

**FORT LEE FAMILY & MWR**



**“WE Serve Because YOU Serve!”**

FORT LEE, VA  
**Sponsorship & Advertising Guide**

**FORT LEE**

**FAMILY & MWR**

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**“ USAA Sponsors at Fort Lee because at USAA we know what it means to serve. ”**

# Fast Facts



## LAND & BUILDINGS

**Troop Housing Spaces**

**8,401 (Trainees/Others)**

**892 (Permanent Party)**

**Family Housing Units**

**1,508**

**Total Land Acreage**

**5,907**

**Miles of Paved Road**

**119**

**Miles of Unpaved Road**

**76**

**Active/Inactive Buildings**

**477 / 13**

HOME OF  
ARMY  
SUSTAINMENT

**3<sup>RD</sup>**  
LARGEST  
TRAINING  
INSTALLATION  
IN THE  
ARMY

**UPDATED: August 14, 2014**

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RECREATED BY: Fort Lee Family & MWR

Based on USAG Fort Lee Public Affairs

3312 A Ave., Bldg 12010 Suite 110

Fort Lee, VA 23801

[www.leemwr.com](http://www.leemwr.com)

## SUPPORTED POPULATIONS

**ON POST.....26,438**

**Military (Permanent Party).....3,825**

Army.....3,151

Other Military.....318

Students (ALU).....356

**Military (Trainees/Others).....10,276**

Students/Trainees.....9,918

Army Reserve.....244

Transient/Rotational.....114

**Civilian/Contractor Personnel.....7,968**

Army Civilians.....2,411

Other DoD Civilians.....2,941

Contractors.....2,475

Students/Transients/Rotational.....141

**Active Duty Military Dependents...4,369**

**OFF POST.....56,521**

Active Duty Military.....98

Active Duty Military Dependents.8,091

Army Reserve.....1,956

Army Reserve Dependents.....2,864

Military Retirees.....12,447

Military Retiree Dependents.....31,065

**FORT LEE**

**FAMILY & MWR**

**Commercial**



**Sponsorship**

Family & Morale, Welfare & Recreation (Family & MWR) prides itself at being an organization centered on positively impacting the lives of our Service Members. Our core goal is to make a positive difference in the life of every individual Service Member, retiree and their family. Whether that impact is made at our clubs, fitness centers, dining facilities, child development centers or Army Community Service makes no difference to us; as long as provide them with exceptional service. By partnering with us at Family & MWR you can aid us in our goal and help make a difference that matters!

Fort Lee Family & MWR invites you to start making a difference by becoming a sponsor today. A difference that will have a profound impact on the lives of the entire Fort Lee Community.

### **Sponsorship**

Event sponsorship is a very simple idea, but the results are incredible! Fort Lee Family & MWR request your assistance in providing monetary funds and goods-in-kind in order to facilitate programs that boost morale and support Service Member well-being. In return for your support, we can offer you invaluable exposure and visibility amongst our military community. Sponsorship allows companies to reach a specifically targeted niche market without waste. In addition, it is a powerful compliment to other marketing programs, and has a dramatic influence in building customer trust. Sponsorship generates media coverage that might not otherwise have been available. Establishing a solid presence is key.

Take a moment to review this opportunity for you to make a difference in the lives of those dedicated Service Members who are committed to our freedom. The difference starts with you!

### **Contact Us Today !**

3312 A Avenue, Building 12010 Fort Lee, VA 23801-1799

**YOUR Sponsorship Makes THE Difference!**

**FORT LEE**

**FAMILY & MWR**

**Commercial**



**Sponsorship**

### **What Is Commercial Sponsorship?**

The Commercial Sponsorship Program offers you, the Sponsor, the opportunity to present your company's message in a variety of creative ways to the Military community. Sponsorship gives you access to our customers, helps you build goodwill and creates brand recognition among this loyal market. Sponsorship seeks to partner local businesses with Family & MWR programs, services or events which will enhance the Soldiers experience while providing a benefit to the community. Sponsorship can be paid for by cash or in-kind.

