



U.S. ARMY MWR

CORPORATE PARTNERSHIPS

Sponsorship & Advertising Opportunities Guide



U.S. ARMY



www.ArmyMWR.com

TABLE OF CONTENTS

INTRODUCTIONS & INSIGHTS

<u>Demographic Profile of Army MWR Audience</u>	3
<u>Army MWR CS&A Overview</u>	4
<u>Garrison Listing by Size</u>	5
<u>Installation Map</u>	6
<u>Enterprise Listing by Program</u>	7
<u>G9 CS&A Staff Contact Information</u>	41

ENTERPRISE CAMPAIGNS & PROGRAMS

<u>Arts & Crafts</u>	9
<u>Armed Forces Recreation Centers (AFRCs)</u>	10
<u>Bowling</u>	11
<u>Child & Youth Services / MOMC</u>	12
<u>Army Entertainment Esports</u>	13
<u>All Army Sports</u>	15
<u>Fitness Centers</u>	16
<u>Golf</u>	17
<u>Library Facilities</u>	18
<u>Library Summer Reading Program</u>	19
<u>Outdoor Recreation</u>	20
<u>Outdoor Recreation Sweepstakes Campaign</u>	21
<u>Better Opportunities for Single Soldiers</u>	22

<u>Army MWR Cares Campaign</u>	23
<u>Army Recreation Machine Program (ARMP)</u>	24
<u>Strong B.A.N.D.S. Campaign</u>	25
<u>World Class Athlete Program (WCAP)</u>	26

EXCLUSIVE HIGH-VISIBILITY OPPORTUNITIES

<u>Army Birthday Ball</u>	29
<u>Defense Warrior Games</u>	30

DIGITAL ADVERTISING OPPORTUNITIES

<u>Enterprise Web (EW) Advertising</u>	32
<u>Enterprise Web (EW) Network of Sites</u>	33
<u>Digital Signage Advertising & Locations</u>	34
<u>MWR Social Media</u>	35
<u>Rate Card for Digital Opportunities</u>	36

GARRISON MWR EVENT OPPORTUNITIES

<u>4th of July Events</u>	38
<u>Oktoberfest Events</u>	39
<u>Race Events</u>	40

U.S. Army Market

WHO WE ARE

Our Army Community...

HAS TIME FOR LEISURE: Soldiers earn 30 vacation days a year.

HAS MONEY TO SPEND: Soldiers typically have more disposable income due to a comprehensive benefits package including housing, medical, dental, etc.

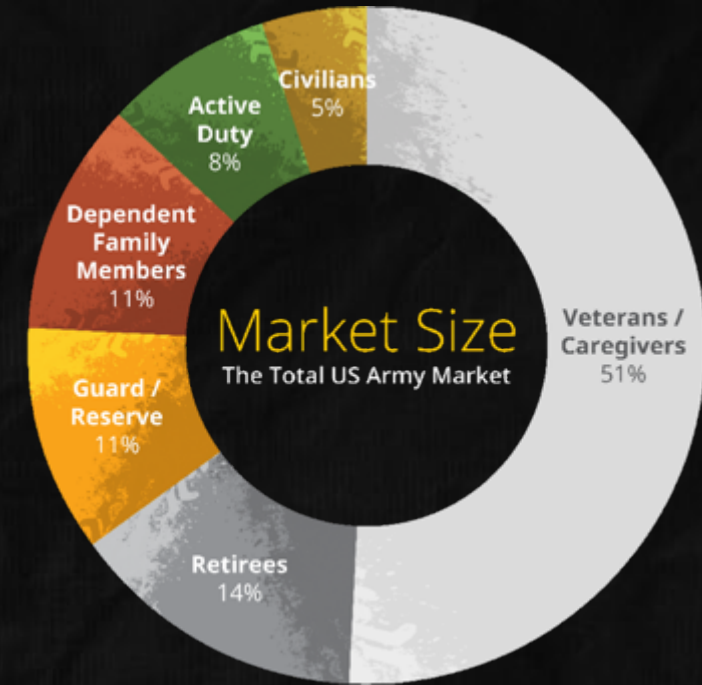
IS YOUNG: 58% of Active Duty Soldiers are younger than 30, and the average age is 29.

IS SMART: Army Soldiers are well educated. The G.I. Bill provides them and their families opportunities for further education.

MOVES AROUND: Approximately 29% of Armed Forces personnel are geographically mobile, versus 12% of employed civilians.

IS LOYAL: *64% of service members find brands more meaningful when they see their ads on an installation.

SOLDIERS • SPOUSES • FAMILIES • YOUTH



Active Duty	479,785
Guard/Reserve	619,576
Dependent Family Members	651,977
Civilians	286,032
Retirees	798,446
*Veterans/Caregivers	3,000,000
TOTAL	5,835,816

*An additional 3M personnel are eligible to use certain Morale, Welfare and Recreation programs and services: service-connected disabled veterans, Purple Heart recipients, former prisoners of war, and primary veteran caregivers.

(Source: OUSD Memo of Aug. 15, 2019)



*Army MWR provides multiple **ENGAGEMENT OPPORTUNITIES** for Partners to reach **10 MILLION** authorized customers across **82** Army installations worldwide.*



U.S. Army Family and MWR Corporate Partnerships can help integrate your brand's products and services within the Army market through digital platforms, Out-of-Home branded signage, promotions, and events. Our team offers 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 Soldiers and Families; where they live, work, and play!

DIGITAL OPPORTUNITIES	ONSITE OPPORTUNITIES
Enterprise Web: Over 65 garrison websites are part of our network.	Out Of Home (OOH): Your company branding in high-traffic facilities including banners, counter wraps and window clings.
Digital Signs & Billboards: Over 600 digital displays at high traffic locations globally.	Page Ads in Military Times and Stars & Stripes
Social Media: Advertise your brand on the Family and MWR Facebook and Twitter pages.	Opportunities for branding across Army MWR, Exchange and DeCA retail locations
Webpage Ad Integration	Branding at Events/Tour Stops including on-site activations
Sponsored Content on Websites	Links to Website and Brand Product, Product Samplings



U.S. Army Garrisons

BASED ON TOTAL SERVICE POPULATION

8

Large Garrisons

(50,000+ total service population)

Fort Bliss
Fort Campbell
Fort Carson
Fort Cavazos
Fort Liberty
Fort Moore
Fort Stewart-Hunter AAF
Joint Base Lewis-McChord

14

Medium Garrisons

(10,000+ total service population)

Fort Belvoir
Fort Drum
Fort Eisenhower
Fort George G. Meade
Fort Gregg-Adams
Fort Jackson
Fort Johnson
Fort Knox

