



Directorate of Family, Morale, Welfare and Recreation

Media Kit



Fort Eisenhower

2023-24



Family and MWR is a network of support and leisure services designed to serve the needs, interests and responsibilities of each individual in the Army community, as well as enhance the quality of their lives. From family, child and youth programs to recreation, sports, entertainment, travel and leisure activities – Family and MWR employees worldwide strive to deliver the highest quality programs and services at each installation. Family and MWR helps ensure Army readiness by caring for the people who serve and stand ready to defend the nation.

We offer an array of customizable advertising and sponsorship packages aimed at ensuring a measurable return on investment for our partners. Let us introduce your brand to service members and families; where they live, work, and play!

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

■ **Have time for leisure:** service members earn 30 vacation days a year

■ **Have money to spend:** typically have more disposable income due to their comprehensive benefits package which includes housing, medical, dental, etc.

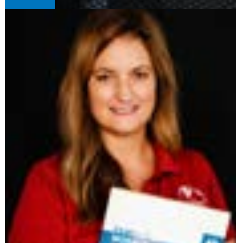
■ **Are Young, Smart & Loyal:** 58% of Active Duty service members are younger than 30, are well educated due to the G.I. Bill, and find brands more meaningful when they see ads on an installation

Join our Family!

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

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

#SupportOurHeroes



By The Numbers

VISITORS ANNUALLY



116,000

Supported Population

61,000

Retirees & their Family Members

21,000

Family Members of Active Duty

20,000

Service Members

14,100

Civilian Members

3,100

Advanced Individual Training
(AIT) Service Members

\$2.4 billion
Annual impact and
largest employer
in the region

510,000

Fitness Centers (4)

160,000

Cafés & Eisenhower Conference & Catering

110,000

Five Star Lanes

100,000

Alternate Escapes Recreation Center

92,000

Eisenhower Lakes Golf Club

88,000

Pointes West Army Resort

41,000

Bingo Palace

22,000

Woodworth Library





PRINT

Signage

25th Street Fenceline Banner (4' x 8')	\$2,250/6 months	\$3,750/year
Building Signage	Contact for options and pricing	
Banner Structure Signage (4' x 8')	(1 of 2 ads on structure)	\$2,500/year
Banner Structure Signage (8' x 8')	(only ad on structure)	\$4,000/year
Dog Park Banner	\$2,250 / 6 months	\$3,750/year
Sports Complex Scoreboards	4 vertical signs	\$2,000/year
Sports Complex Scoreboard	SOLD OUT 4 vertical signs	\$2,000/year
TSS Warehouse Fenceline	Contact for options and pricing	
Eisenhower Lakes Golf Club (12' x 12")	\$1,000 / year	



25th Street Fenceline

Advertise on one of the installation's most traveled roads — positioned between the Sports Complex and Barton Field, which is used for PT and Special Events.

“

Our collaboration with MWR has proven to be indispensable in our efforts to educate the military community about unique experiences in Augusta's River Region. Our brand enjoys prominent visibility across a spectrum of platforms: from dynamic digital screens strategically positioned to insights shared within their informative Pocket Guide, and the presence we've had at special events provides us with meaningful face-to-face interactions with military personnel and their families. The synergy of these strategies has undoubtedly forged a partnership that continues to yield exceptional results!

”

Lindsay Fruchtl

VP of Marketing & Communications,
Destination Augusta





Building Signage

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



Dog Park

On Brainard Avenue, by the largest playground, near several housing communities and Freedom Park Elementary, the dog park is a great place for a 4' x 8' banner.



Sports Complex Scoreboards

The Sports Complex is located where 25th Street divides Barton Field. There are four fields, each with a scoreboard containing two vertical and two horizontal ad spaces.



Eisenhower Lakes Golf Club

Your ad can appear on one of the 27-hole signs throughout the course.



TSS Warehouse Fenceline

This location is visible to many drivers entering through Gate 6. The roadway is a direct route to the heart of the installation.



Banner Structure Signage

Three banner structures, located at Gate 1, Gate 5 and Bingo Palace, give your ad high visibility. (Limited Availability)

WEB

Digital

Advertise with us on Eisenhower.ArmyMWR.com.

With an average of 2,000 views a day,
your ad campaign will be seen roughly
60k times every 30 days.