### **What Are The Benefits?**

By partnering with Fort Lee Family & MWR you gain access to a vast market of educated, financially stable consumers. This is your opportunity to gain loyal customers both Military and civilian, while helping us offer our Soldiers and their families a variety of high quality programs, events and services. Some benefits can include but are no limited to company logo on publicity, live PA announcements at events you support, signage at event and space reserved for your company to directly engage potential customers.

### **How Much Will It Cost?**

Sponsorship varies by event, type and variety of exposure you receive. Your sponsorship may be in the form of cash, products or services, or a combination of all three. Sponsorship is not a charitable donation. We will do our part to ensure that you receive the value you desire from your investment in Family & MWR. Our goal is "win-win."

As a sponsor, you can support an individual event, an entire yearly program or simply provide giveaways for attendees. You may provide full underwriting or partial financial support for one or for a group of Family & MWR programs or activities. Door prizes and giveaways are always welcome.

**YOUR Sponsorship Makes THE Difference!**

**FORT LEE**

**FAMILY & MWR**

**Commercial**



**Sponsorship**

## **What Events Can I Sponsor?**

All activities and events operated by Fort Lee Family & MWR organizations are eligible for sponsorship support. Family & MWR operates the Child, Youth and School Services, the Cardinal Golf Course, two Fitness Centers, the Fort Lee Bowling Center, four Recreational Clubs and the Single Soldier Program (BOSS). Annual events include the Run for the Fallen, Fourth at the Fort Independence Day Celebration, Grand Illumination Tree Lighting, Oktoberfest and more.

## **Are There Any Other Advertising Options?**

Some of the most popular advertising options are the Welcome Package Program for incoming Soldiers and banner advertisements. You may also want to consider communicating your messaging digitally via our digital display program or sponsoring a banner on the homepage of our website [www.leemwr.com](http://www.leemwr.com). You may also consider becoming a field or facility sponsor, or using one of our display parking spaces for a car, boat, motorcycle or camper. See our advertising rate card for a complete list of advertising opportunities.

## **How Do I Become A Sponsor?**

We may solicit you to be a sponsor, or you may come to us with a proposal. Solicited sponsors are selected in a competitive process similar to awarding a contract. In all cases, a formal agreement outlining our mutual obligations and responsibilities is signed by both parties.

**“ Sponsorship at Fort Lee provides USAA an opportunity to establish relationship with potential customers ”**

# Events Calendar

## Newcomers' Dinner



This event is intended to educate Fort Lee newcomers on programs, activities, businesses and events that are available in the area. This also serves as a platform to have newcomers introduced to one another. Event includes Welcome Packet advertisement. **Attendance: 125 - 175 people per event** and includes mix of single Soldiers, Military and their Families. Event last two hours.

## ★ Run for the Fallen



This event honors the fallen service members and their families. Event is open to the surrounding community. Run for the Fallen was started by a mother in 2008. A team of dedicated runners ran across America, 1 mile for every Soldier, Sailor, Airmen and Marine. **Attendance: 5,000 - 6,500 annually.** Sponsorship includes booth at event, logo on promotional materials. Ability to co-brand a signature item: T-shirt, water bottle, etc. is available

## ★ Fourth at the Fort



This is a free community event that features food & beverages, live entertainment, kidzone and a fireworks show. Sponsorship includes booth at event, logo on promotional materials, prolonged exposure through media partners, direct impact in community, increased visibility & exposure, face time with potential customers. **Attendance: 15,000 - 20,000 annually.**

\*See Sponsorship overview pages for full details.

◆ New Opportunities

■ Family Events

★ Large Community Events

Point of Contact: 

FORT LEE, VA



# Events Calendar

## Month of the Military Child, April



Your logo will be placed on the Month of the Military Child advertisements and you will have the opportunity to attend events during the month to market and promote First Command. Sponsorship includes co-branded dessert cups, balls or photo booth and KidZone. **Attendance: 400 - 700 people annually.**

## Armed Forces Day Run



The Fun Run and Road Runner Races begin and end at Williams Stadium at Fort Lee and the race is run through Battlefield Park. The 1M Fun Run will be located on the Williams Stadium track. Water will be provided at three points along the 8M route and one point on the 5K route. Sponsorship includes logo on shirts and booth at event.