56

Small Garrisons

(Up to 10,000 total service population)

Fort Leonard Wood
Fort Riley
Fort Sill
Fort Wainwright/Greely
USAG Hawaii (Schofield/Fort Shafter)
USAG Humphreys

Aberdeen Proving Ground
Anniston Army Depot
Benelux (Brunssum)
Benelux (Brussels)
Benelux (Chievres)
Blue Grass Army Depot
Carlisle Barracks
Detroit Arsenal
Dugway Proving Ground
Fort Buchanan
Fort Detrick
Fort Hamilton
Fort Huachuca

Fort Hunter Liggett - PRFTA
Fort Irwin - National Training Center
Fort Leavenworth
Fort McCoy
Fort Novosel
Fort Walker
Joint Base Myer-Henderson Hall
Letterkenny AD
McAlester Army Ammunition Plant
Natick Soldier Systems Center
Picatinny Arsenal
Pine Bluff Arsenal
Pueblo Chemical Depot
Red River Army Depot
Redstone Arsenal
Rock Island Arsenal
Sierra Army Depot
Soto Cano
Tobyhanna Army Depot
Tooele Army Depot
USAG Ansbach
USAG Bavaria (Garmisch)
USAG Bavaria (Grafenwoehr)

USAG Bavaria (Hohenfels)
USAG Daegu (Camp Carroll)
USAG Daegu (Camp Henry/Walker)
USAG Italy (Pisa/Livorno)
USAG Italy (Vicenza)
USAG Japan (Camp Zama)
USAG Japan (Okinawa)
USAG Kwajalein Atoll
USAG Miami
USAG Presidio of Monterey
USAG Rheinland-Pfalz (Baumholder)
USAG Rheinland-Pfalz (Kaiserslautern)
USAG Stuttgart
USAG Yongsan (Camp Casey)
USAG Yongsan (K16)
USAG Wiesbaden
USMA West Point
Watervliet Arsenal
White Sands Missile Range
Yuma Proving Ground

U.S. ARMY INSTALLATIONS

GLOBAL FOOTPRINT



U.S. Army MWR

PARTNERSHIP OPPORTUNITIES: HQ ENTERPRISE PROGRAMS

Engage customers through enterprise-level programs targeted to their needs, interests, demographics, and locations.

- Arts & Crafts
- Armed Forces Rec Centers
- Automotive Skills
- Bowling
- Child & Youth Programs
- Entertainment Events
- Esports
- Fitness & Sports
- Food & Beverage
- Golf
- Health & Wellness
- Leisure & Travel
- Library Programs
- Outdoor Recreation
- Recreational Lodging
- Single Soldier Programs

We welcome the opportunity to collaborate and create valuable, personalized engagements for our customers.





ENTERPRISE CAMPAIGNS AND PROGRAMS

U.S. ARMY MWR ARTS & CRAFTS PROGRAM

366,000 customer visits annually

OVERVIEW

30-40 classes are typically offered at each center, with **366,000 customer visits annually**. Via Enterprise MWR websites, Arts & Crafts Centers receive over **250,000 online visits** to their pages annually. Army Arts and Crafts centers not only conduct drawing, painting, or ceramics programs, but they also encompass design, applied technology, active, practical and meaningful learning, do-it-yourself projects, mental and physical therapy, and more.

> Investments begin at: **\$77K**

Army MWR operates 30 Arts & Crafts Centers at installations globally.

BENEFITS

- On-site static signage (banner) at each garrison Arts & Crafts facility
- Brand integration on HQ Social Media Arts & Crafts posts (FB, Twitter, Instagram)
- Sponsored content (Article + Logo) on Arts & Crafts program/campaign page (HQ ArmyMWR.com)
- Company staffed display booth w/sampling at select garrisons
- Logo inclusion in digital Arts & Crafts ads across 600+ HQ digital signage screens
- Inclusion in facility print materials (inclusive of select printed campaign/event materials/promotions at all 32 garrison arts/crafts centers)
- Real Estate yard sign at select Arts & Crafts Centers
- literature on display (unmanned) on-site at select Arts & Crafts Centers

* Custom packages, category exclusivity, multi-year options or other benefits may also be available. Final investment subject to industry-related pricing structure, exclusivity, and selection of participating installations. Rates factored for a 12-month commitment.





U.S. ARMY MWR ARMED FORCES RECREATION CENTERS

620K occupied room nights per year

OVERVIEW

Armed Forces Recreation Center (AFRC) resorts provide an array of affordable, wholesome vacation opportunities exclusively to our brave service members, their families, and other authorized patrons of the Total Defense Force.

- **4 World-Class Resorts** with more than **2,000 rooms** available
- Average length of stays range 3-6 days
- **620K** Occupied Room Nights per year
- **1.5M+ Guest** Nights per year
- **2.2M+ Food & Beverage transactions** totaling more than \$55M+ in sales

AFRC websites attain more than **863K page views** annually.

> **Investments begin at: \$150K**

BENEFITS

- Sponsor branding on-site
- In-room samples
- Product displays on-site
- Literature displays on-site
- On-site booth and samplings
- Out-of-Home branding on-site
- Brand integration on websites
- Custom sponsor brand offer on websites
- Sponsor brand integration in guest reservation emails
- Custom sponsor brand offer in guest reservation emails

* Custom packages, category exclusivity, multi-year options or other benefits may also be available.



HALE KOA HOTEL

Honolulu,
Hawaii



Seoul,
South Korea



Garmisch,
Germany



Orlando,
Florida



U.S. ARMY MWR BOWLING CENTERS

1.3 Million games played on average per year

OVERVIEW

1.3 Million games are bowled on average per year, **over 230,000 in league play**. Nearly **2,100 birthday parties** hosted annually in Army bowling centers. Nearly **4M potential customer impressions** annually inside Army bowling centers; **333,000 monthly**.

> **Investments begin at: \$114K**

Army MWR operates 67 bowling centers globally.

BENEFITS

BRAND INTEGRATION & ADVERTISING

- Logo inclusion in facility print materials (annually)
- Company branding on lane masking unit wrap (annually)
- Product sampling on-site at select bowling centers
- Company branding on pin sweeper (annually)
- Static signage (banner/posters) on-site (annually)

DIGITAL & OTHER OPPORTUNITIES

- Sponsored content on bowling program page (HQ ArmyMWR.com (annually)
- :30 sec motion picture ad on Digital Signage platform (600+ sites Army-wide) (annually)
- Logo/ID on HQ Social Media pages (1x monthly)

* Custom packages are available. Minimum of 10 installations. Final Investment subject to industry-related pricing structure, exclusivity, and selection of participating installations. Rates factored for a 12-month commitment.