Scan QR code to visit
Eisenhower.ArmyMWR.com



ROTATING STRIPE

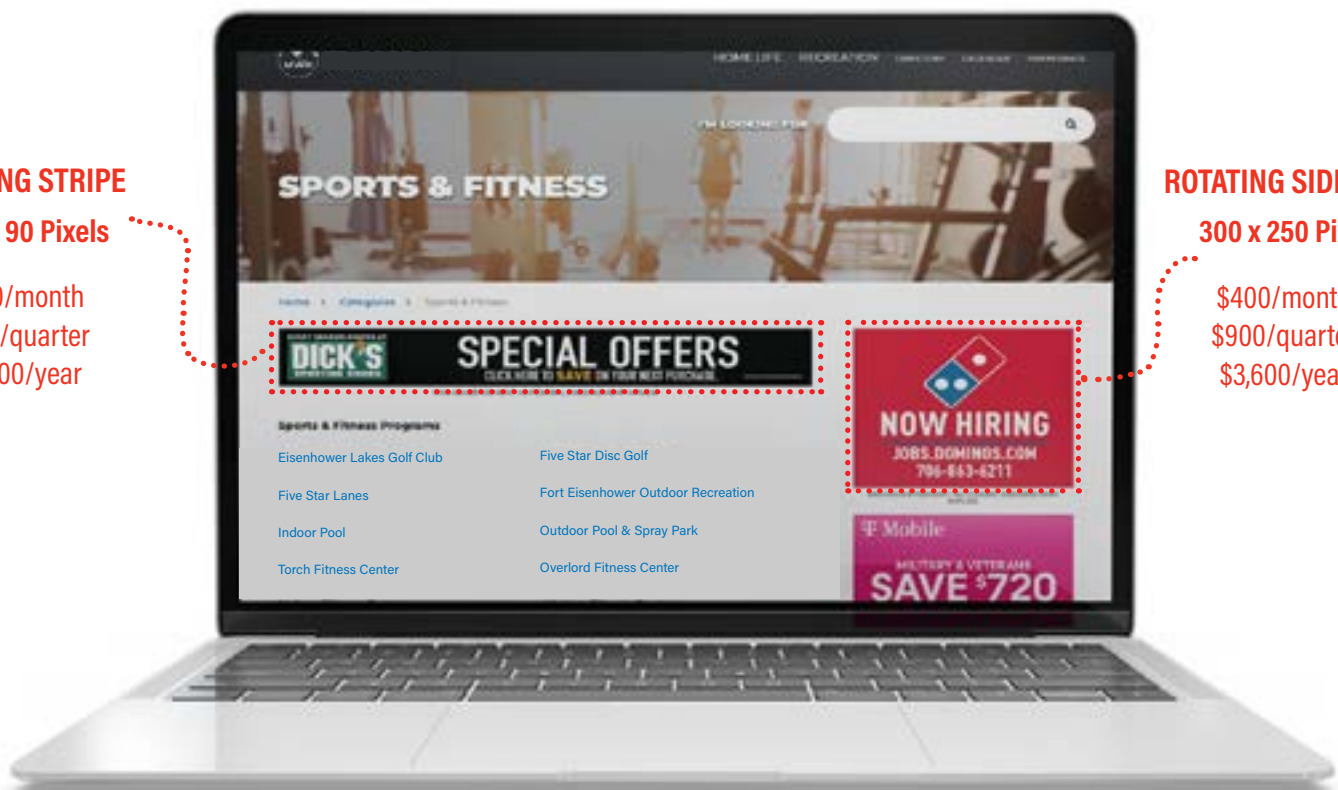
720 x 90 Pixels

\$350/month
\$800/quarter
\$3,200/year

ROTATING SIDE BAR

300 x 250 Pixels

\$400/month
\$900/quarter
\$3,600/year



I have been working hand in hand with MWR since 2011 to achieve one mission: to assist and take care of our service members and families. As a veteran myself, I was extremely grateful for services offered by MWR, to make sure my family could still experience concerts, trips and other activities on a service members' salary. Working with the marketing department has been absolutely amazing as they always have my back! I hope to continue to work with these amazing people for many more years.

Robert Ward
District Manager,
Family Ventures LLC.
D.b.a. Domino's pizza





SOCIAL MEDIA

Become a #MWRAdvertiser and reach over **21,000** Facebook, Twitter and Instagram followers with instantaneous uploads and real-time engagement.






