Night revives a classic military tradition centered on morale and camaraderie. This popular event gathers personnel from across Fort Gordon for an evening of trivia, door prizes, and professional networking.
$250 per event or $900 for all four | Attendance 150+

MARCH

6 - Father/Daughter Butterfly Ball
The Butterfly Ball delivers an enchanting evening designed to strengthen family bonds and create unforgettable memories. Complete with dancing, premium hors d'oeuvres, and door prizes, this high-attendance formal event serves as an ideal venue for corporate partners looking to maximize community-relations impact, elevate their local profile, and bring joy to Fort Gordon military families.
$250 | Attendance 300

27 - Dare-to-Tri Triathlon
This annual triathlon serves as a premier athletic draw for competitors across the Fort Gordon community, the CSRA, and the broader Southeast. As a high-profile fixture on the regional multi-sport calendar, this event provides corporate partners with an exceptional, high-visibility platform to maximize brand engagement, promote health and readiness, and connect with an active demographic.
$200 | Attendance 200+
(ask about the Run Series package)

APRIL

21 - Bridging the Gates Community Expo
Join us at the Cyber Conference & Catering Center to highlight your military-friendly business! Our mission is to enhance the quality of life for military families both on and off the installation. This event is the perfect opportunity to grow your local reach and show your support for those who serve.
$300 | Attendance 500+ (ask about bundling with our September Community Expo. Special rates available for non-profits.)

22 - Month of the Military Child Dance
Our military kids shine bright all year long, so it's time to celebrate them under the dance floor lights! Join us for a special celebration dance to wrap up the Month of the Military Child. It's a night for the whole family to make memories, laugh, and dance the night away!
Sponsorship fee: $150 | Attendance 100

MAY

1 - Army Ten-Miler
Though only active-duty service members can qualify for this run, anyone can come out and test their endurance.
$250 | Attendance 300+

20 - Right Arm Night
An Army Tradition Reimagined for Team Building & Connection. Hosted at the Cyber Conference & Catering Center, Right Arm Night revives a classic military tradition centered on morale and camaraderie. This popular event gathers personnel from across Fort Gordon for an evening of trivia, door prizes, and professional networking.
$250 per event or $900 for all four | Attendance 150+

28 - Woodworth Library Summer Reading Program
Bookended by a dynamic Launch Party on May 26th and a festive Wrap-Up Carnival on July 30th, the Summer Reading Program is a cornerstone of our youth and family activities. Designed to encourage literacy and prevent the summer learning slide, this season-long program offers corporate partners a premier, emotionally resonant opportunity to maximize brand goodwill, support military family readiness, and connect directly with a highly engaged audience of parents and youth.
$150 | Attendance 100+

2027: JULY-AUGUST

JULY

1 - Independence Celebration

As Fort Gordon's premier single-day community gathering, the Independence Day Celebration honors our nation's birthday with a dynamic lineup of live music, diverse food vendors, and a spectacular fireworks display. This high-morale festival serves as an unmatched platform for corporate partners looking to achieve peak brand visibility, drive community engagement, and visibly showcase their gratitude and support for our nation's heroes and their families.

$500 | Attendance 5,000

15 - Back to School Bash

Join us as a sponsor for the Back to School Expo at the Cyber Conference & Catering Center! This is your opportunity to mix and mingle directly with Fort Gordon military families while helping them prepare for the upcoming school year.

Choose how you want to make an impact:

- Cash Sponsorship: You fund it, and we do the shopping for you.
- In-Kind Sponsorship: You provide the physical school supplies directly.

$500 | Attendance 1,000+

AUGUST

14 - Color Run 5K

It's time to get colorful in this family friendly 5K! This is one of our most popular events for the Fort Gordon Community! It provides corporate partners with an ideal sponsorship venue to champion wellness, enhance brand visibility, and connect directly with a thriving military community.

$500 | Attendance 1,500+

26 - Right Arm Night

Hosted at the Cyber Conference & Catering Center, Right Arm Night revives a classic military tradition centered on morale and camaraderie. This popular event gathers personnel from across Fort Gordon for an evening of trivia, door prizes, and professional networking.

$250 per event or $900 for all four | Attendance 150+

2027: SEPTEMBER-DECEMBER

SEPTEMBER

11- Marine Mud Challenge

Winding through a challenging 4-mile off-road course packed with over 30 obstacles, natural stream crossings, rugged hills, and deep mud pits, the Marine Mud Challenge is Fort Gordon's premier extreme endurance event. As a landmark fixture on the installation's athletic calendar, this high-attendance challenge provides corporate partners with an incredible platform to maximize brand engagement, promote physical readiness, and connect directly with a highly motivated, action-oriented demographic. *Attendance: 500+*
Supporting: $500
Includes but not limited to: Access to Fort Gordon, business name and logo on all pre-event marketing materials, double-sided banner with logo to display at tent space with table and chairs.

29 - Community Expo

Looking for the perfect opportunity to share your upcoming Fall and holiday specials? Join us as a vendor and connect directly with our military family community! Together, we can enhance the quality of life for our service members and their families—both on and off the installation—while giving your business valuable local visibility.
$300 | Attendance 500+ (ask about bundling with our Bridging the Gates Community Expo; Special rates available for non-profits.)

18 - Tutus for Cancer 5K

Combining community spirit with a powerful mission, the Annual Tutu 5K brings Fort Gordon families together to raise awareness for cancer research and honor survivors. Featuring a lively, tutu-themed atmosphere, this beloved annual race provides corporate partners with a premier opportunity to maximize brand engagement, champion health advocacy, and visibly stand alongside military families in the fight against cancer.
$300 | Attendance 400+

NOVEMBER

6 - Turkey Trot 5K

Kick off the holiday season with the return of Fort Gordon's premier family fun run. The Turkey Trot 5K offers a unique, multi-terrain course starting at the Dog Park and transitioning off-road into the Disc Golf Course. As a highly anticipated community tradition, this race serves as an ideal venue for sponsors looking to elevate their brand profile and engage directly with fitness-minded service members and their families.
$200 | Attendance 200+

DECEMBER

9 - Christmas Tree Lighting & Festival

Join MWR in celebrating the holidays by giving back to the Fort Gordon community. Supported entirely by corporate partnerships, this annual event transforms sponsorship funding directly into festive giveaways and prizes for military families. Designed strictly as a philanthropic, non-selling engagement, it provides a unique opportunity for businesses to foster immense goodwill and showcase their dedicated support for the military community during the season of giving.
$550 | Attendance 2,000+

U.S. ARMY
MWR
SOLDIERS · FAMILIES · RETIREES · CIVILIANS

OPEN *to the* PUBLIC

DISCOVER

Gordon.ArmyMWR.com

Get your Gate Pass and come have a ball on post!

Entry for 1 year

90-day Pass