

U.S. ARMY MWR

CORPORATE PARTNERSHIPS

Sponsorship & Advertising Opportunities Guide

U.S. ARMY

www.ArmyMWR.com

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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.

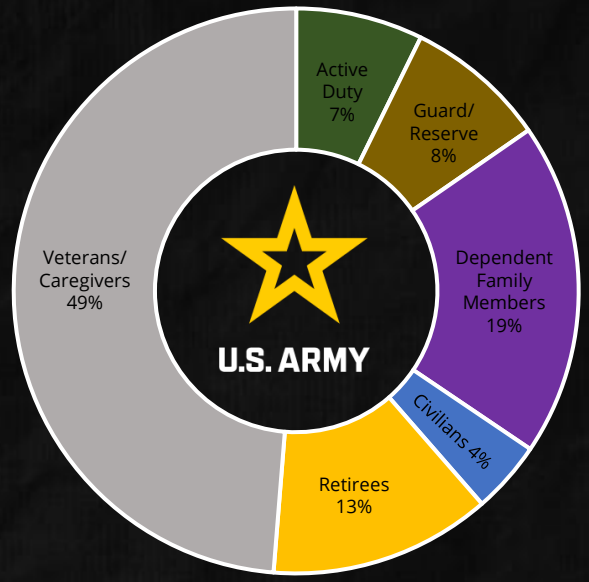
IS SMART: Army Soldiers are well educated. The G.I. Bill provides them and their families opportunities for further education.

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

Total US Army Market Size



Active Duty	447,826
Guard/Reserve	498,499
Dependent Family Members	1,175,326
DoD Civilians	254,121
Retirees	782,030
***Veterans/Caregivers**	3,000,000
TOTAL	**6,157,802**

Defense Manpower Data Center (2024)
https://dwp.dmdc.osd.mil/dwp/app/dod-data-reports/workforce-reports

Military OneSource (2023)
https://demographics.militaryonesource.mil/chapter-4-total-force-family

*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 **80** Army installations worldwide.*

U.S. ARMY

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 79 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 400 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, Instagram, and X pages.	Opportunities for branding across Army MWR, Exchange and DeCA retail locations
E-Newsletter: Connect with Army communities directly through email newsletter advertising!	Branding at Events/Tour Stops including on-site activations
Sponsored Content on Websites	Links to Website and Brand Product, Product Samplings

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U.S. Army Garrisons

BASED ON TOTAL SERVICE POPULATION

9 Large Garrisons

(50,000+ total service population)

Fort Benning
Fort Bliss
Fort Bragg
Fort Campbell
Fort Carson
Fort Hood
Fort Stewart-Hunter AAF
Joint Base Lewis-McChord
USAG Hawaii (Schofield/Fort Shafter)

13 Medium Garrisons

(10,000+ total service population)

Fort Belvoir
Fort Drum
Fort George G. Meade
Fort Gordon
Fort Jackson
Fort Lee
Fort Polk
Fort Knox
Fort Leonard Wood
Fort Riley
Fort Sill
Fort Wainwright/Greely
USAG Humphreys

58 Small Garrisons

(Up to 10,000 total service population)

Aberdeen Proving Ground
Anniston Army Depot
Benelux (Brunssum)
Benelux (Brussels)
Benelux (Chievres)
Blue Grass Army Depot
Carlisle Barracks
Detroit Arsenal
Dugway Proving Ground
Fort A.P. Hill
Fort Buchanan
Fort Detrick
Fort Hamilton
Fort Huachuca
Fort Hunter Liggett - PRFTA
Fort Irwin - National Training Center
Fort Leavenworth
Fort McCoy
Fort Rucker
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 Black Sea
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 Poland
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



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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.

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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.