## Youth Bowling League



Every Saturday for 30 weeks, beginning in September to the middle of May, from 10 am to 1 PM, our Youth Bowlers will meet to compete! Not only will they bowl and practice at our Bowling Center, but they will travel around Central Virginia and compete on city and state levels. Sponsorship includes booth at event twice per season and logo on promotional materials.

• Major Sponsorship \$1,000

• Team Sponsorship \$300

Company logo placed on all FMWR produced ads (2) Saturday Attendances per team sponsored Sponsorship Thanks featured on leemwr.com bowling page

Company logo featured on Youth Bowling shirts & Space on Digital Display Screens for two months



**New Opportunities**



**Family Events**



**Large Community Events**

**YOUR Sponsorship Makes THE Difference!**



# Events Calendar

## Military Family Appreciation Night



This is a free event that is hosted by Army Community Service (ACS) which takes time out to celebrate the sacrifices both the service members and military families make each and every day. This fun-filled theme dinner event features several games and activities is capped off by a Spaghetti Dinner. **Attendance: 300 people annually**

## Grand Illumination



This is a great family event. Santa always makes an appearance for our kids; we sing Christmas Carols accompanied by our Fort Lee Army Band. Hot cocoa and cookies are provided to get our families in the holiday spirit. We also have activities for the kids: the Candy Cane Express, Santa's Workshop, with free pictures with Santa, whimsical inflatables and the Ice Fishing Pond! **Attendance: 400 - 700 people annually** and includes mix of single Soldiers, Military and their families. Event last two hours.

## ★ Oktoberfest



The Oktoberfest Celebration at Fort Lee includes German Food and Beverages, German Entertainment and Music. This is a great opportunity not only to reach the Fort Lee Community. Sponsorship includes booth at event, logo on promotional materials, prolonged exposure through media partners, direct impact in community, increased visibility & exposure, face time with potential customers. **Attendance for Oktoberfest is 700 - 900 people annually.**



**New Opportunities**



**Family Events**



**Large Community Events**

**YOUR Sponsorship Makes THE Difference!**

**FORT LEE, VA**



# Events Calendar

## **BOSS Easter Extravaganza**



This is a free event that is hosted by Better Opportunity for Single Soldiers (BOSS) which continues to grow in size and fun every year. Activities include inflatables, Easter eggs hunt by age group, face tattoos, games and more.

**Attendance: 300 - 500 people annually**

## **Army Family Action Plan (AFAP) Conference**

AFAP offers Soldiers, Family members, DoD Civilians and Retirees the opportunity to have their voice heard and help improve their standard of living within the Army. AFAP is a year round program that has a two day Annual Conference that brings the entire Installation and Military Community together. Sponsorship includes attending the out brief where issues are dramatized before General.

## **Golf Tournaments**

- Chili Open Scramble
- Season Opener Scramble
- Jack Franklin Memorial
- Spring Day Night
- CG Pay Day Scramble
- Four Ball Championship
- Triple Play Tournament
- Member Appreciation Scramble
- Greenskeeper Revenge

## **Other Opportunities**

- Volunteer Appreciation
- Spouse Appreciation Luncheon
- Cornhole Tournaments
- Library Events
- Outdoor Recreation Events
- Sponsored Parties

**I have the ability to customize a marketing plan to reach your target market and address the needs of your company on Fort Lee, 804.481.5151.**

◆ **New Opportunities**

■ **Family Events**

★ **Large Community Events**

**Point of Contact:**



What is Family & MWR? Our values-based organization focuses on training our Soldiers, while providing high quality service to an increasingly diverse population of Soldiers, Families and civilians. Now is your chance to reach your Military customers through the Fort Lee Family and Morale, Welfare and Recreation's (Family & MWR) on-post advertising program! Our programs allow your company's message to become visible amongst over 80,000 supported community members—Soldiers, Family members, reserve components, allied forces, students, retirees and civilian employees. All of the advertising dollars go directly back into quality Family & MWR programming.