Contests & Giveaways

With over 21,000 followers between Facebook, Twitter and Instagram, we have a great way for you to connect with the Fort Eisenhower Community. By sponsoring a social media contest and providing items for giveaways, such as tickets to local events, you are able to grab the attention of our followers! Previous contests have included the Lucky Week of Giveaways in March and the MWR Ticket Fairy Birthday Month of Giveaways in June. Contact us for more information on how you can participate.



RATES

Single Post	\$200
4 Posts	\$775
8 Posts	\$1,550
12 Posts	\$2,300
   FortEisenhowerMWR	

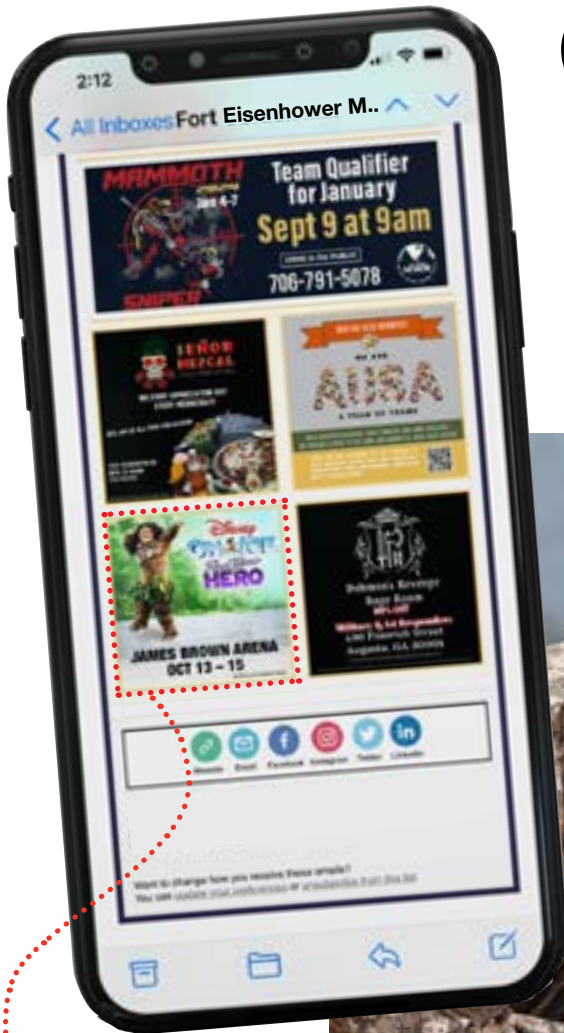


e-NEWSletter

The MWRHappenings weekly e-newsletter hits inboxes every Monday morning. Subscribers look forward to finding out what events and programs are upcoming for the week ahead. Your ad will be seen by over **1,500** subscribers.

SUBSCRIBE at

Eisenhower.ArmyMWR.com/subscribe



FIXED SQUARE
600 x 600 Pixels



RATES

\$75/1 ad

\$300/4 ads

\$900/12 ads

“

As a Veteran and small business owner, working with the Fort Eisenhower MWR is not only an effortless and amazing experience, but also incredibly rewarding. Their willingness to go above and beyond for our service members and their families shows throughout each event they host. I love knowing that my time and money are well spent in partnering with them throughout the year on both advertising and sponsorship campaigns. It has been an amazing few years and I absolutely look forward to many more!

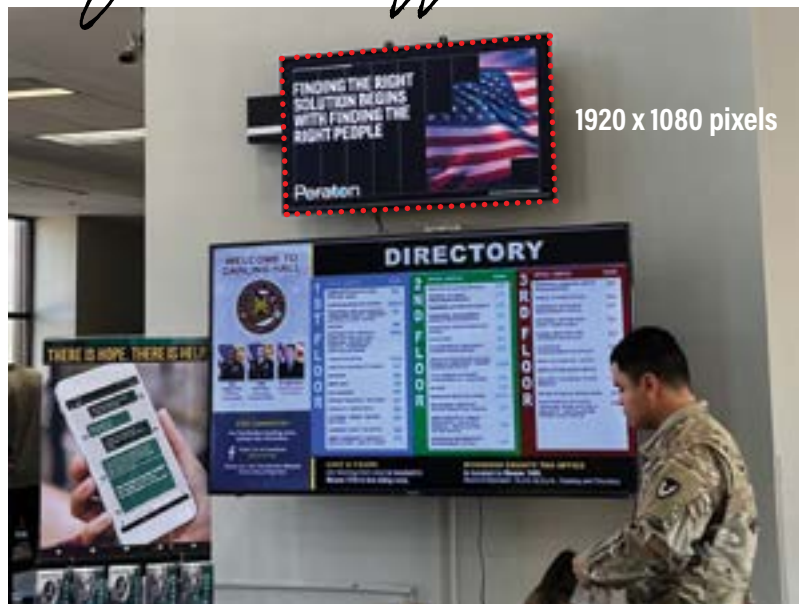
”