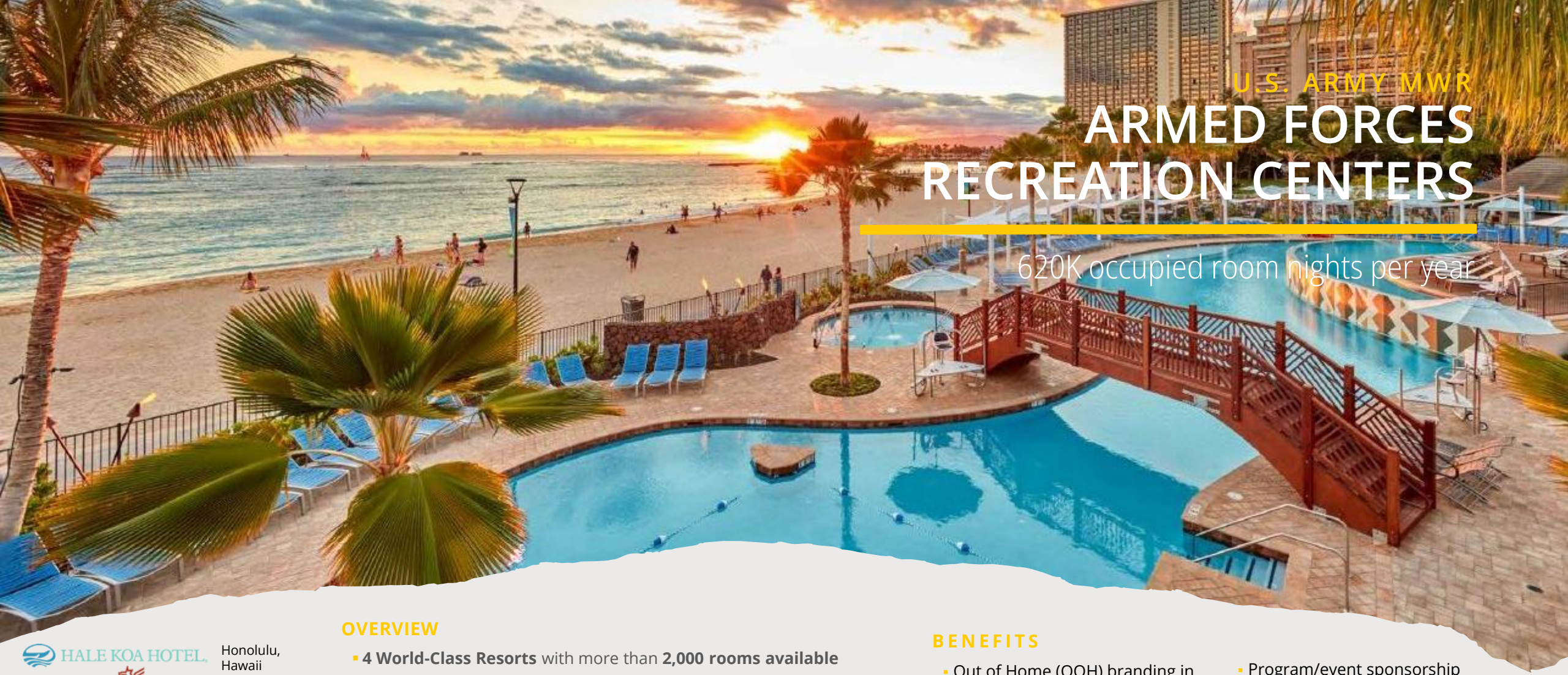
> Investments begin at: $77K

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, Instagram, X)
- 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 400+ 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

HALE KOA HOTEL — Honolulu, Hawaii

DRAGON HILL LODGE — Seoul, South Korea

EDELWEISS LODGE and RESORT — Garmisch, Germany

shades of green — Orlando, Florida

OVERVIEW

- **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

Investments begin at: **$150K**

BENEFITS

- Out of Home (OOH) branding in high-traffic areas to include banners, posters, wraps and digital displays
- Sponsor branding on key cards or sleeves
- Sponsor brand integration in resort e-mails and Wi-Fi sign in page
- Program/event sponsorship opportunities to include recognition on pre-event and day-of-event marketing assets
- On-site activation and sampling

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

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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 (400+ 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

With Child & Youth Services available at every Army installation around the globe, we serve approximately **430,000 child & youth dependents** of military-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 marketing in 2025 had a **reach of over 172k** and campaign web pages generated over **26k 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 social media (Facebook & Instagram) posts
- Logo inclusion on digital signage ad – 400+ digital signs and billboards
- Sponsored content included on MWR homepage for duration of campaign, and more