| Ad Program                                    | Description   | Rate     | Term                        |
|---|---|----------|-----------------------------|
| <b>Website Advertising</b>                    | Your logo (300 x 100 dpi) hyperlinked from <a href="http://www.leemwr.com">www.leemwr.com</a> to your website | \$ 800   | 6 months                    |
|   |   | \$ 1,600 | 12 months                   |
| <b>Welcome Packet</b>                         | Flyer inserted in Welcome Packages delivered to in processing Soldiers  | \$ 800   | 12 months                   |
| <b>Digital Display</b>                        | 15 second static advertisement inserted onto our 47 TV monitors   | \$ 450   | 1 month                     |
|   |   | \$ 1,150 | 3 months                    |
|   |   | \$ 1,900 | 6 months                    |
|   |   | \$ 2,700 | 12 months                   |
| <b>Tee Box Sponsor</b>                        | Tee marker at one of the 27 holes at The Cardinal Golf Course   | \$ 750   | 3 Years                     |
| <b>Car Display</b>                            | Display lot spaces on post to show vehicles etc.  | \$ 500   | 7 Days                      |
| <b>Facility Sponsorship</b>                   | Banner display within an Family & MWR Facility  | \$ 650   | 12 months - 5' x 10'        |
|   |   |          | 12 months - 24" x 36"       |
| <b>Brochure Display</b>                       | Tabletop pop up display at Family & MWR facilities  | \$ 650   | 12 months –<br>Per Facility |
| <b>Scoreboard – Williams or Nowak Stadium</b> | Advertise to the largest audience on post for one year!   | \$ 3,000 | Williams                    |
|   |   | \$ 2,000 | Nowak                       |
|   |   | \$ 4,500 | Both                        |
| <b>Social Media Shadows</b>                   | Connect your business with the Facebook following of Fort Lee FMWR  | \$ 900   | 12 months                   |

Point of Contact:

## Website Ads:



Advertise on our fast-growing website [www.leemwr.com](http://www.leemwr.com). Our site is our primary communication tool to the installation. We can accommodate a home page standard banner (300x100dpi). Prices are for a 6-month or 12-month term.

## Welcome Packet:



Our Welcome Package includes useful information about Fort Lee services and the local community. It is placed into the hands of every Soldier who is a new arrival to Fort Lee during their standard “in processing.” Advertisement includes placement of a brochure, flyer, business card, logo item, etc., into our Welcome Package for 12 months. We hand out 35-60 Welcome Packets per week, on average. The item may be changed up to four times during the course of the 12-months.

## Digital Display:



This offering allows your company to experience the benefit of reaching our vast Military community with 15 second static advertisements featured on our 47 digital display screens. These screens are located in Kenner Army Clinic, Fitness Centers, Army Logistic University, Lodging Facilities, Cardinal Golf Course, Lee Club, Bowling Center, Regimental Club, Lee Playhouse, Soldier Dining Facilities & FMWR locations on Fort Lee. Payment must be received in full prior to beginning advertising term.

## Tee Box Sponsor:



Fort Lee's beautiful 27-hole golf course offers both 9- and 18-hole play. The course is open to active duty military, retirees, Families, Veterans, federal government employees and their guests. You can advertise on up to four holes within the course, displaying your company and services to over 180 paying golfers daily. Advertisement includes: One personalized marble plaque, 4"x5" sign, displaying your company name, company point of contact, description, phone number near the tee box maintained by Family & MWR, the eligibility to purchase up to four golf course memberships for each tee marker sponsored. The advertisement is valid for three years.

## Vehicle Display Spaces:



Our installation sees an average 25,000 civilian and military cars entering and leaving per day. That is a continuous captive audience exposed to your car, boat, RV, camper or motorcycle display. On our installation, we have eight high traffic areas which are available for “lease”. These spaces have proven quite successful with past sponsors because of their high visibility to the patrons on post. Advertising includes: Four to seven days, limit to once per quarter and a maximum of four vehicles on display at a time.