K. Olivia

Owner, Broad Street
Tattoo Studio and
the Ink'd Cupcake



High Traffic Area



Each 42" plasma television, located in high traffic areas around Fort Eisenhower, streams a continuous loop of MWR events, programs and facility information as well as, advertising messages from our business, corporate, and community partners.



Warrior Restaurants

Over 3,100 AIT (Advanced Individual Training) service members are required to eat all three meals in one of the four dining facilities for the duration of training. Each Warrior Restaurant houses four (4) plasma televisions, making your ad visible on 16 total screens.

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

Plasmas

MWR Facilities

Darling Hall (Lobby)

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

MWR Café in Darling Hall

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

Overlord Fitness Center

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

Torch Fitness Center

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

Alternate Escapes Recreation Center

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

Bingo Palace

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

Bogey's Grill at Eisenhower Lakes Golf Club

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

Five Star Lanes*

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

*on 24 screens over the lanes (when lane is not in use)

Victory Fitness Center

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

CYS Parent Central Services

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

Surrey Car Care

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

Woodworth Library

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

MWR Marketing Office

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

Due to space restraints, no more than one (1) similar or like business will be able to place advertising on the plasmas, i.e. no more than one (1) hotel, no more than one (1) real estate agency/agent, etc. We have many other great opportunities available if space is unavailable.

Event SPONSORSHIP

A business has the opportunity to become part of a Fort Eisenhower MWR event or program by paying a monetary and/or in-kind fee in return for access to the attendees and the commercial potential associated with the event. Commercial sponsorship is not a donation or gift since it is a business-based exchange designed to enhance the event and the experience. Sponsorship fees are reinvested into our programs and events so MWR can fulfill its mission of providing the highest quality of life programming to service members, families, retirees and civilians. Commercial sponsorship may be used only for MWR events and programs. Unit events, family support groups, private organizations and non-MWR programs are not eligible for commercial sponsorship support.

Sponsorship includes the following unless otherwise noted:

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

What Can Sponsorship Do For You?

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

✓ Engage with our unique customer base of service members, families, retirees and civilians

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

Please note: the disclaimer **SPONSORSHIP DOES NOT IMPLY ARMY ENDORSEMENT** will be placed on all branded promotional materials.



Become an MWR Partner. Contact:

