



Fort Gordon Directorate of
Family, Morale, Welfare and Recreation

Media Kit

2025-2026



Family and MWR is a network of support and leisure services designed to serve the needs, interests and responsibilities of each individual in the Army community, as well as enhance the quality of their lives. From family, child and youth programs to recreation, sports, entertainment, travel and leisure activities – Family and MWR employees worldwide strive to deliver the highest quality programs and services at each installation. Family and MWR helps ensure Army readiness by caring for the people who serve and stand ready to defend the nation. We offer an array of customizable advertising and sponsorship packages aimed at ensuring a measurable return on investment for our partners. Let us introduce your brand to service members and families; where they live, work, and play!

We are home to the Army, Marines, Air Force, Navy and Space Force. Our Service Members...

- **Have time for leisure:** service members earn 30 vacation days a year
- **Have money to spend:** typically have more disposable income due to their comprehensive benefits package which includes housing, medical, dental, etc.
- **Are young, smart & loyal:** 58% of Active Duty service members are younger than 30, are well educated due to the G.I. Bill, and find brands more meaningful when they see ads on an installation.

Integrate your brand's products and services within our market through digital platforms, Out-of-Home branded signage, promotions, and events.

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

By the Numbers

VISITORS ANNUALLY



\$7.2 billion
Annual impact
and largest
employer in
the region

182,000

Supported Population

31,000+ Veterans

13,500+ Retirees

48,000+ Dependents of Retirees

87,500+ Military Personnel & Dependents

62,000

**Retirees & their Family
Members**

16,700

Service Members

15,000

Civilian Members

32,300

Total Post Population

410,000

Fitness Centers (4)

250,000

**Cafés & Cyber Conference &
Catering Center**

100,000

Five Star Lanes

84,000

**Alternate Escapes Recreation
Center**

114,000

Eisenhower Lakes Golf Club

54,000

Bingo Palace

30,000

Woodworth Library

*Economic Impact & Contribution Analysis, Center for
Business Analytics & Economic Research, Georgia
Southern University, 16 Feb 2023



Signage

25th Street Fenceline Banner (8' x 4')	\$2,600 / 6 months	\$4,500 / year
Building Sign	Contact for options/pricing	
Banner Structure Sign (8' x 4')	(1 of 2 ads on structure)	SOLD OUT
Banner Structure Sign (8' x 8')	(only ad on structure)	SOLD OUT
Dog Park Banner to Fenceline	\$2,500 / 6 months	\$4,000 / year
Sports Complex Scoreboards	4 vertical signs	\$2,500 / year
Sports Complex Scoreboard	4 horizontal signs	SOLD OUT
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
Driving Range Signage	\$5,000 / year	

Shorter campaigns may be available. Check to see options.

Eisenhower Lakes Golf Club

Your ad sign can appear on one of the 27-hole markers throughout the course, in an acrylic frame on a golf cart windshield, or in a napkin holder at the course snack bar, Bogey's Grill.





Banner Structure Signage

Three banner 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.



Building Signage

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



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.



Dog Park

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



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.