U.S. ARMY CHILD & YOUTH SERVICES MONTH OF THE MILITARY CHILD (MOMC)

430,000 child & youth dependents

OVERVIEW

There are approximately **430,000 child & youth dependents** of Army-connected families. The average military family moves 3x more than civilian counterparts. During MOMC, Army MWR HQ executes an enterprise-wide campaign to honor military kids and recognize their sacrifices. The campaign includes 4 distinct elements: MOMC, Purple Up, Young Lives Big Stories and Operation Megaphone. Social media support in 2021 achieved **a reach of over 92k** and campaign web pages generated over **36k page views**.

> Investments begin at: **\$68K**

April is the “Month of the Military Child” (MOMC).

BENEFITS

- Recognition in campaign ad on MWR homepage for duration of campaign
- Recognition on campaign landing page
- Logo inclusion on Centralized Promo across Army installation websites
- Inclusion in printed campaign collateral
- Inclusion in all campaign Facebook posts
- Logo inclusion on Digital Signage ad – 600+ digital signs and billboards
- Sponsored content listing on MWR homepage for duration of campaign, and more

* Custom packages, category exclusivity, multi-year options or other benefits may also be available.



U.S. ARMY MWR ARMY ENTERTAINMENT ESPORTS

Engaging Army gamers since 2015

OVERVIEW

Twitch:

- 5K followers
- Over 8M minutes watched

Esports Soldier Showdown:

- Global competitions
- 12 weeks
- 9 Qualifiers
- 3 Championships Live on Twitch
- Marketed across 80+ installations!

Historical Participation:

- 2,000 gamers
- 1M+ minutes watched
- 2K+ hours active engagement

> **Investments begin at: \$75K**

BENEFITS

BROADCAST/STREAM ASSETS

- Logo featured on: Stream Overlay Upper / Stream Underlay
- Army Entertainment Channel (plus URL)
- Custom broadcast integration/mention during live cast
- 30-second commercial spots (video ads) during broadcast
- Chatbox messaging, up to 3 messages with URL rotated throughout stream
- Presenting Logo inclusion on broadcast segment(s) such as Player of the Game, Highlights, and/or Instant Replay

PROGRAM ASSETS & MARKETING

- Category Exclusivity
- Sponsor Brand Title Inclusion
- Army Entertainment Esports Champion Jerseys
- Lock-up Logo, Proud Sponsor of Army Entertainment Esports Soldier Showdown, for use on website
- Logo inclusion on multi-channel Digital and Print Marketing
- Web creative
- Social media (plus tags)
- Digital signs & billboards
- Posters & Fliers
- Logo inclusion on Army MWR Esports Webpage (plus URL)

- Logo inclusion on Army MWR Esports Webpage Banner Hero Image
- Brand Inclusion in Press Release
- Logo inclusion on Tournament Sign-up Page, Brackets and Leaderboards
- Sponsored Ad/Content on Army MWR Esports Webpage

PARTNER PASS-THROUGH: EMAILS, WEB AND IN- STORE RADIO ADS

- Presenting Logo inclusion on The Exchange Email Blasts & Web Banners



U.S. ARMY MWR ARMY ENTERTAINMENT ESPORTS

Additional Marketing & Brand Integrations

BRAND PLACEMENT



JERSEY



THE EXCHANGE OOH



COIN



IN-STORE RADIO ADS



U.S. ARMY MWR ALL ARMY SPORTS

Representing the Army in International & National Competitions

OVERVIEW

Supporting Soldier readiness and well-being through athletic performance, military bearing and competitive spirit.

All Army Sports Soldier-Athletes represent the Army in national and international competitions, including the Armed Forces Sports Championships, USA Nationals and Military World Games.

> **Investments begin at: \$35K**

Duration of Sponsorship: One (1) Year

24 Men's and Women's Teams:

- Army Ten Miler
- Basketball
- Bowling
- Boxing
- Marathon
- Cycling
- Swimming
- Rugby
- Softball
- Soccer
- Taekwondo
- Volleyball
- Wrestling

BENEFITS

- Sponsored article on campaign landing page
- Sponsored image on campaign landing page
- Hero banner image on campaign landing page
- Company staffed booth at campaign event with sampling
- Logo on campaign centralized promo across all Garrison websites
- Brand integration in Army MWR campaign central promo on HQ home page
- Recognition in IMCOM article covering campaign
- On-Site branding at campaign event
- Logo on bottom of campaign landing page
- Logo/ID on Facebook campaign post
- Logo inclusion in ads across 600 Garrison digital displays
- Logo integration into campaign marketing larger out-of-home banner
- Logo integration into campaign marketing poster
- Logo integration into campaign marketing flyer

* Inquire for Custom Packages, Schedules for Team Trials/Championships, Team or Category Exclusivity, Additional Logo Placement / Imprint, Multi-year Options, IP rights, or other benefits.

* Benefits subject to availability and may be contingent upon U.S. Olympic Committee or governing body rules. Benefit does not include travel/M&I expenses.





U.S. ARMY MWR FITNESS CENTERS

232 Physical Fitness Facilities at installations globally

OVERVIEW

Army MWR operates **232 Physical Fitness Facilities** at Army installations globally; with **26.4M in annual patron foot traffic**. Additionally, web traffic each year on fitness related **armymwr.com** webpages accounts with over **1.4M page views**. Physical fitness is a cornerstone of readiness and resilience. The Army emphasizes the importance of high levels of physical capability for the occupational tasks that Soldiers are required to perform. Physical Fitness facilities, their activities and services, develop the strength and fitness of Soldiers and the general health of the military community.

> Investments begin at: **\$315K**

BENEFITS

- Logo inclusion in MWR Fitness-related ads across 600+ Digital Signage screens
- 1x/month brand integration on HQ Social Media fitness related posts (FB, Twitter, Instagram)
- Sponsored content (Article + Logo) on Fitness program page-HQ ArmyMWR.com (annually)
- Static banner within facility at garrison fitness centers (minimum selection of 10)
- Company staffed display booth w/sampling at select garrisons
- Company naming rights in rooms at select fitness centers

* Custom packages, category exclusivity, multi-year options or other benefits may also be available. Final investment subject to industry-related pricing structure, exclusivity, and selection of participating installations.



U.S. ARMY MWR GOLF PROGRAM

40 Army Golf Courses globally. 21 open to the public!

OVERVIEW

On average, nearly **1.1M rounds of golf** are played annually at Army courses, totally nearly **2.5M customer impressions!** Via Enterprise MWR websites, Army Golf Courses receive over **1.1M total online visits** to their pages annually. Each of our Army golf courses host tournaments and events throughout the year for added excitement. Each course also offers individual and group golf lessons for all age groups and skill levels.