## Facility Banner / Poster Advertisement:



Family & MWR has multiple facilities that play host to a variety of leisure events for youth, adult and the Military community. Reach out to your audience daily with a 5' H x 10' W banner. Term is annual. *All advertisements inserted are at the discretion of FMWR.*

## Brochure Display:



We can place an Advertiser-provided counter-top display in one of our high traffic Family & MWR facilities that best suit your company's needs. Advertiser is responsible for providing all materials and maintenance of the displays. Term is annual.

## Fort Lee FMWR Scoreboard Advertising, Football & Baseball:



**Williams Stadium**



**Nowak Stadium**

Have your logo visible on the two busiest streets on Fort Lee! This is a unique and limited opportunity to have your logo seen in Williams Stadium and Nowak Stadium. There will be five places to advertise on the Nowak Stadium Baseball Scoreboard on C Ave. The space size will be 6 feet x 3 feet per logo. There will also be five spaces to advertise on the Football scoreboard in Williams Stadium, located on Lee Avenue. The logo size will be 8 feet x 3 feet. These two green spaces are the most utilized on Fort Lee – we host numerous events at Williams: Fourth at the Fort, Run for the Fallen, U.S. Army Soldier Show and PT training to name a few. Nowak Stadium has hosted many intramural games, Command functions, Military Working Dog Competition and Soldier of the Year Competition. Both of these streets have the highest volume of drive by and walk through traffic.

The cost for sponsorship would be \$3,000 per space per year for Williams Nowak per space per year.

If you chose to place your logo on both scoreboards the sponsorship would be \$4,500 for the year.

## Social Media Shadows:

This initiative is new in 2016 and it allows four companies the opportunity to connect with the social media following of Fort Lee FMWR. Companies will be given opportunity to select desired Friday (First, Second etc.) on a first come basis. FMWR will then promote their business by giving away freebies through contest modules on selected Friday every month for an entire year.

**We can develop a sponsorship and advertising package especially for your company's needs. Call Today!**

Point of Contact:

**FORT LEE**

**FAMILY & MWR**

**Digital**



**Display Specs**

save in RGB color mode  
save in .jpg / .jpeg file format

768px

All advertisements must include the following phrase:

**COMMERCIAL SPONSORSHIP DOES NOT IMPLY ENDORSEMENT OF GOODS OR SERVICES BY US ARMY, DEPARTMENT OF DEFENSE OR FORT LEE.**

1366px measurement in pixels



- **47 Digital Screens on Fort Lee**
- **15 Seconds Static Advertisement**
- **40 Inch Digital Monitors**

These screens are located in Kenner Army Clinic, Fitness Centers, Army Logistic University, Lodging Facilities, Cardinal Golf Course, Lee Club, Bowling Center, Regimental Club, Lee Playhouse, Soldier Dining Facilities & FMWR locations on Fort Lee.

**YOUR Sponsorship Makes THE Difference!**



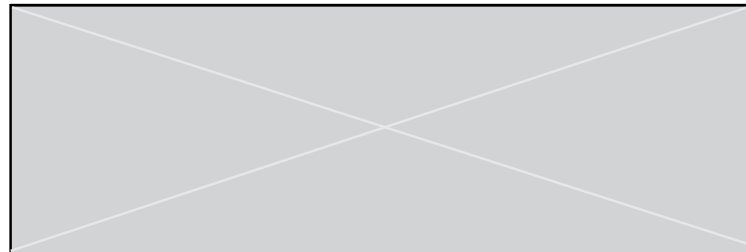
**FORT LEE**

FAMILY & MWR

**Website**



**Display Specs**



100 px

300 px

Acceptable document formats:

Static Images

.jpg

.png

(preferred format is .jpg)

All static images must be in RGB colorspace.

We would prefer the file size to be as small as possible and yet maintain a quality appearance.