Digital

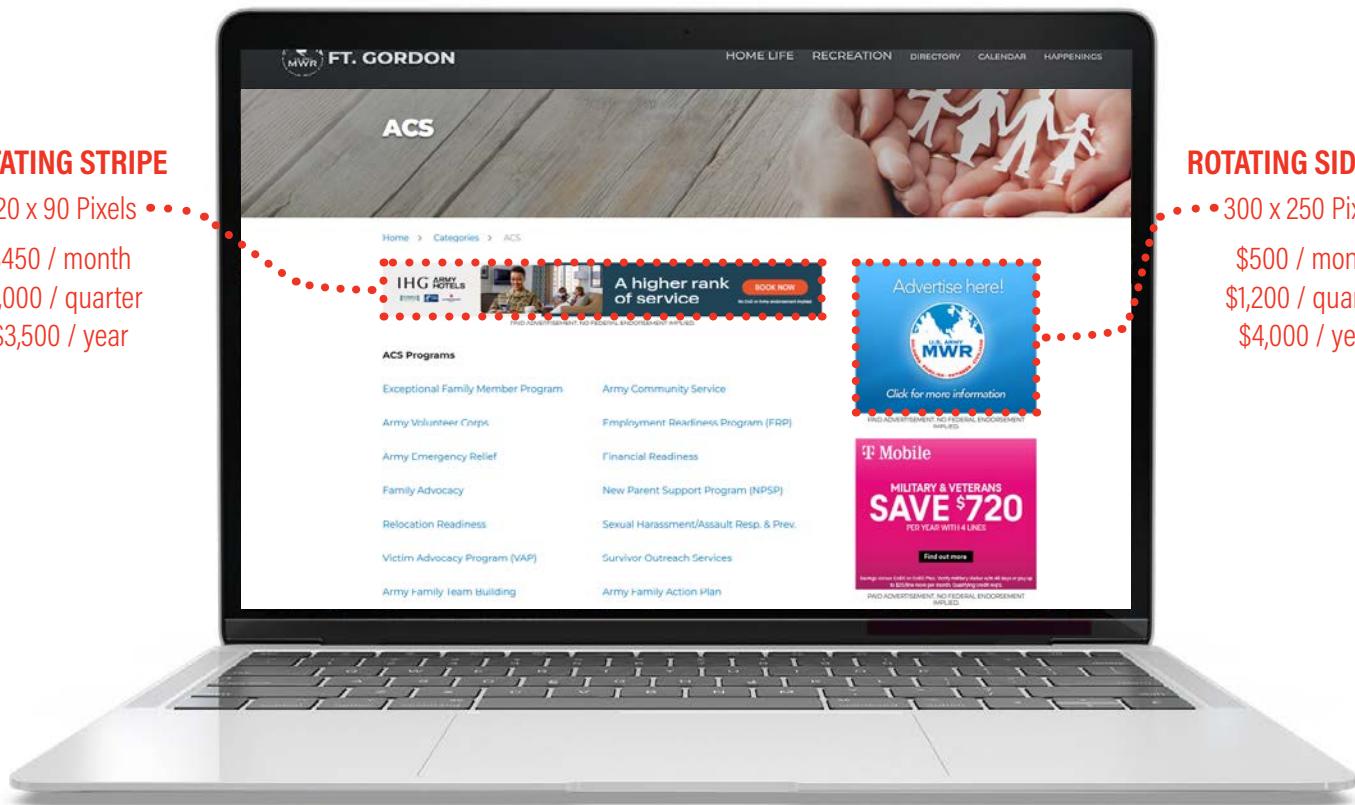
Advertise with us on Gordon.ArmyMWR.com.
**With an average of 2,500 views a day,
your ad campaign will be seen roughly
75k times every 30 days.**