> Investments begin at: **\$110K**

BENEFITS

- Static tee-marker signs on select holes at garrison golf courses
- Company branded golf cart wrap at select garrison golf courses
- Sponsored content (Article + Logo) on Golf program/campaign page: ArmyMWR.com
- Company staffed display booth w/sampling at select garrisons
- Logo inclusion in digital Golf program ads across 600+ HQ digital signage screens
- Inclusion in facility print materials (inclusive of select printed campaign/event materials/promotions at all 40 garrison golf courses
- Brand integration on HQ Social Media Golf posts (FB, Twitter, Instagram)
- On-site static signage (banner/poster) at each garrison golf course

* Custom packages, category exclusivity, multi-year options or other benefits may also be available. Final investment subject to industry-related pricing structure, exclusivity, and selection of participating installations





U.S. ARMY MWR LIBRARY PROGRAM

59 Libraries around the world

OVERVIEW

Army MWR operates **59 libraries** around the world frequented by **2.2M customers annually**. The library program includes robust online resources ensuring that community members have 24/7 access to military training, investment tools, education resources and more.

> **Investments begin at: \$65K**

BENEFITS

- Sponsored content (Article + Logo) on Library program page-HQ ArmyMWR.com
- Brand integration on HQ Library program social media to include Facebook, Twitter and Instagram
- Static banner at MWR Libraries around the world
- Company literature placement at MWR Libraries that serve as community touchstones
- Opportunity for ad placement on ArmyMWR.com top leaderboard
- Opportunity for digital signage ad at 27 garrisons encompassing 600+ screens

* Custom packages, category exclusivity, multi-year options or other benefits may also be available.



U.S. ARMY MWR LIBRARIES SUMMER READING CAMPAIGN

15 Million minutes read by Army participants in 2021

OVERVIEW

- Program runs May through September
- **50+ Library locations** worldwide
- **20,000 Army participants** in 2019;
13,000 in 2020
- Army #1 in participation in 2021!
- **39,000** Virtual event participants and
20,000+ On-Site participants in 2021

*"Thank you for facilitating this program
and ensuring that MWR libraries around the
world had a chance to take part in it!"*

– Army MWR Libraries Summer
Reading Program Participant 2021

> Investments begin at: **\$40K**

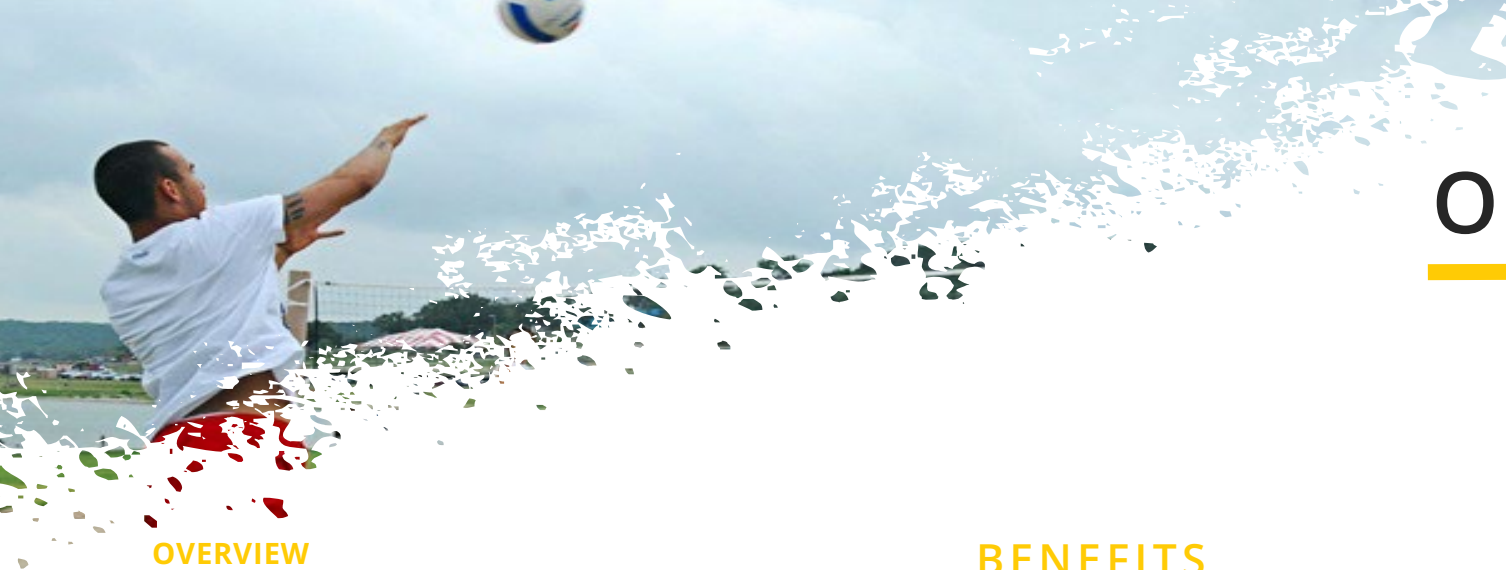
BENEFITS

- 5+ months brand exposure (May-September)
- Brand integration on web, digital, social & print marketing
- Websites: Army MWR HQ + 65 Army installations
- Digital Signage: 600+ digital signs & billboards
- Social Media: 600K+ followers across Army MWR HQ, plus 60+ Army installations' pages
- On-site company booth and product displays
- Product samplings

KEY SPONSORSHIP OPPORTUNITIES:

- Educational Brands
- Books
- Arts & Crafts
- Consumer Goods & Services
- Insurance
- Consumer Tech





U.S. ARMY MWR OUTDOOR RECREATION

45 Army garrisons with ODR programs

OVERVIEW

Dating back to 1971, Army Outdoor Recreation (ODR) provides morale-building, lifestyle-oriented activities and programs for service members worldwide. Annually, nearly **2M MWR-eligible patrons** utilize and frequent close to **72 Army-owned ODR campsites**, parks/picnics, and facilities across the enterprise! Army Outdoor Recreation web pages account for over **1.1 million total online visits** annually. ODR programs and activities provide a healthy alternative to traditional fitness outlets, building resiliency and life skills for the total Army Family.