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

UNITED STATES ARMY
CHILD & YOUTH SERVICES

U.S. ARMY MWR

ARMY ENTERTAINMENT ESPORTS



Engaging Army gamers since 2015

OVERVIEW

Esports Soldier Showdown:

- Virtual Global competition annually
- 16-week qualifier series
- 6 Events Livestreamed on Twitch
- Marketed across 80+ Army installations!
- Championships live in Frisco, TX

Historical Participation:

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

> Investments begin at: $95K

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



IN-STORE RADIO ADS

U.S. ARMY MWR

ALL ARMY SPORTS

Representing the Army in National & International Competitions



24 Men's and Women's Teams:

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

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

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 400 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 400+ Digital Signage screens
- 1x/month brand integration on HQ Social Media fitness related posts (FB, Instagram, X)
- 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 SFA SPORTS • FITNESS • AQUATICS

U.S. ARMY MWR

GOLF PROGRAM

41 Army Golf Courses globally. 30 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 400+ HQ digital signage screens
- Inclusion in facility print materials (inclusive of select printed campaign/event materials/promotions at all 41 garrison golf courses
- Brand integration on HQ Social Media Golf posts (FB, Instagram, X)
- 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 landing page-HQ ArmyMWR.com w/URL click thru
- Brand integration on HQ Library program social media platforms
- Static banner at MWR Libraries around the world
- Company literature placement at MWR Libraries that serve as community touchstones
- Top of page leaderboard ad placement on ArmyMWR.com w/URL click thru
- Sponsored content on 400+ digital signs & billboards at 30+ garrisons

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

armymwrlibrary
imagine • discover • connect

U.S. ARMY MWR LIBRARIES

SUMMER READING CAMPAIGN

28 Million minutes read by Army participants in 2025



OVERVIEW

- Program runs May through August
- **59 Library locations participate** worldwide
- 24,187 enrolled readers – a 5% increase over 2024
- 27,793,341 minutes read – a 20% increase over 2024

"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

> Investments begin at: $45K

BENEFITS

- 4+ months brand exposure (May-August)
- Brand integration on campaign's web, digital, social & print marketing assets
- Sponsored content (Article + Logo) featured on campaign landing page w/URL click thru
- Sponsored content on 400+ digital signs & billboards at 30+ garrisons
- Monthly advertising placement on Army MWR HQ social platforms
- On-site activation and product displays at garrison campaign events

KEY SPONSORSHIP OPPORTUNITIES:

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

DoD MWR Libraries Summer Reading Program on Military Installations Worldwide

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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 **250 Army-owned ODR campsites**, **parks/picnics, and facilities** across the enterprise! Army Outdoor Recreation web pages account for over **1.25 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: $100K

BENEFITS

- (1) corporate demo-day, to include company activation (staffed display exhibit w/sampling) at select garrison ODR facilities/campsites/events.
- Outdoor static banner or real-estate ground signage at select ODR campsites or recreational lodging areas.
- Indoor static banner or counter wrap at ODR Equipment Checkout Centers at select garrisons.
- Indoor poster placement at ODR Equipment Checkout Centers at select garrisons.
- Pamphlet/brochure distribution inside rec lodging cabins at Outdoor Rec campsites.

***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 RECREATION CYCLING CHALLENGE

OVERVIEW

ANNUALLY MAY – AUGUST! The Cycling Challenge brings riders together for a spirited and impactful event that promotes physical fitness and fosters camaraderie through the thrill of cycling. Over 50 Army Installations host the ODR Cycling Challenge with over 500 participants worldwide.

120-day campaign plus promotional lead time.

Investments begin at: **$5K**

BENEFITS

- Logo included on Cycling Challenge commemorative jerseys.
- Logo included on print & digital marketing collateral
- Centralized Promo across HQ ArmyMWR.com and 45+ participating Garrison websites.
- ArmyMWR.com Campaign Landing Page Hero Image.
- Campaign ad across 400+ Digital Signs for 16 weeks.
- Campaign Facebook Cover Image for minimum of 4 weeks across the campaign timeframe.
- One (1) Sponsored Content Listing on the ArmyMWR.com main ODR webpage, including 1 image, 1 article and 1 URL link.
- Presenting Sponsor Logo & clickable URL on the ArmyMWR.com Campaign landing page for 16 weeks
- Organic reach and engagement across Army MWR installation social media and websites worldwide.