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

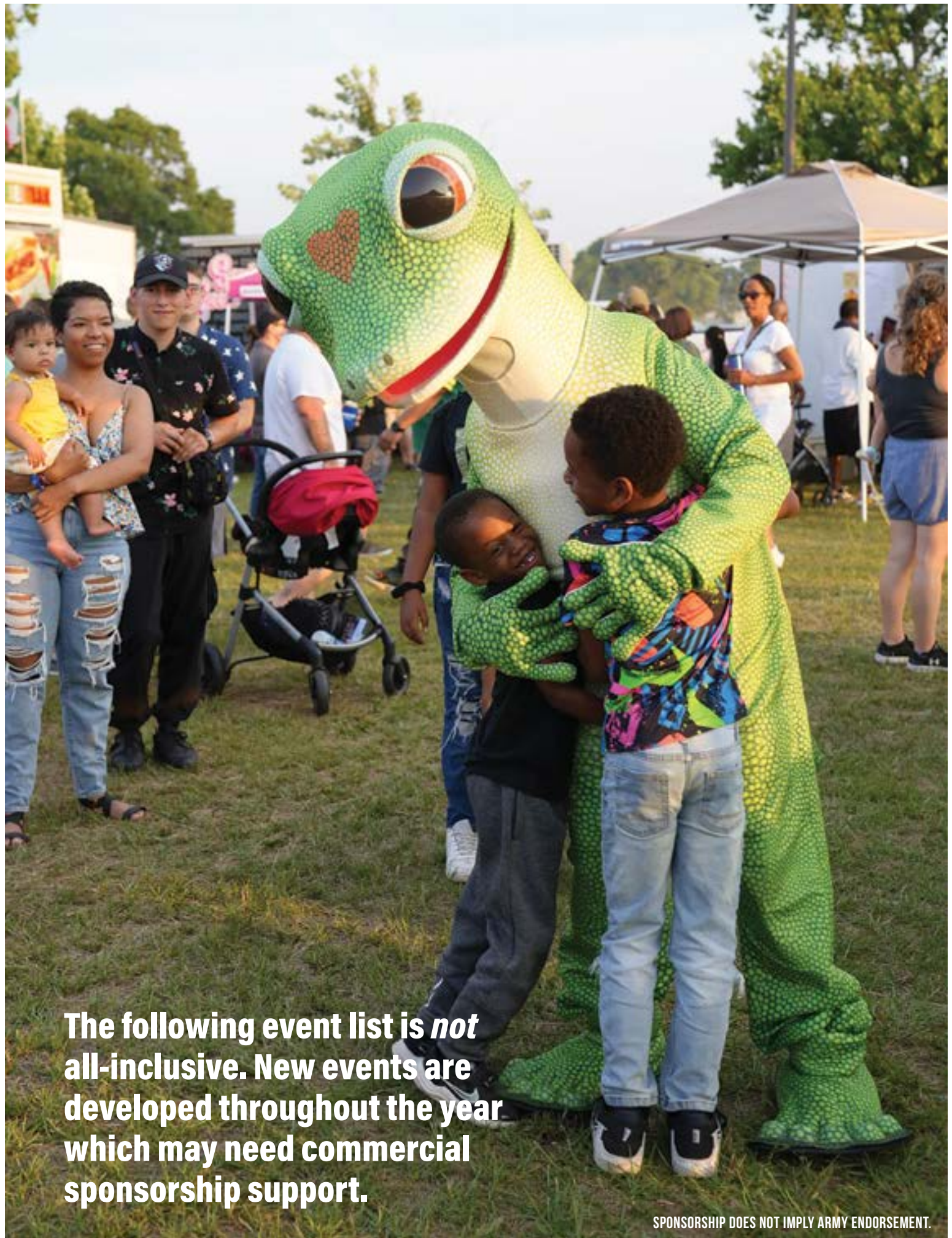
“

From our first time meeting our MWR representative Cathy Shaw, we knew we'd found a key business partnership both for the base and for the greater Augusta area, as well. She has a knowledge, passion, and a network that is unrivaled, and she brought us affordable advertising opportunities that truly provided a win-win solution for Fort Gordon MWR and for our insurance agency. MWR hosts some of our most successful events every year. The turn out is great, marketing is top notch, and our sponsorship reaches more people than other community-events.

”

Katie Harden
CFO, Operations Manager

GEICO | AUGUSTA



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

SPONSORSHIP DOES NOT IMPLY ARMY ENDORSEMENT.

OCT - DEC 2023 | JAN - APR 2024

Right Arm Night - Wed, Oct 25

Eisenhower Conference & Catering is bringing back an Army tradition with camaraderie, team building, hors d'oeuvres and a cash bar.

Attendance: 125+ | Sponsorship Fee: \$250

Christmas Fest - Thurs, Nov 30

Tis the season to thank our service members and their families. This event provides cookies, cupcakes, hayrides, hot chocolate, pizza, giveaways, crafts and photos with Santa. Come enjoy the fun by assisting with Christmas crafts. **Please note this is not a "selling" opportunity but a way to give back to our community. All sponsorship goes towards purchasing the materials for the crafts and giveaways.*

Attendance: 2,000+ | Sponsorship Fee: \$550

10 Days of Giveaways - Kicks off Dec 4

Help us celebrate with 10 Days of Giveaways, which takes place on our social media platforms and advertised on our marketing materials including the event flyer, posters, handbills, digital displays, all Fort Eisenhower MWR social media sites, and the MWR Happenings weekly newsletter (all time permitting). Sponsorships can be either cash or in-kind in the form of gift certificates and/or merchandise.