> Investments begin at: **\$197K**

BENEFITS

- Outdoor static banner at ODR facilities or campsites
- Indoor static banner at ODR facilities or campsites
- Sponsored content (Article + Logo) on ODR program/campaign page-HQ ArmyMWR.com
- Company staffed display booth w/sampling at select garrison campsites or facilities.
- Logo inclusion in digital ODR program ads across 600+ HQ digital signage screens
- Inclusion in facility print materials (inclusive of select printed campaign/event materials/promotions at all 45 garrisons w/ODR programs.
- Brand integration on HQ Social Media ODR posts (FB, Twitter, Instagram)
- Organic post/reach on participating garrison social media pages

*Custom packages, category exclusivity, multi-year options or other benefits may also be available. Final investment subject to industry-related pricing structure, exclusivity, and selection of participating installations



U.S. ARMY MWR OUTDOOR ADVENTURE SWEEPSTAKES CAMPAIGN

OVERVIEW

90-Day campaign plus promotional lead time Campaign runs June – August

Sweepstakes Entry Form available exclusively on the ArmyMWR.com campaign landing page!

- **1.1 Million visits** to Outdoor Rec webpages
- **80%** new users to Enterprise Websites
- **113K Reach**
- **2.6K Engagements**

> **Investments begin at: \$49K**

*Custom packages available. Benefit subject to availability.

BENEFITS

- Brand Integration as Sponsor
- Sponsor Logo on all Outdoor Adventure Sweepstakes Marketing Collateral
- Sponsor logo on Centralized Promo across HQ ArmyMWR.com and All Garrison websites
- Sponsor Logo on ArmyMWR.com Campaign Landing Page Hero Image
- Logo on Campaign ad across 600+ Digital Signs
- Brand inclusion in social media posts: Sponsor Logo, and Tag in Campaign posts on Army MWR Facebook
- Sponsor logo on campaign Facebook Cover Image across the campaign timeframe
- Sponsored Content Listing on the ArmyMWR.com campaign landing page, including 1 image, 1 article and 1 URL
- Premium Logo and URL on the ArmyMWR.com Campaign landing page





U.S. ARMY MWR

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS

B.O.S.S. serves nearly 350,000 Single Soldiers

OVERVIEW

The mission of B.O.S.S. is to **enhance the morale and welfare of single soldiers, increase retention, and sustain combat readiness**. B.O.S.S. serves nearly **350,000 Single Soldiers** (active, guard and reserve), single parents, geographical bachelors, and other branches at **64 Army Communities** around the globe. BOSS program conducts nearly **1,400 events annually** with nearly **222,000 soldiers attending**. BOSS webpages on MWR websites receive **over 300,000 visitors annually**.

> **Investments begin at: \$106K**

BRAND INTEGRATION & ADVERTISING

- Static signage (banner) inside all garrison BOSS facilities
- Opportunity for company engagement at BOSS Council meetings at select garrisons
- Company staffed display booth w/ sampling at select garrison BOSS events
- Logo inclusion in BOSS programming/event collateral materials (inclusive of all printed campaign/event materials/promotions at select garrisons)
- Co-branded naming rights (& wall wrap) inside Warrior Zone facilities

DIGITAL & OTHER OPPORTUNITIES

- Sponsored content (Article + Logo) on BOSS program page-HQ ArmyMWR.com
- Brand integration on HQ Social Media BOSS posts (FB, Twitter, Instagram)
- Company logo on BOSS campaign centralized promo across all garrison MWR websites

* Custom packages, category exclusivity, multi-year options or other benefits may also be available. Final investment subject to industry-related pricing structure, exclusivity, and selection of participating installations.



U.S. ARMY MWR ARMY MWR CARES

Providing resources to more than 2.5 Million Military Customers

OVERVIEW

Timeframe: Three (3) months

Additional campaigns may be scheduled throughout the year.

Providing useful virtual content and resources to help our more than **2.5 Million military customers** stay informed, active and connected. #ArmyMWRcares

Includes a variety of content such as Library & Learning resources, Army Entertainment Esports, Better Opportunities for Single Soldiers (BOSS), Outdoor Recreation programming, leisure travel and more!

> **Investments begin at: \$31K**

*Content and schedule may change.
New content may be added.

BENEFITS

- Sponsor logo on Centralized Promo across HQ ArmyMWR.com and All Garrison websites
- Sponsor logo on ArmyMWR.com Campaign Landing Page Hero Image
- Logo inclusion on Campaign ad across 600+ Digital Signs for 8+ weeks
- Brand inclusion in social media posts: Sponsor Tag and Sponsor Link in #ArmyMWRcares posts on Army MWR Facebook
- Sponsor logo on campaign Facebook Cover Image across the campaign timeframe
- Sponsored Content Listing on the ArmyMWR.com campaign landing page, including 1 image, 1 article and 1 URL
- Logo and URL on the ArmyMWR.com Campaign landing page
- Organic reach and engagement across Army MWR installation social media and websites worldwide





U.S. ARMY MWR

ARMY RECREATION MACHINE PROGRAM

Branding opportunities to reach 200K+ authorized customers

OVERVIEW

- **8 countries** across Europe & Asia – Germany, Greece, Italy, Japan, Korea, Netherlands, Singapore, Spain
- Brand presence/integration among more than **2,000 gaming machines**
- Feature your brand's advertising on up to **86 Army, Navy & Marine Corps installations**

> **Investments begin at: \$25K**

BRAND INTEGRATION & ADVERTISING

- Branding on Player Key Cards
- Branded Entryway Rugs in Game Rooms
- Beverage Coasters
- How-to-Play Cards
- Table Tents in Game Rooms/Areas
- Decal on/near ATMs
- Decal on/near Player Card Vending Machines
- Posters inside Game Rooms/Areas
- Links to Brand Products

DIGITAL & OTHER OPPORTUNITIES

- LED Billboards
- Digital Signs
- Enterprise Web

* Custom packages available.





U.S. ARMY MWR STRONG B.A.N.D.S.

Strong Balance, Activity, Nutrition, Determination and Strength

OVERVIEW

Promotes healthy, active lifestyles for Army communities. It helps motivate Army Soldiers, Families, Retirees and Civilians to get and stay fit.

- **78 global locations**
- **432 programs & events** per year
- **75,000+ participants** per year
- 5-week campaign runs May - June

> **Investments begin at: \$27K**

BENEFITS

- Brand integration as Gold, Silver, or Supporting Sponsor
- Brand logo integration as Gold/Presenting Sponsor on all marketing collateral and event signage per month
- Company staffed booth at campaign event with sampling; per day
- On-Site branding at campaign event; per sign, per day
- Distribution/Organic reach to 60+ Army installations' social pages; per post
- Brand logo integration on Hero banner image on campaign landing page; per month
- Logo on bottom of campaign landing page; per month
- Logo on campaign centralized promo across all Garrison websites; one month
- Sponsored content (article) on campaign landing page; per month
- Sponsored content (image) on campaign landing page; per month
- Brand integration in Army MWR campaign central promo on HQ home page; per month

Inquire for Custom Packages, Category Exclusivity, Additional Logo Placement / Imprint, Multi-year Options, IP rights, or other benefits.