***Custom packages available. Benefit subject to availability.**



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, Instagram, X)
- Company logo on BOSS campaign centralized promo across all garrison MWR websites

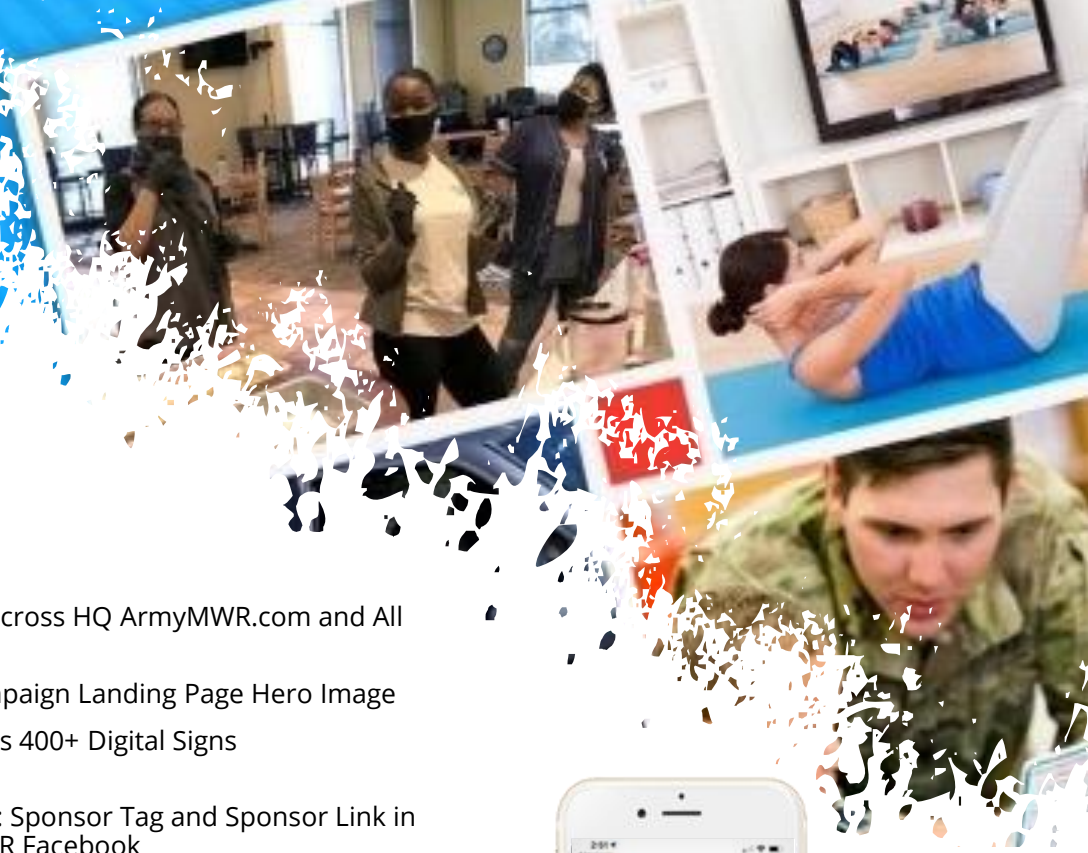
*** Custom packages, category exclusivity, multi-year options or other benefits may also be available. Final investment subject to industry-related pricing structure, exclusivity, and selection of participating installations.**

BOSS
Better Opportunities for Single Soldiers

U.S. ARMY MWR

ARMY MWR CARES

Providing resources to more than 2.5 Million Military Customers.



OVERVIEW

Timeframe: (8) weeks

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: $32K

***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 400+ 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.**

ARMY RECREATION MACHINE PROGRAM
ARMP
Services Inspired By Technology



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, X
- 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 & Greets
- 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



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 Festival is our premier event which culminates our week of birthday revelries.
- This event 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: $20K

BENEFIT PREVIEW

- Booth space at Festival available for use as display area or staffed booth.
- Invitation for guests to attend the Army Birthday Festival VIP Reception, hosted by SA/CSA, prior to the Festival
- Unique opportunities to engage with Army Senior Leadership and distinguished guests at the Army Birthday Festival
- Recognition on all marketing collateral to include entrance Welcome Wall, feather flags, tabletops, sponsor "thank you" video, and other on-site event signage
- On-stage recognition during official Opening Ceremony to include a special mention and the opportunity to provide a two-minute verbal address
- Recognition with logo placement in event program
- Plus much more!