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

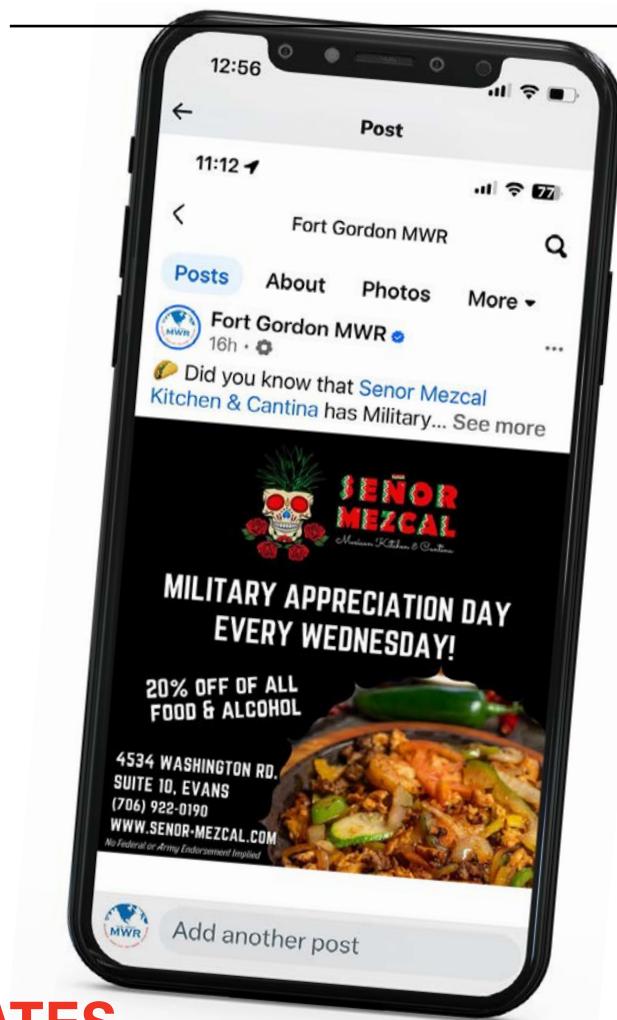


Scan QR code to visit
Gordon.ArmyMWR.com



Social Media

Become a #MWRAdvertiser and reach almost **25,000** Facebook, Instagram and X followers with instantaneous uploads and real-time engagement.



RATES

Single Post	\$250
4 Posts	\$900
8 Posts	\$1,800
12 Posts	\$2,500

FtGordonMWR

Contests & Giveaways

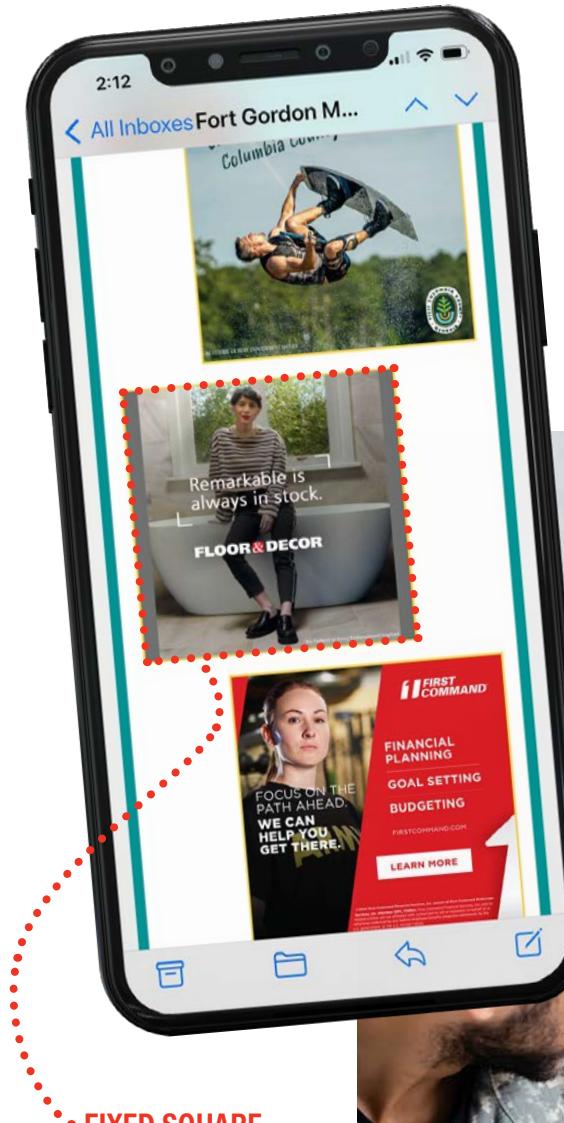
With almost 25,000 followers between Facebook, Instagram and X, we have a great way for you to connect with the Fort Gordon Community. By sponsoring a social media contest and providing items for giveaways, such as tickets to local events, you are able to grab the attention of our followers! Previous contests have included the Lucky Week of Giveaways in March and the MWR Ticket Fairy Birthday Month of Giveaways in June. Contact us for more information on how you can participate.



e-Newsletter

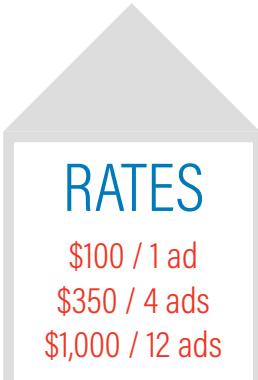
The MWRHappenings weekly e-newsletter hits inboxes every Monday morning. Subscribers look forward to finding out what events and programs are upcoming for the week ahead. Your ad will be seen by almost 1,600 subscribers.