Breakfast with Santa - Sat, Dec 9

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

Attendance: 250+ | Sponsorship Fee: \$250

Pizza Bowl - Sat, Jan 13

For one afternoon, guests receive a special discounted rate to enjoy two games, shoe rental, two slices of pizza and a drink.

Attendance: 100+ | Sponsorship Fee: \$150

Bevs & Bites - Fri, Jan 26

Eisenhower Conference & Catering is hosting a wine and cocktail tasting featuring local distributors and highlighting appetizers created by our chef. This event is a new way to showcase your business.

Attendance: 300+ | Sponsorship Fee: \$250

Right Arm Night - Thurs, Feb 15

Join us at Eisenhower Conference & Catering for Right Arm Night! There will be camaraderie, games, hors d'oeuvres and cash bar.

Attendance: 125+ | Sponsorship Fee: \$250

Royal Tea Party - Sat, Feb 24

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

Attendance: 200+ | Sponsorship Fee: \$250

Father/Daughter Butterfly Ball - Sat, Mar 2

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

Attendance: 300 (fathers/daughters) | Sponsorship Fee: \$250

Eisenhower Lakes Golf Spring Trifecta - Sat, Mar 9

Sponsorship includes all standard sponsorship elements, time permitting, along with a tee-sign with your logo and table space at the Club House to showcase your business.

Attendance: 50-100 players | Sponsorship Fee: \$200

Dare-to-Tri Triathlon - Sat, Mar 30

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

Attendance: 125+ | Sponsorship Fee: \$200

Pizza Bowl - Sat, Apr 27

For one afternoon, guests receive a special discounted rate and can enjoy two games, shoe rental, two slices of pizza and a drink.

Attendance: 100+ | Sponsorship Fee: \$150

BOSS Dodgeball Tournament - Fri, Apr 19

The Fort Eisenhower Better Opportunities for Single Service Members (BOSS) Program brings back its popular dodgeball tournament! Players from all over the installation participate and show off their dodging skills.

Attendance: 100+ | Sponsorship Fee: \$150

Spring Fest - Sat, Apr 20

Celebrate a new season of change with the return of the highly anticipated SpringFest where families can enjoy food, crafts, carnival, a flea market and more.

Attendance: 2,000+ | Sponsorship Fee: \$800

BOSS Spring Fest Car Show - Sat, Apr 20

In conjunction with Spring Fest, the BOSS Program will host their Spring Car Show. If you are a car enthusiast and want to be a part of the fun, you can get a tent, table, chairs and double-sided banner featuring your logo set-up next to the car show area.

Attendance: 150+ | Sponsorship Fee: \$200 (\$875 for placement in the Spring Fest sponsor section)

MAY - JUNE 2024

Fort Eisenhower Army 10-Miler Qualifier - Sat, May 4

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

Attendance: 300+ | **Sponsorship Fee:** \$300

Right Arm Night - Thurs, May 16

An Army tradition - Right Arm Night is a great way to showcase your business to the Fort Eisenhower Community! There will be camaraderie, team building, hors d'oeuvres and a cash bar.

Attendance: 125+ | **Sponsorship Fee:** \$250

Kids' Fishing Derby - Sat, June 15

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

Attendance: 150+ | **Sponsorship Fee:** \$225

Eisenhower Lakes Golf Net Tournament

Sat - Sun, May 18-19

Showcase your business at this new 36-hole tournament! Sponsorship includes all standard sponsorship elements, time permitting, along with a tee-sign with your logo on it and table space at the Club House to showcase your business.

Attendance: 50+ players | **Sponsorship Fee:** \$150

Eisenhower Lakes Golf Club Base Championship

Sat - Sun, June 22-23

The Base Championship allows participants from Fort Eisenhower and the surrounding community to compete for bragging rights! Sponsorship also includes a tee-sign with your logo and table space at the Club House to showcase your business.

Attendance: 50+ players. | **Sponsorship Fee:** \$150



We have been working with the MWR for 6 years. As a business owner, MWR has helped us connect to the community and to the military community. This connection has helped us grow our business and mostly just meet amazing people. They provide excellent quality of life events for all abilities. It has been a pleasure working with Cathy and her team!