* Benefits subject to availability. Benefit does not include travel/M&I expenses



U.S. ARMY MWR WORLD CLASS ATHLETE PROGRAM

Support WCAP Soldier-Athletes and connect with our Army community

OVERVIEW

WCAP Soldier-Athletes come from the Active, Reserve and National Guard components, and are selected for their ability to perform at the highest level of their sports.

After joining the unit, they hone their skills with elite civilian and military coaches at America's best facilities. Meanwhile, they keep current with Army requirements, attend military schools and stay competitive with their uniformed counterparts.

> Investments begin at: **\$25K**

Since 1948, 446 Soldiers have represented the United States at the Olympics, earning 111 Medals in a variety of sports. WCAP continues that proud tradition.

BENEFITS

- Brand integration on WCAP Soldier-Athletes Driven to Win campaign during Olympics
- Sponsored Content on WCAP Website: ArmyWCAP.com
- Brand Recognition in Press Releases
- Brand integration on WCAP Social Media – Facebook, Instagram, Twitter
- Brand integration of WCAP websites
- Brand activations
- Brand integration on team uniforms
- Brand exclusivity
- Advertising on 600+ Digital Signage & Billboards
- Training Facility Tours
- Training Attendance
- Soldier-Athlete Meet & Greet
- Integration into WCAP Olympian Campaign
- Out-of Home Advertising
- Competition Attendance

* Custom packages, category exclusivity, multi-year options or other benefits may also be available.





U.S. ARMY MWR WORLD CLASS ATHLETE PROGRAM

Support WCAP Soldier-Athletes and connect with our Army community

OVERVIEW

The US Army's World Class Athlete Program (WCAP) allows top-ranked Soldier-Athletes to perform on national, international and Olympic levels while also serving their nation in the military.

www.armywcap.com

OLYMPIC & PARALYMPIC SPORTS

- Archery
- Bobsled and Luge
- Boxing
- Modern Pentathlon
- Rugby Sevens
- Shooting
- Soccer
- Swimming
- Taekwondo
- Track & Field
- Triathlon
- Wrestling

DRIVEN TO BE ***CHAMPIONS***

SFC Elizabeth Marks

Swimming:
50m Butterfly, 50m Freestyle,
100m Backstroke & 200m IM



A female athlete, likely a member of the U.S. Army, is celebrating her victory at the Warrior Games. She is standing on a podium, holding a large white flag with yellow fringe and a blue emblem. She is wearing a dark blue and grey athletic tracksuit and has a large gold medal around her neck. The background features a repeating pattern of the "Warrior Games" logo and the text "DEPARTMENT OF DEFENSE" and "#WARRIORGAMES".

EXCLUSIVE HIGH-VISIBILITY OPPORTUNITIES



U.S. ARMY MWR ARMY BIRTHDAY FESTIVAL

June 14th: The U.S. Army's Birthday

OVERVIEW

- Celebrated in Washington, DC, in June each year, the Army Birthday Ball is our premier event which culminates our week of birthday revelries.
- This night honors our Total Army Force, comprised of multi-component Soldiers and Department of the Army Civilians and their contributions to our nation's defense.
- Showcase your brand to over **1,600 Soldiers, Family Members and Friends of the U.S. Army.**

The U.S. Army's Birthday is June 14th, a day we celebrate the Total Army Force comprised of multi-component Soldiers and Department of the Army Civilians and their contributions to national defense. Demonstrate your company's commitment to the U.S. Army by sponsoring this prestigious event, attended by the Army's top leaders.

> Investments begin at: **\$15K**

BENEFITS

- Recognition as Presenting level sponsor at ball on all marketing collateral that features all sponsors to include banners, wallscapes (print and/or digital), digital media and signage
- Premium logo placement on ArmyMWR.com Sponsor Appreciation page and recognition as "Presenting Sponsor"
- Premium logo placement featured on Step and Repeat as Presenting Sponsor
- Sponsor "Happy Birthday to the Army" type ad featured on enterprise web network (70+ websites) for four weeks, prior to the Army Birthday Week
- Recognition as Presenting level sponsor in event program and at event
- Sponsor mention as "Presenting Sponsor" during verbal announcement
- Invitation for ten (10) guests to the Special Sponsor Event including presentations and remarks by the Office of Chief of Public Affairs
- Invitation for ten (10) guests to attend Army Birthday Ball VIP Reception, hosted by SA/CSA, prior to the ball
- Premium logo placement, featured under Army Birthday Ball logo
- Premium logo placement on Army Birthday Ball event coin
- On-stage recognition (TBD) to include a special mention and the opportunity to provide a two-minute verbal address to the audience (address must be pre-approved by OAA)
- Three tables (30 reserved seats) in VIP section at the Army Birthday Ball
- Photo opportunity with Secretary of the Army at the Army Birthday Ball



U.S. ARMY MWR DEPARTMENT OF DEFENSE WARRIOR GAMES

11 days of competition. 400+ athletes.

OVERVIEW

The Department of Defense (DoD) Warrior Games were created in 2010 to leverage Paralympic-style sports as a means to aid the recovery process of wounded, ill, and injured service members and veterans. An enduring structure and standards are established for the United States Army to support the DoD Warrior Games.

11 days of competition, **400+ athletes**, **800+ family members**, **1000+ volunteers**, **10,000 spectators**, and **2 million virtual fans**.

> Investments begin at: **\$10K**

BENEFITS

- Sponsor logo with click-through on the DoD Warrior Games website
- Formal recognition in live announcement by Master of Ceremonies and pre-recorded sponsor thank you video prior to the start of opening and closing ceremonies
- Opportunity to have sponsor-owned logo display tent/table at ESPN Wide World of Sports Complex to showcase products/services
- VIP invitations/seating to key functions such as Opening and Closing Ceremonies
- Opportunity to provide promotional materials in athlete goodie bags
- Sponsor logo to appear on digital screens at one facility/event within the ESPN Wide World of Sports Complex; minimum of two times per hour
- Opportunity to place sponsor-produced video of CEO message of support for the Warrior Games on DoD Warrior Games website