SUBSCRIBE at
Gordon.ArmyMWR.com/subscribe



• FIXED SQUARE

600 x 600 Pixels



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 business, corporate, and community partners



Warrior Restaurants

Over 3,000 IET (Initial Entry Training) service members are required to eat all three meals in one of the 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 | \$900 / quarter | \$3,000 / year

Bingo Palace

\$400 / month | \$900 / quarter | \$3,000 / year

Bogey's Grill at Eisenhower Lakes Golf Club

\$300 / month | \$900 / quarter | \$3,000 / year

Command Support Center

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

CYS Parent Central Services

\$200 / month | \$600 / quarter | \$2,000 / year

Darling Hall (Lobby)

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

Five Star Lanes & Kegler's Café*

\$500 / month | \$1,000 / quarter | \$3,500 / year

*on 25 screens & 24 kiosks (when lane is not in use)

MWR Marketing Office

\$200 / month | \$600 / quarter | \$2,000 / year

Overlord Fitness Center

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

Torch Fitness Center

\$300 / month | \$900 / quarter | \$3,000 / year

Visitors Control Center (VCC)

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

Woodworth Library

\$300 / month | \$900 / quarter | \$2,500 / year

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.

••• **Brand New Opportunity**

Event Sponsorship

A business has 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 our programs and events so MWR can fulfill its mission of 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.

Sponsorship includes the following unless otherwise noted:

- Access to Fort Gordon
- Business name/logo on all pre-event digital and print marketing materials to include event flyer, handbills, posters, digital displays, MWR social media sites (Facebook and Instagram), and MWR Happenings weekly newsletter
- Signage with your logo to display at booth space with table, chairs and tent, if outside.

What Can Sponsorship Do For You?

Expose your brand and promote visibility of your name and logo to top leadership, decision makers and consumer community.

Business name/ logo on all pre-event marketing materials and tagged on MWR Social Media sites when possible.

Provide the opportunity to offer sample products/ demonstrate services at events.



Become an MWR Partner. Contact:

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



The following event list is not all-inclusive. New events are developed throughout the year which may need commercial sponsorship support.



SPONSORSHIP DOES NOT IMPLY ARMY ENDORSEMENT.

2025: OCTOBER-DECEMBER

OCTOBER

18 BOSS Zombie Run

Being chased by Zombies will help you run a little faster with this frightfully fun run. There'll even be a pumpkin decorating station for the little ones.

\$200 | Attendance 200+

NOVEMBER

8 Turkey Trot 5K

Gobble Gobble! The Turkey Trot 5K is back!

\$200 | Attendance 200+

13 Right Arm Night

Cyber Conference & Catering Center is bringing back an Army tradition with camaraderie, trivia, door prizes, team building, hors d'oeuvres and a cash bar.

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

DECEMBER

Ten Days of Giveaways – Kick's off December 1st

Help us celebrate with 10 Days of Giveaways, which takes place on our social media platforms and is advertised on our marketing materials. We will pair MWR gifts with gifts from our partners to create daily prize packages. Each day, one (1) person will win the daily prize package. Sponsors are tagged on our social media sites and shouted out during the day that their giveaway is featured in the package. Sponsorships must be at least \$50 in value and can be either cash or in-kind in the form of gift certificates and/or merchandise.



4 Christmas Tree Lighting & Festival

Come celebrate Christmas with our annual give back event! All sponsorship goes towards purchasing giveaways. *Please note this is not a "selling" opportunity, but a way to give back to the military community. \$550 | Attendance 2,000+

13 Breakfast with Santa - \$200

Santa will be making a stop at Cyber Conference & Catering Center for a hearty breakfast before he gets ready to circle the globe. Families have photo opportunities with the big guy plus games and prizes.