U.S. ARMY ARMY BIRTHDAY



U.S. ARMY MWR

DEPARTMENT OF WAR WARRIOR GAMES

8 days of competition. 200+ athletes.
Millions of media impressions!

OVERVIEW

The Department of War (DoW) 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 DoW Warrior Games.

8 days of competition, **200+ athletes**, **600+ family members**, **500+ volunteers**, **2,000 spectators**, and a combined **1.5 million impressions online!**

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

BENEFITS AT A GLANCE

- Sponsor logo with click-through on the DoW 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 display tent/table on-site to engage with athletes/families
- VIP invitations/seating to key functions such as Opening and Closing Ceremonies
- Opportunity to assist with medal presentations
- Sponsor logo on event signage in competition areas and key common areas
- Opportunity to place sponsor-produced video of CEO message of support for the Warrior Games on DoW Warrior Games website
- Opportunity to speak at Opening/Closing ceremonies

WARRIOR GAMES





DIGITAL ADVERTISING OPPORTUNITIES

U.S. ARMY MWR

WEB ADVERTISING

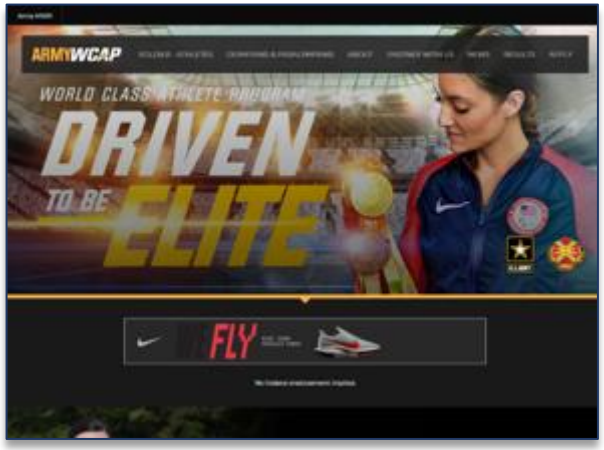
23M Page Views per Year

Advertising is available on the following platforms:

- Army MWR Headquarters armymwr.com
- Army World Class Athlete Program (WCAP) armywcap.com
- Enterprise Web Network of 79 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