Jen McCauley
Owner

FLEET FEET™
AUGUSTA

JULY- AUG 2024

Independence Celebration - Wed, July 3

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

Attendance: 20,000+

Platinum Title Sponsor: \$4,500

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

Gold Supporting Sponsor: \$2,000

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

Bronze Supporting Sponsor: \$1,000

Includes but not limited to: Access to Fort Eisenhower, double-sided banner with your logo to display at tent space with table and chairs.



Christmas in July Vendor Event - Sat, July 20

This direct sales and craft event offers the Fort Eisenhower community an opportunity to get a jump start on holiday shopping from vendors. *If you are planning to be a sponsor and vendor, please note that along with a sponsorship agreement, additional paperwork will need to be filled out and approved. Must be received by May 1, 2024.

Attendance: 200+ | **Sponsorship Fee:** \$200

Tropical Summer Luau - Sat, July 27

Eisenhower Conference & Catering is keeping the summer spirit alive with their Tropical Summer Luau. There will be hula dancers and lessons along with lei making. Tropical drinks and beverages will be available for purchase as well. Help keep the summer spirit alive by being a sponsor.

Attendance: 250+ | **Sponsorship Fee:** \$250

Right Arm Night - Thurs, Aug 8

Right Arm Night returns to Eisenhower Conference & Catering with camaraderie, team building, hors d'oeuvres and a cash bar. Come showcase your business and join in on the fun.

Attendance: 125+ | **Sponsorship Fee:** \$250

Back-to-School Bash & Pizza Bowl - Sat, Aug 10

Join the staff at Five Star Lanes as they help get families ready to go back to school. Free school supplies provided. Guests also receive a special discounted rate and will enjoy two games, shoe rental, two slices of pizza and a drink.

Attendance: 200+ | **Sponsorship Fee:** \$250

Color Run - Sat, Aug 17

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

Attendance: 500+ | **Sponsorship Fee:** \$300

Reminder

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- Signage with your logo to display at booth space with table, chairs and tent, if outside.

SEPT - DEC 2024

Eisenhower Lakes Golf Match Play Tournament

Fri - Sun, Sept 6 - 8

This new tournament will have players competing against one another over the course of three days! Once finished, we will know who the match play champion of the year is. Sponsorship also includes a tee-sign with your logo on it and table space at the Club House to showcase your business.

Attendance: 50+ players. | Sponsorship Fee: \$150

Tutus for Cancer Awareness 5K - Sat, Sept 7

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

Attendance: 200+ | Sponsorship Fee: \$225



Marine Mud Challenge - Sat, Sept 14

This 4-mile course will be a challenging off-road route with more than 20 obstacles, a stream crossing, hills and of course MUD!

Attendance: 1,000+

Gold Premier Sponsor: \$1,300

Includes but not limited to: Access to Fort Eisenhower, business name and logo on all promotional pre-event marketing materials, two (2) sponsor signs at obstacle/water point with two (2) representatives to assist Marines with water or cheering on participants; four (4) individual race entries, double-sided banner with logo to display at tent space with table and chairs.

Silver Supporting Sponsor: \$800

Includes but not limited to: Access to Fort Eisenhower, business name and logo on all promotional pre-event marketing materials, two (2) individual race entries, double-sided banner with logo to display at tent space with table and chairs.

Bronze Supporting Sponsor: \$550

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

Kids' Fishing Derby and Shooting Day - Sat, Sept 21

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

Attendance: 150+ | Sponsorship Fee: \$225

Fall Festival - Sat, Oct 19

With the hottest summer weather behind us, Fort Eisenhower celebrates this season of change with a large festival complete with food, games, family fun events and live entertainment.

Attendance: 2,000+ | Sponsorship Fee: \$800

Eisenhower Lakes Golf Club

Tough Turkey Shoot - Sat, Nov 16

Showcase your business to tournament guests at the Tough Turkey Shoot, the hardest tournament at Eisenhower Lakes. Sponsorship includes all standard sponsorship elements, time permitting, along with a tee-sign with your logo on it, table space at the Club House or at a hole of your choice to showcase your business.