\$200 | Attendance 150+

Reminder

Unless otherwise noted, sponsorship includes:

- Access to Fort Gordon.
- Business name/ logo on all pre-event marketing materials and tagged on MWR Social Media sites when possible.
- Signage to display at booth space with table, chairs and tent, if outside.

SPONSORSHIP DOES NOT IMPLY ARMY ENDORSEMENT.

2026: FEBRUARY-MAY

FEBRUARY

13 Valentine/Galentine Charcuterie Class

Cyber Conference & Catering Center is hosting a special Valentine/Galentine themed charcuterie class. There will be a DJ and various charcuterie stations set up for guests to enjoy, along with the one they created.

\$200 | Attendance 200+

19 Right Arm Night

Cyber Conference & Catering Center is bringing back an Army tradition with camaraderie, trivia, door prizes, team building, hors d'oeuvres and a cash bar.

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

21 World Think Day at Woodworth Library

Every year the library celebrates and encourages out of the box thinking. The 2026 theme is Craft.Code.Create and there will be a variety of stations offering activities for every age group. So, whether the patron is 2 or 102, there will be something for everyone.

\$100 | Attendance 100

MARCH

7 Father/Daughter Butterfly Ball

Fathers and daughters put on their dancing best and make amazing memories with dancing, hors d'oeuvres, door prizes and more.

\$250 | Attendance 300

21 Royal Tea Party

This elegant family event created by Cyber Conference & Catering Center will feature specialty teas, sugar cubes, hors d'oeuvres, jellies, scones and more.

\$200 | Attendance 200+

28 Dare-to-Tri Triathlon

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

\$200 | Attendance 200+

APRIL

22 Military Family Community Expo

Join us for a Month of the Military Child celebration and showcase your military family friendly business at Cyber Conference & Catering Center. The goal is to enhance the quality of life for our military family community both on and off the installation.

\$400 | Attendance 700+ (ask about bundling with our Fall Community Expo)

MAY

2 Derby Day

Celebrate the Kentucky Derby at Cyber Conference & Catering Center with a watch party. There will be a best hat parade, pin the tail on the jockey, photos with horses from Hilltop Riding Stable and Derby themed food & beverages.

\$200 | Attendance 200+

2 Army Ten-Miler

Though only active-duty service members can qualify for the Army 10-Miler, anyone can come out and test their endurance.

\$250 | Attendance 300+

14 Right Arm Night

Cyber Conference & Catering Center is bringing back an Army tradition with camaraderie, trivia, door prizes, team building, hors d'oeuvres and a cash bar.

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



27 Woodworth Library Summer Reading Program

Let's kick off summer with a reading party on May 27th! Come join the families as we learn about what's in store for this summer's reading program. We will conclude the summer season with a wrap up carnival on July 29th!

\$150 | Attendance 100+

• • • Brand New Opportunity

SPONSORSHIP DOES NOT IMPLY ARMY ENDORSEMENT.

2026: JUNE-AUGUST

JUNE

6 Kids' Fishing Derby

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

\$150 | Attendance 100+

JULY

1 Independence Celebration

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

Presenting Sponsor \$2,500

Includes but not limited to: Access to Fort Gordon, title recognition of event, business name and logo on promotional pre-event marketing materials, double-sided banner with tent space, table and chairs and additional signage at event with your logo on it.

Supporting: \$1,000

Includes but not limited to: Access to Fort Gordon, business name and logo on promotional pre-event marketing materials, double-sided banner with tent space, table and chairs.

Christmas in July with the MWR Ticket Fairy

Let's start getting into the holiday spirit a little early! Just like our 10 Days of Giveaways, we will be building a prize package filled with MWR gifts and gifts from YOU! This time, though, only one (1) person will win at the end of the month! Let's make this a memorable occasion for them! Your logo will be on the marketing materials, and you will be tagged on our social media platforms as we promote the giveaways throughout the month. Sponsorships must be at least \$100 in value and can be either cash or in-kind in the form of gift certificates and/or merchandise. All agreements and items must be in-house by May 15, 2026.