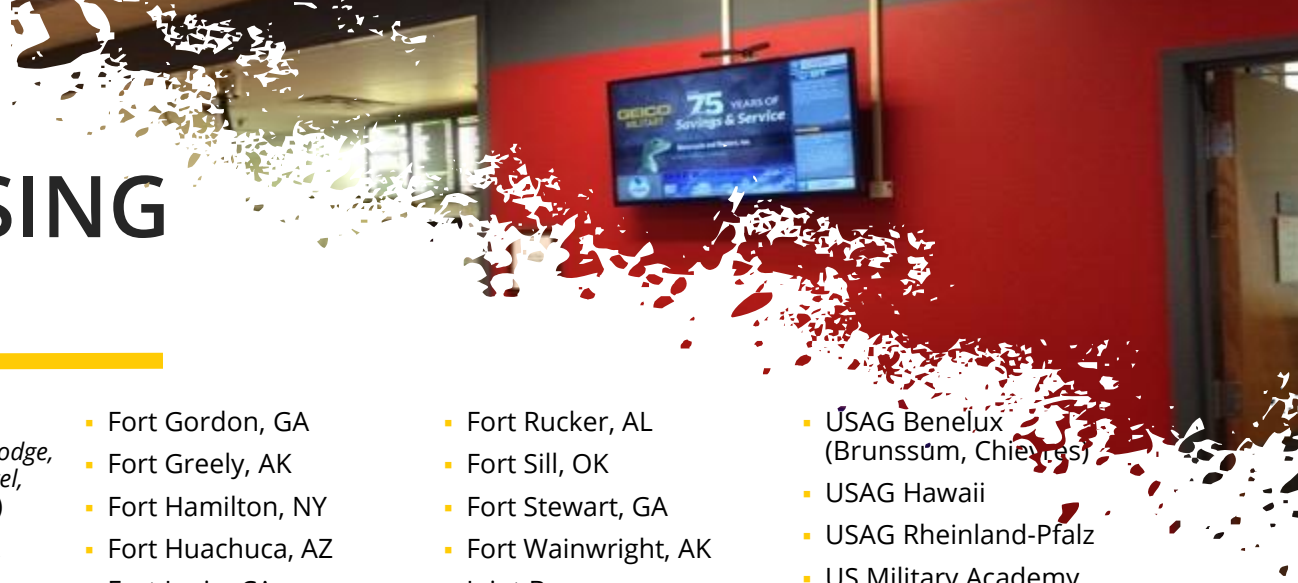
ENTERPRISE WEB NETWORK

Includes 79 installation websites

- Aberdeen Proving Ground
- Anniston Army Depot
- Blue Grass Army Depot
- Camp Casey
- Camp Parks
- Carlisle Barracks
- Detroit Arsenal
- Dugway Proving Ground
- Fort A.P. Hill
- Fort Belvoir
- Fort Benning
- Fort Bliss
- Fort Bragg
- Fort Buchanan
- Fort Campbell
- Fort Carson
- Fort Detrick
- Fort Devens
- Fort Drum
- Fort Gordon
- Fort Hamilton
- Fort Hood
- Fort Huachuca
- Fort Hunter Liggett
- Fort Irwin
- Fort Jackson
- Fort Knox
- Fort Leavenworth
- Fort Lee
- Fort Leonard Wood
- Fort McCoy
- Fort George G. Meade
- Fort Polk
- Fort Riley
- Fort Rucker
- Fort Sill
- Fort Stewart-Hunter
- Joint Base Lewis-McChord
- Joint Base Myer-Henderson Hall
- Kwajalein Atoll
- McAlester Army Ammunition Plant
- Natick Soldier Systems Center
- 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 Black Sea
- USAG Daegu
- USAG Hawaii
- USAG Humphreys
- USAG Italy
- USAG Japan (Camp Zama)
- USAG Japan (Torii Station)
- USAG Miami
- USAG Poland
- 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 400 indoor Digital Signs & outdoor LED Billboards at over 30 US Army Garrisons & Armed Forces Recreation Centers (AFRCs) 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 Benning, GA
- Fort Bliss, TX
- Fort Bragg, NC
- Fort Campbell, KY
- Fort Drum, NY
- Fort Gordon, GA
- Fort Greely, AK
- Fort Hamilton, NY
- Fort Huachuca, AZ
- Fort Irwin, CA
- Fort Knox, KY
- Fort Lee, VA
- Fort McCoy, WI
- Fort Meade, MD
- Fort Polk, LA
- Fort Rucker, AL
- Fort Sill, OK
- Fort Stewart, GA
- Fort Wainwright, AK
- Joint Base Lewis-McChord, WA
- 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