Attendance: 50-100 players | Sponsorship Fee: \$200

Christmas Tree Lighting & Festival - Thurs, Dec 5

'Tis the season to thank our service members and their families. This event provides cookies, cupcakes, hayrides, hot chocolate, pizza, giveaways, crafts and photos with Santa. Come enjoy the fun by assisting with Christmas crafts. **Please note this is not a "selling" opportunity but a way to give back to our community. All sponsorship goes towards purchasing the materials for the crafts and giveaways.*

Attendance: 2,000+ | Sponsorship Fee: \$550

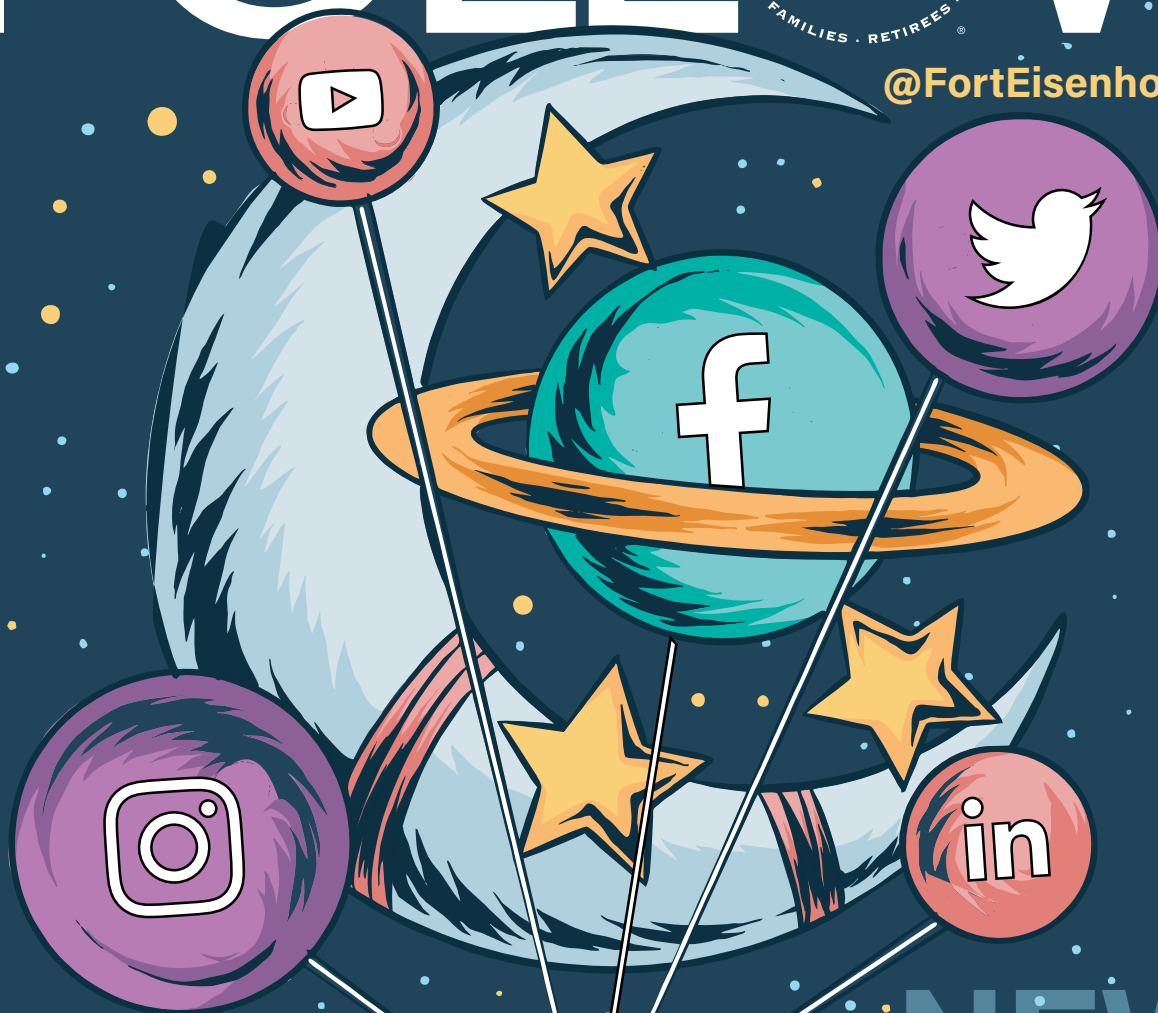
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