16 July Back to School Bash

Let's get ready for Back to School at Cyber Conference & Catering Center! This new event will be in the afternoon and allow you to mix and mingle with Fort Gordon families as you help them get ready for the upcoming school year. Sponsorship can be in the form of cash, where we can do the shopping for you, or in-kind, where you provide the supplies.

\$500 | Attendance 500+

18 Aloha Luau

Cyber Conference & Catering Center is keeping the summer spirit alive with their Aloha Hula Luau. There will be hula dancers and lessons along with lei making. Tropical drinks and beverages will be available for purchase as well. Help keep the summer spirit alive by being a sponsor. \$200 | Attendance 200+



AUGUST

13 Right Arm Night

Cyber Conference & Catering Center is bringing back an Army tradition with camaraderie, trivia, door prizes, team building, hors d'oeuvres and a cash bar.

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

15 Color Run 5K

It's time to get colorful in this family friendly 5K! This is one of our most popular events in the Fort Gordon Run series!

\$500 | Attendance 1,500+



••• Brand New Opportunity

SPONSORSHIP DOES NOT IMPLY ARMY ENDORSEMENT.

2026: SEPTEMBER-DECEMBER

SEPTEMBER

9 Community Expo

Join us in showcasing your business at Cyber Conference & Catering Center. The goal is to enhance the quality of life for our military family community both on and off the installation. This will be a great way to let guests know about your upcoming Fall and holiday season specials.
\$400 | Attendance 700+
(ask about bundling with our Spring Military Family Community Expo)

12 Kids' Rod & Range Day

The Sportsman's Club hosts their annual fall fishing derby and shooting day for all military children and those in the surrounding community. The fishing portion of the day takes place at one of the stocked ponds, Claypit Lakes while an afternoon of archery, skeet and rifle shooting is on location at the Tactical Advantage Sportsman's Complex.

\$150 | Attendance 100+

12 Marine Mud Challenge

This 4-mile course will be a challenging off-road route with more than 30 obstacles, a stream crossing, hills and of course MUD!

Attendance: 800+

Presenting: \$5,000+

Includes but not limited to: Access to Fort Gordon, title recognition of event, business name and logo on promotional prevent marketing materials, double-sided banner with tent space and in event staging area, booth space with table and chairs, six (6) sponsor signs at obstacles/water points with two (2) representatives to assist Marines with water or cheering on participants, and 12 individual race entries.

Premier: \$1,500

Includes but not limited to: Access to Fort Gordon, business name and logo on all promotional pre-event marketing materials, 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.

Supporting: \$700

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.

19 Tutus for Cancer 5K

Put on your favorite tutu and join us for our annual 5K that brings awareness to cancer research and survival.

\$250 | Attendance 400+

OCTOBER

17 BOSS Zombie Run

Being chased by Zombies will help you run a little faster with this frightfully fun run. There'll even be a pumpkin decorating station for the little ones.

\$200 | Attendance 200+

NOVEMBER

7 Turkey Trot 5K

Gobble Gobble! Get ready for Thanksgiving with a fun 5K!
\$200 | Attendance 200+

Ten Days of Giveaways – Kicks of November 30th

Help us celebrate with 10 Days of Giveaways, which takes place on our social media platforms and is advertised on our marketing materials. We will pair MWR gifts with gifts from our partners to create daily prize packages. Each day, one (1) person will the daily prize package. Sponsors are tagged on our social media sites and shouted out during the day that their giveaway is featured in the package. Sponsorships must be at least \$50 in value and can be either cash or in-kind in the form of gift certificates and/or merchandise.

DECEMBER

10 Christmas Tree Lighting & Festival

Help us celebrate Christmas with our annual holiday event! Sponsorship funds go to helping make this a memorable event for our service members and their families. *Please note that this not a "selling" opportunity, but a way to help give back to the military community.

\$550 | Attendance 2,000+



SPONSORSHIP DOES NOT IMPLY ARMY ENDORSEMENT.



OPEN to the PUBLIC

DISCOVER

Gordon.ArmyMWR.com



Entry for 1 year



Event/Day Pass

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