DEPARTMENT OF DEFENSE
**WARRIOR
GAMES**



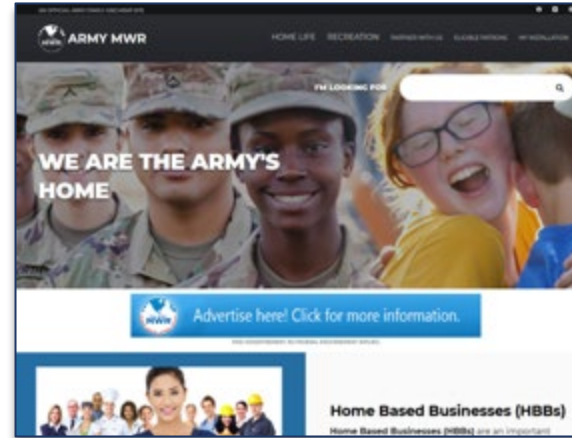
DIGITAL ADVERTISING OPPORTUNITIES

U.S. ARMY MWR WEB ADVERTISING

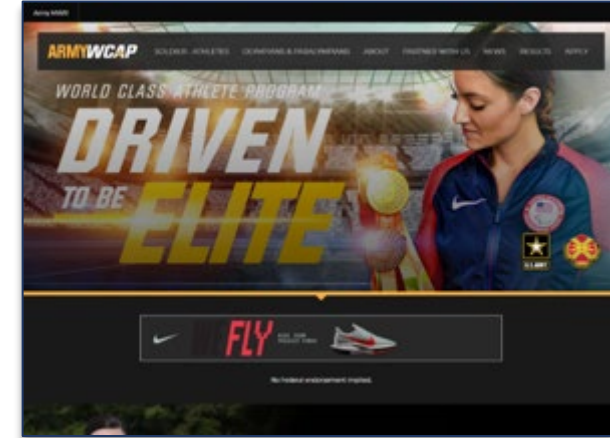
23M Page Views per Year

Advertising is available on the following platforms:

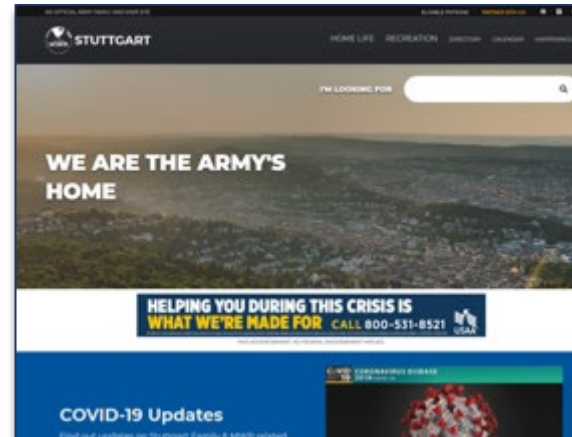
- Army MWR Headquarters armymwr.com
- Army World Class Athlete Program (WCAP) armywcap.com
- Enterprise Web Network of 65 US Army installation websites



Army MWR Headquarters Website



Army WCAP Website



Enterprise Sample: USAG Stuttgart, Germany



Enterprise Sample: Fort Hood, TX

U.S. ARMY MWR ENTERPRISE WEB NETWORK

Includes 76 installation websites

- Aberdeen Proving Ground
- Anniston Army Depot
- Blue Grass Army Depot
- Camp Casey
- Camp Parks
- Carlisle Barracks
- Detroit Arsenal
- Dugway Proving Ground
- Fort Belvoir
- Fort Bliss
- Fort Buchanan
- Fort Campbell
- Fort Carson
- Fort Cavazos
- Fort Detrick
- Fort Devens
- Fort Drum
- Fort Eisenhower
- Fort Gregg-Adams
- Fort Hamilton
- Fort Huachuca
- Fort Hunter Liggett
- Fort Irwin
- Fort Jackson
- Fort Johnson
- Fort Knox
- Fort Leavenworth
- Fort Leonard Wood
- Fort Liberty
- Fort McCoy
- Fort George G. Meade
- Fort Moore
- Fort Novosel
- Fort Riley
- Fort Sill
- Fort Stewart-Hunter
- Fort Walker
- Joint Base Lewis-McChord
- Joint Base Myer-Henderson Hall
- Kwajalein Atoll
- Picatinny Arsenal
- Pine Bluff Arsenal
- Presidio of Monterey
- Red River Army Depot
- Redstone Arsenal
- Rock Island Arsenal
- Sierra Army Depot
- Soto Cano
- Tobyhanna Army Depot
- Tooele Army Depot
- USAG Alaska (Fort Wainwright)
- USAG Alaska (Fort Greely)
- USAG Ansbach
- USAG Bavaria (Garmisch)
- USAG Bavaria (Grafenwoehr)
- USAG Bavaria (Hohenfels)
- USAG Benelux (Brunssum)
- USAG Benelux (Brussels)
- USAG Benelux (Chievres/SHAPE)
- USAG Daegu
- USAG Hawaii
- USAG Humphreys
- USAG Italy
- USAG Japan (Camp Zama)
- USAG Japan (Torii Station)
- USAG Miami
- USAG Red Cloud
- USAG Rheinland-Pfalz (Baumholder)
- USAG Rheinland-Pfalz (Kaiserslautern)
- USAG Stuttgart
- USAG Wiesbaden
- USAG Yongsan
- US Military Academy West Point
- Watervliet Arsenal
- White Sands Missile Range
- Yuma Proving Ground

U.S. ARMY MWR DIGITAL SIGNAGE ADVERTISING & LOCATIONS

14.3M Ad Exposures per Year

- Network of more than 600 indoor Digital Signs & outdoor LED Billboards on 37 US Army Garrisons around the globe
- 15-second or 30-second ad spaces
- Off-network digital signage availability at select garrisons. Inquire today!

- Armed Forces Rec Centers (*Dragon Hill Lodge, Edelweiss, Hale Koa Hotel, Shades of Green Resort*)
- Carlisle Barracks, PA
- Fort Belvoir, VA
- Fort Bliss, TX
- Fort Campbell, KY
- Fort Carson, CO
- Fort Cavazos, TX
- Fort Drum, NY
- Fort Eisenhower, GA
- Fort Greely, AK
- Fort Gregg-Adams, VA
- Fort Hamilton, NY
- Fort Huachuca, AZ
- Fort Irwin, CA
- Fort Johnson, LA
- Fort Knox, KY
- Fort Liberty, NC
- Fort McCoy, WI
- Fort Meade, MD
- Fort Moore, GA
- Fort Novosel, AL
- Fort Sill, OK
- Fort Stewart, GA
- Fort Wainwright, AK
- Joint Base Lewis-McChord, WA
- Joint Base San Antonio, TX
- Presidio of Monterey, CA
- Sembach, Germany
- Seward Military Reservation
- USAG Benelux (Brunssum, Chievres)
- USAG Hawaii
- USAG Rheinland-Pfalz
- US Military Academy, West Point, NY



U.S. ARMY MWR SOCIAL MEDIA & STREAMING

Leverage our social media audiences of 2.7M+ followers!