83K
followers
/FamilyMWR

7K
followers
/FamilyMWR

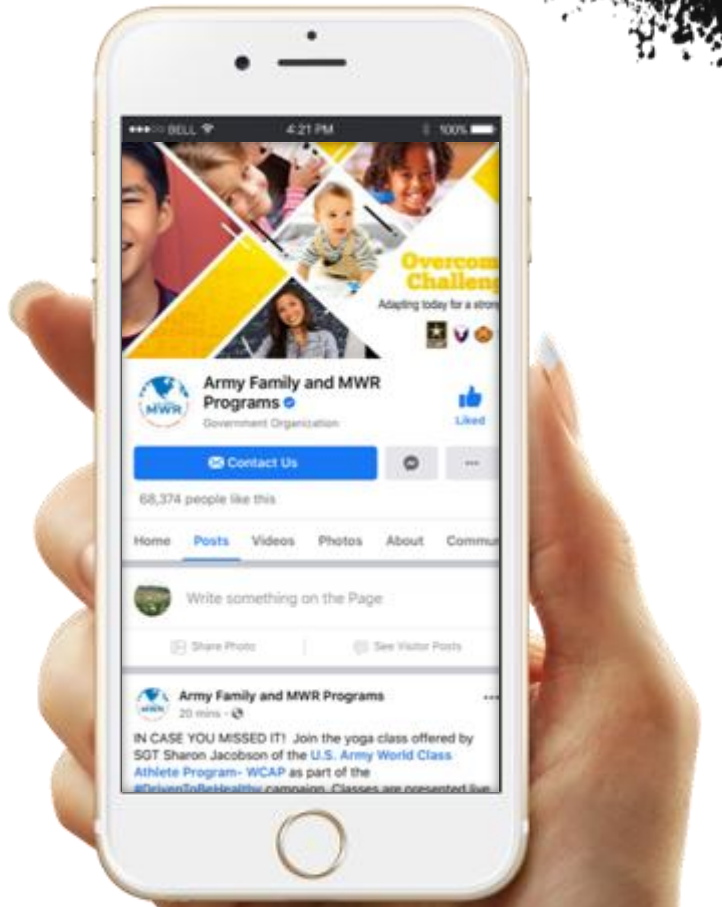
15K
followers
/FamilyMWR

ORGANIC REACH, ARMY INSTALLATIONS & PARTNERS

7,125,174
total views

6 Million+
total minutes watched

2.6M
followers



U.S. ARMY MWR

E-NEWSLETTER ADVERTISING

Leverage our email marketing enterprise-wide audience of nearly 80,000 subscribers!



ARMY MWR HEADQUARTERS – ENTERPRISE QUARTERLY EMAIL NEWSLETTER

OVERVIEW

- Enterprise-wide e-newsletter distributed **quarterly** to Soldiers, Families, and MWR customers across the globe!
- Current total audience of nearly 80,000 subscribers (& growing)
- Over 50 participating Army installation distribution lists rolled into one.
- (4) different advertising placements to choose from!

Reach Army installation communities directly over email!

Choose from Leaderboard, Sponsor Spotlight (Logo/Article), or Footer Ads (x2)

U.S. ARMY | U.S. ARMY MWR | Constant Contact

U.S. ARMY MWR

RATE CARD

DIGITAL SIGNAGE

Media Rates — 15 seconds	**$8 CPM**
Media Rates — 30 seconds	**$10 CPM**

- Over 400 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 15-20% fluctuation due to circumstances out of IMCOM's control such as power outages, construction and weather

SOCIAL MEDIA

Facebook, Instagram, and X (Single Post - all platforms)	**$500**

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

E-NEWSLETTER (ANNUAL)

Leaderboard (1200 X 200 px)	**$9K**
Sponsor Spotlight (Logo/Article) (600 x 600 px)	**$12K**
Footers (600 x 600 px)	**$6K**

WEB - ARMY MWR HQ PAGE (ANNUAL)

Top of Page Leaderboard (728 x 90 px)	**$15K**
Top of Page Medium Rectangle (300 x 250 px)	**$10K**
Browsing Ads (728 x 90 px or 300 x 250 px)	**$8K**
Sponsored Content (varies)	**$10K**

ENTERPRISE WEB - INSTALLATION PAGES (ANNUAL)

Top of Page Leaderboard (728 x 90 px)	**$3K/Site**
Top of Page Medium Rectangle (300 x 250 px)	**$2.75K/Site**
Browsing Leaderboard (728 x 90 px)	**$2K/Site**
Browsing Medium Rectangle (300 x 250 px)	**$2K/Site**