- **Appearance on website homepage**
- **Direct link by to company website**
- **leemwr.com has over 8,000 unique visitors monthly**

**YOUR Sponsorship Makes THE Difference!**

**FORT LEE**

**FAMILY & MWR**

**Benefits &**



**Packages**

All or portions of the following actions are possible forms of recognition from sponsorship investments. As a return on your investment (ROI), your company will receive recognition through the following areas:

### **Media Coverage/services Publicity**

Family & MWR will recognize sponsors by referring to our events or programs as being “sponsored by...” when we produce any in-house publicity of the event. This publicity may include, but is not limited to:

- Articles about the sponsored events in our post newspaper, The Fort Lee Traveller, which has a weekly circulation of about 16,000 copies
- Advertisements on Family & MWR’s web site [www.leemwr.com](http://www.leemwr.com), which currently receives on average 7000 unique hits per month
- Flyers, posters, banners and programs distributed post wide

Sponsors may provide camera-ready logos, electronic files and/or photographs for reproduction on printed materials by FAMILY AND MWR.

### **Promotional Flyers/posters**

Flyers and posters are printed and distributed to notify the Fort Lee community about the event and to identify the sponsors. Sponsors, at their expense, may provide additional flyers publicizing the program and citing their support of the program. Sponsors electing to use this option to increase their promotional exposure will be required to coordinate all materials they plan to print with Family & MWR Marketing prior to printing and distribution to assure compliance with Army guidelines.

### **Event Announcements**

During public presentations at our events, Family & MWR will refer to the supporting sponsors by name when announcing the program. Presentations at the commander’s briefings, staff meetings and newcomers’ briefings offer potential coverage in the thousands.

### **Press Releases**

The Public Affairs Office (PAO) distributes the Press Releases to local radio stations, news stations, Chambers of Commerce. The Dinwiddie Monitor, The Progress-Index, the Prince George Journal, the Richmond Times-Dispatch and the Hopewell News are a few.

**YOUR Sponsorship Makes THE Difference!**



## Literature Distribution

Distribution of sponsor's literature and displays may be possible. Offers for sponsorship support involving coupons, displays of products and/or sampling is reviewed on an individual basis.

## Product Display/couponing/sampling

Distribution of coupons or sampling and/or displays of sponsors' products may be possible. Offers for sponsorship support involving coupons, displays and/or sampling will be considered on an individual basis.

\*All sampling & couponing must be pre-approved by Family & MWR\*

## Sponsor Developed Initiative

We will consider sponsor-developed initiatives, other than those outlined above, that supports the event/program, publicizes the sponsors and complies with Army program guidelines.

## Right of First Refusal

Major sponsors may be offered the right of first refusal, which will allow them first opportunity to renew their sponsorship investment in the program. Right of first refusal will allow the sponsor the opportunity to match or exceed any competitor's bid for rights to the program.

### All sponsorship packages could include:

- Logo or name on promotional materials
- Shared Logo on banner displayed at event
- Sponsor name announced during event
- Complete After-Action Report
- Recognition in post publications
- Invitation/Tickets/VIP access to Event
- Sponsor Logo/Name placed on our website for sponsor recognition



If the information has sparked your interest in sponsorship & advertising at Fort Lee, contact me now ! We can develop a sponsorship or advertising package especially for your needs. I look forward to your communication !

\*Packaging or bundling discounts can apply. Dates and events are subject to change. See Sponsorship & Advertising Coordinator for details.\*

**YOUR Sponsorship Makes THE Difference!**

# “THE DIFFERENCE STARTS WITH YOU”



THE APPEARANCE OF ADVERTISING DOES NOT CONSTITUTE AN ENDORSEMENT BY THE U.S. ARMY, DEPARTMENT OF DEFENSE OR FEDERAL GOVERNMENT. THE INFORMATION IN THIS ISSUE IS CURRENT AT THE TIME OF PUBLICATION; ACTIVITIES AND EVENTS ARE SUBJECT TO CHANGE WITHOUT NOTICE FOR MORE INFORMATION:



[www.leemwr.com](http://www.leemwr.com)