



Fort Lee FMWR

Corporate Sponsorship and Advertising






THE ARMY'S SUPPORT STARTS HERE

Family and Morale, Welfare, and Recreation (MWR) enhances the quality of life, supports readiness and promotes well-being of Soldiers, Families, Retirees and Civilians who have made personal sacrifices to protect our country and preserve our freedom. Family and MWR contributes to the Army's strength and readiness by providing first-choice support services and programs that reduce stress, build skills and self-confidence while fostering a strong esprit de corps. We are proof of the Army's commitment to care for the people who serve and stand ready to defend the nation.

Family and MWR is committed to providing services that are as outstanding as the people we serve. Our aim is to be there for every one of our customers and to meet their individual needs for:

- Exceptional Service - friendly, responsive and caring
 - Information and Access - to our many unique services
 - Consistent Quality and Value - in all Family and MWR programs worldwide
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Fort Lee Family and MWR

We serve **over 90,000** authorized DoD ID Cardholders in the Fort Lee and surrounding communities, including 16, 000 Active Duty and Reserve personnel.

The Family and MWR Commercial Sponsorship and Advertising Program offers you the opportunity to present your company's message in a variety of creative ways to our Army community. Sponsorship and advertising gives your business access to our Army community and helps you build goodwill, as well as, **brand recognition among this loyal and growing market**. By partnering with the Fort Lee community you are expanding our Family and MWR programs, events and services to a greater audience.

Family and MWR sponsorship and advertising is the financial or in-kind support of a Family and MWR program or activity, used primarily to achieve specified **business goals**.

Family and MWR sponsorship and advertising offers the possibility of achieving several goals at once. Your company can benefit from a Family and MWR partnership in many ways, such as:

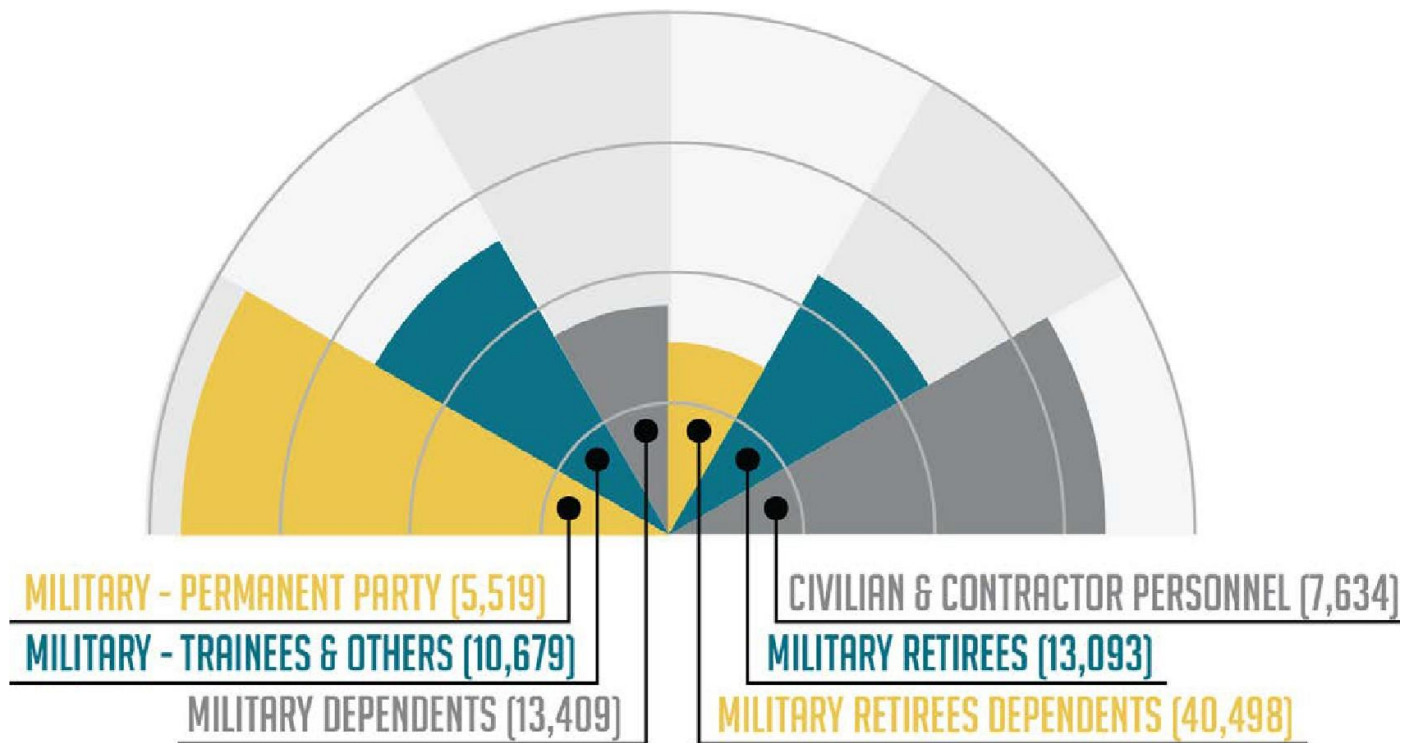
- Differentiate yourself from competitors. The mere act of sponsoring a Family and MWR event, especially an exclusive sponsorship, is a significant way to create competitor differentiation. Your company name has the **opportunity to stand out** head and shoulders above the competition.