ARMY MWR HEADQUARTERS

f 76K
followers
/FamilyMWR

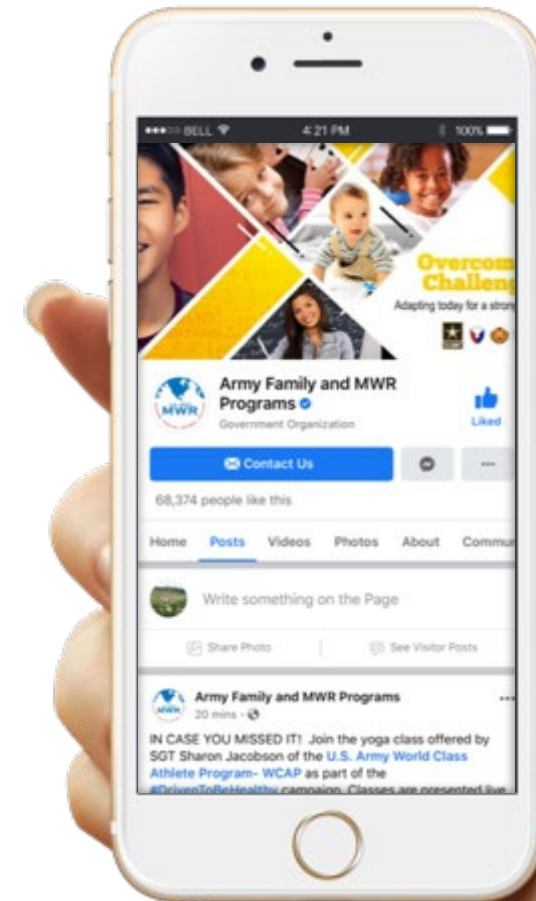
 1.5K
followers
/FamilyMWR

 16.1K
followers
/FamilyMWR

ORGANIC REACH, ARMY INSTALLATIONS & PARTNERS

twitch 7,125,174 6 Million+
total views total minutes watched

f 2.6M
followers



U.S. ARMY MWR RATE CARD

DIGITAL SIGNAGE

Media Rates — 15 seconds

\$8 CPM

Media Rates — 30 seconds

\$10 CPM

- Over 600 screens and billboards in high traffic areas
- Located in welcome centers, gymnasiums, pharmacies, daycare centers, exchanges and many other high-traffic and high dwell time locations
- 15 & 30 Second, motion or static ads available
- Non audio supported, captions recommended
- Based on 14 hours of play per day, though many facilities run screens up to 24 hours per day
- Screen numbers subject to 10% fluctuation due to circumstances out of G9's control such as power outages, construction and weather

SOCIAL MEDIA

Facebook Single Post

\$500

Twitter Single Post

\$500

- Broad reach on social media outlets, including Facebook and Twitter
- Content-rich posts that educate, engage and inspire audiences with a call-to-action
- Utilize multimedia components (video/photos) to maximize engagement

WEB (ARMY MWR HEADQUARTERS)

Top of Page Leaderboard

\$15K

Browsing Leaderboard

\$10K

Browsing Medium Rectangle

\$8K

Sponsored Content

\$10K

- Annual rates
- Sponsored content provided by client

ENTERPRISE WEB

Top of Page Leaderboard

\$35 CPM

Top of Page Medium Rectangle

\$14 CPM

Browsing Leaderboard

\$12 CPM

Browsing Medium Rectangle

\$10 CPM

- Approx. 65 garrison websites around the globe
- Leaderboard 728 x 90 px. Medium rectangle 300 x 250 px.

* Starting rates. Creative changes, custom packages, etc. May incur additional fees. All creatives must be supplied by client.

A large crowd of people is gathered in a grassy park area during sunset. In the background, a tall, white, multi-story tower with a red roof and green shutters stands prominently. The sky is filled with soft, orange and pink clouds. People are sitting on the grass, some on folding chairs, and others are standing and talking. The overall atmosphere is relaxed and festive.

GARRISON MWR EVENT OPPORTUNITIES

U.S. ARMY MWR 4TH OF JULY

Approximately 400K in attendance

OVERVIEW

Celebrate our nation's Independence Day with our troops and families stateside and around the world.

Attendance: approx. 400k

> Investments begin at: **\$100K**

BENEFITS

A BUNDLED SPONSORSHIP INCLUDES:

- Logo inclusion in print collateral (60 Day promotion)
- On-site activations/sampling at up to 35 garrisons
- Logo inclusion on web, digital and social media promotions
- On-site static signage
- Use of likeness and recognition as an official enterprise-wide partner, plus more.

* Final investment subject to industry-related pricing structure, exclusivity, and selection of participating installations



U.S. ARMY MWR OKTOBERFEST

Approximately 100K in attendance

OVERVIEW

Join in this annual celebration at up to 28 garrisons around the world. **Attendance: approx. 100k**

> **Investments begin at: \$45K**

BENEFITS

A BUNDLED SPONSORSHIP INCLUDES:

- Logo inclusion in print collateral (90 Day promotion)
- On-site activations/sampling at up to 28 garrisons
- Logo inclusion on web, digital and social media promotions
- On-site static signage
- Use of likeness and recognition as an official enterprise-wide partner, plus more.

* Final investment subject to industry-related pricing structure, exclusivity, and selection of participating installations

U.S. ARMY MWR ARMY MWR RACES

Approximately 25K in attendance

OVERVIEW

Through out the year MWR presents a variety of themed runs at garrisons all around the world.

Attendance: approx. 25k

> Investments begin at: **\$90K**

BENEFITS

A BUNDLED SPONSORSHIP INCLUDES:

- Logo inclusion in print collateral
- On-site activations/sampling at up to 28 garrisons hosting 33 events
- Logo inclusion on web, digital and social media promotions
- On-site static signage
- Use of likeness and recognition as an official enterprise-wide partner, plus more.

*Final investment subject to industry-related pricing structure, exclusivity, and selection of participating installations



GET IN TOUCH
www.ArmyMWR.com/Partner



Andrew Duffy Program Coordinator

(580) 442-8544
andrew.j.duffy11.naf@army.mil



Jane Porto Account Executive

(210) 466-0353
jane.m.porto-turner.naf@army.mil



Cynthia Truitt Account Executive

(210)-842-5446
cynthia.d.truitt2.naf@army.mil



Stacy O'Hagan Account Executive

(210) 870-7280
stacy.j.ohagan.naf@army.mil