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



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

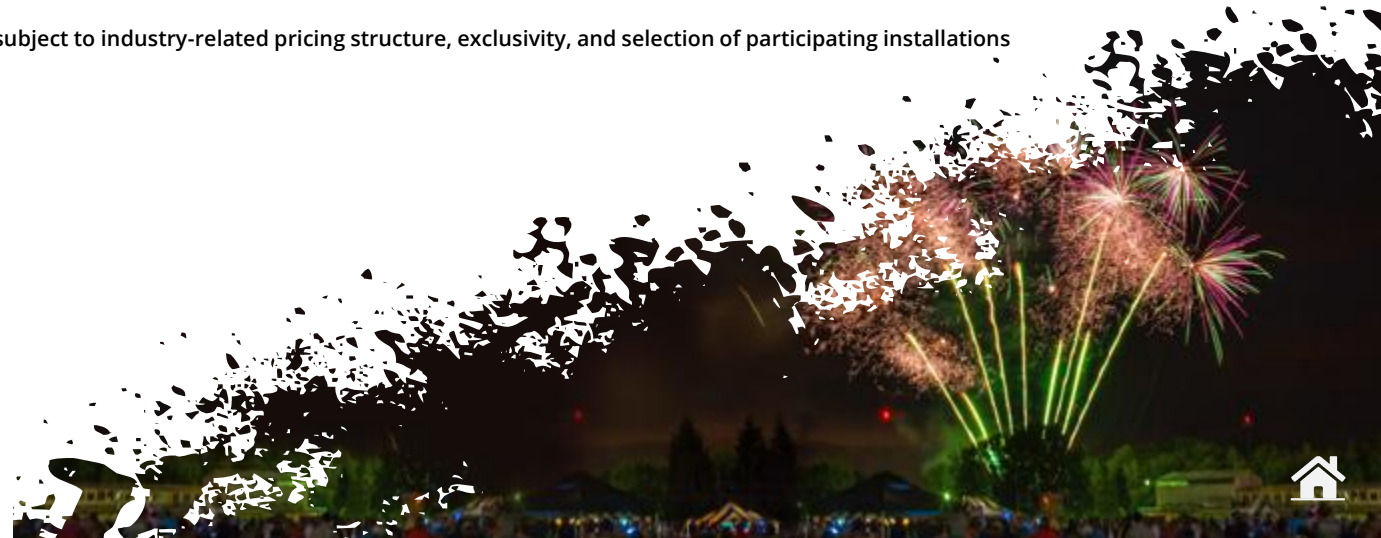
> Investments begin at: $100K

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

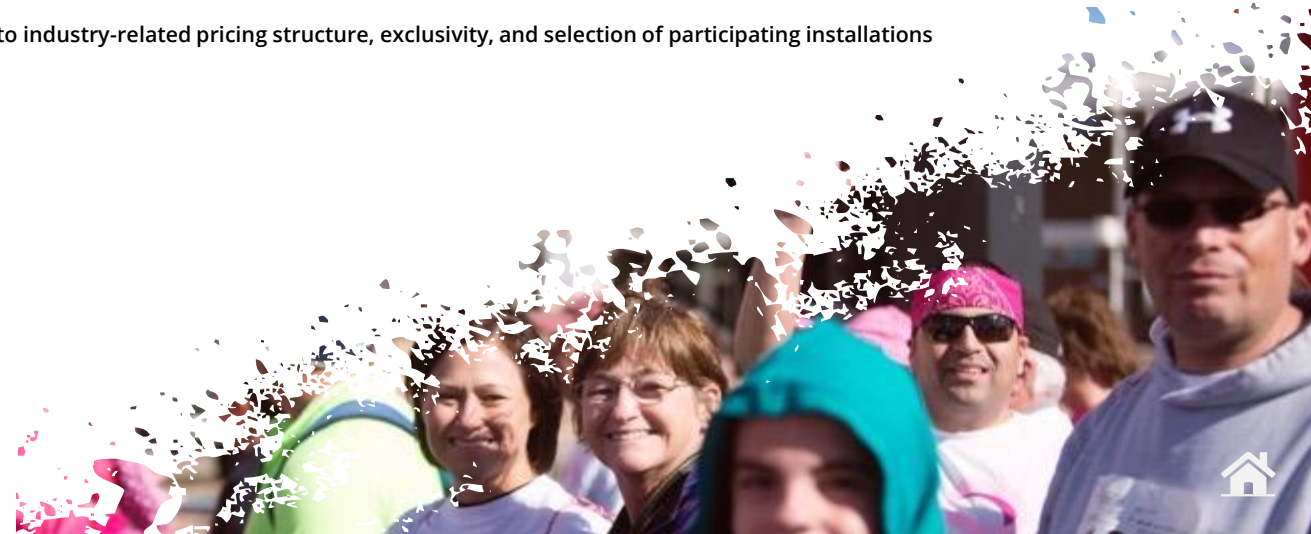
> Investments begin at: $90K

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**



U.S. ARMY

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