- Help with good "Corporate Citizen" role. Another powerful Family and MWR sponsorship objective allows your company to be viewed as an **"Army Supporter"**. Supporting the Fort Lee community and contributing to our morale, welfare and recreation development is extremely powerful and creates enormous goodwill. Most activities and events operated by the Family and MWR organizations are eligible for sponsorship support.



Fort Lee Fast Facts

Fort Lee is headquarters of the U.S. Army Combined Arms Support Command (CASCOM)/ Sustainment Center of Excellence (SCoE), the U.S. Army Quartermaster School, the U.S. Army Ordnance School, The U.S. Army Transportation School, the Army Logistics University (ALU), Defense Contract Management Agency (DCMA), and the U.S. Defense Commissary Agency (DeCA).



Land & Buildings

On-Post Troop Housing: 9,293
Trainees & Others: 8,401
Permanent Party: 892

On-Post Family Housing: 1,508

Total Land: 5,907 acres

Miles of Paved Road: 119

Miles of Unpaved Road: 76

Active Buildings: 477

Supported Populations

Military - Permanent Party: 5,519

Military - Trainees & Others: 10,679

Military Dependents: 13,409

Civilian & Contractor Personnel: 7,634

Military Retirees: 13,093

Military Retirees Dependents: 40,498

ADVERTISING OPPORTUNITIES

Interactive Solutions

Family and MWR Website - www.lee.armymwr.com

An ad on the Family and MWR website is a site link from our website to yours, directly connecting our visitors to your website. The Fort Lee Family and MWR website receives over 250,000 page views annually.



Length	Rate (Per location. Leaderboard or Side Ad)
1 month	\$500
3 months	\$800
6 months	\$1,000
12 months	\$1,800

Social Media Platforms

Become a Fort Lee social media advertiser and reach over 8,000 Facebook and Instagram followers on a monthly basis. Social Media advertising offers instantaneous uploads and the ability to engage and interact with our followers.



Occurrence	Rate
3 posts	\$450
6 posts	\$900
12 posts	\$1,800
24 posts	\$3,600

Brand Recognition

Premium Print Placement

If you're looking for **longevity**, we offer numerous high-traffic banner locations throughout Fort Lee allowing for maximum consumer exposure.

Banner locations include: Adult & Youth Sport Fields, Child & Youth Care Facilities, Clark Fitness Center, Dog Park, MacLaughlin Fitness Center, and Strength Performance Center

Brochure/Flyer locations include: Child & Youth Care Facilities, Clark Fitness Center, Community Library, Fort Lee Hotel - Sustainer's Pub, Leisure Travel Office, MacLaughlin Fitness Center, and TenStrike Bowling Center

Brochure/Flyer			
	3 months	6 months	12 months
1 location	\$250	\$400	\$650
2 locations	\$450	\$750	\$1,200
3 locations	\$600	\$1,000	\$1,750

Banner			
	3 months	6 months	12 months
1 location	\$600	\$1,000	\$1,750
2 locations	\$1,125	\$1,850	\$3,300
3 locations	\$1,600	\$2,750	\$4,800



Brand Recognition

Digital Screens

Carefully placed in high traffic and high dwell locations throughout Fort Lee, Family and MWR maintains over 45 digital screens that constantly rotate Family and MWR events, programs, and corporate partner ads. You can expect your advertisement to be **seen by thousands of patrons daily**.



Length	Rate
1 month	\$500
3 months	\$1,350
6 months	\$1,900
12 months	\$2,700



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