



Fort Leonard Wood

Family and Morale, Welfare, & Recreation

Commercial Sponsorship & Advertising Guide

FY 24: October 1, 2023 – September 30, 2024

LET'S WORK TOGETHER!

Contact

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Welcome to Fort Leonard Wood, Missouri

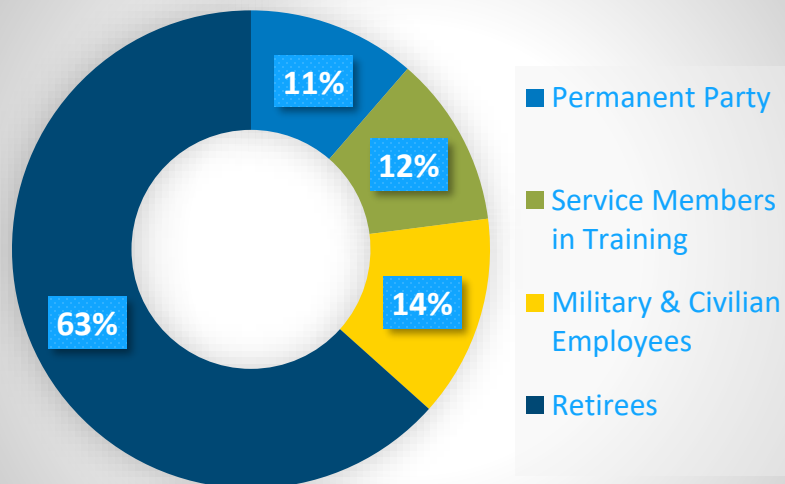
OUR COMMUNITY....

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

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

IS SMART: Service Members have access to the G.I. Bill, providing them and their families opportunities for further education.

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



*Percentages are a daily average
Source: 2023 Fact Sheet

Fort Leonard Wood supports 186,000+ people - cadre and staff, civilians, trainees, retirees, and family members - each day. Fort Leonard Wood is the Army Training Center with the second highest Basic Combat Training load. Hosting and training the largest Marine Corps Detachment on an Army base and the largest Air Force Squadron on an Army base. Fort Leonard Wood strives to inspire and develop leaders across multiple branches of the military.

How does Family and MWR support the mission?

By offering resources, recreational outlets, and activities, we promote resiliency and stability in an ever-evolving atmosphere that the military is.

How would the joined forces of Family and MWR and your organization benefit the Fort Leonard Wood Community?

Joining forces benefits the Fort Leonard Wood Community from increased attractions at events, additional resources and activities, and boost in morale while you gain exposure to the diverse community of the Fort Leonard Wood military affiliated. Watch a video at youtu.be/Sj_aWx2svbg



How are you and your organization benefited?

Nobody knows how to immerse your brand within the U.S. Army market better than our team. This is our terrain, and our audiences value authenticity and credibility of the brands that partner with us. Our mission is to help your brand develop meaningful and long-lasting relationships with the military and consumer market.

By advertising and/or sponsoring with Family and MWR, your organization gains a front row seat to a motivated and eager audience who wants to know more about Fort Leonard Wood and what the community offers.

Program Sponsorship | Event Sponsorship | Advertisement | Social Media Giveaways | Program Sponsorship | Event Sponsorship | Advertisement | Social Media Giveaways

HOW CAN WE WORK TOGETHER?



Sponsorship and/or advertisement does not imply federal endorsement.



Social Media Giveaways | Program Sponsorship | Event Sponsorship | Advertisement | Social Media Giveaways



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COMMERCIAL SPONSORSHIP OPPORTUNITIES

WHAT IS COMMERCIAL SPONSORSHIP?

A commercial business is given the opportunity to become part of a Fort Leonard Wood 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 MWR programs and events so MWR can fulfill its mission in 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.

The following list is not all-inclusive. New MWR events are developed throughout the year and may need sponsorship support. Event benefits and fees can be tailored to suit your marketing goals and budget.

WHAT CAN SPONSORSHIP DO FOR YOU?

BRANDING

Expose your brand to leadership and decision makers through MWR programs and special events. Provide visibility of your name and logo at events on signs, banners, programs, flyers, etc. Provide sample brand products/services at events to demonstrate brand attributes.

EXPOSURE

Engage with our unique customer base of service members, families, retirees and civilians. Raise awareness of your product or service through various means of exposure including on-post flyers, emails, posters, digital signage and much more.

WHAT SPONSORSHIP OPPORTUNITIES ARE THERE?

EVENT SPONSORSHIP

Date specific sponsorship of an event hosted for the Fort Leonard Wood Community.

Benefits include sponsorship recognition at the event, unique appearances and occasions, exclusive recognition at events, and increased in-person outreach to the Fort Leonard Wood Community.

Sponsorship for the following events:

- Page 5 – Holiday Season - Oktoberfest, Trunk or Treat, & Tree Lighting
- Page 6 – Wrestling Event, Egg Hunt, MOMC & Independence Day Celebrations
- Page 7 – Recurring events – Right Arm Night, Sunday Coffee Cruise-In, & more

PROGRAM SPONSORSHIP

Long-term sponsorship supporting an overall program.

Benefits may include sponsorship recognition at all program events, flyer exposure at the facility up to a 12-month period, exclusive onsite participation opportunities, and exclusive sponsor spotlight.

Found on Page 8, programs available for overall sponsorship:

- Piney Valley Golf Course - on par to reach **over 12,000 rounds** of golf in FY23
- Rec Plex - average monthly attendance of nearly **5,000 customers**
- Daugherty Bowling Center - on track for **over 82,000 games** bowled in FY23
- Fitness - covering Davidson Fitness Center & Specker Gym events
- Bruce C. Clarke Library - supporting **50,000+ patrons annually**
- BOSS – initiate brand loyalty early in Service Members careers while making an impact on their day-to-day lives



EVENT SPONSORSHIP



Oktoberfest

October 20, 4 pm, Pershing Community Center, Estimated attendance: 400 - 500
Join us for live music, dancing, food, and cold beer! Sponsorship options: \$350 or \$200



FLW Trunk or Treat

October 27, 4 – 6 pm, Main Exchange Parking Lot, Estimated attendance: 1,000+
Halloween event for safe trick or treating. Sponsorship options: \$500, \$300, or \$100

NEW

Harvest Fest

October 28, 5:30 – 10 pm, Piney Valley Golf Course, Estimated attendance: 200 - 300
Hayride, haunted house, pumpkin painting, games, & more! Sponsorship option: \$200



Turkey Trot

November 11, Davidson Fitness Center, Estimated attendance: 200 - 300
Come out for a fun run before your Thanksgiving Break! Sponsorship options: \$200 or \$100



Trees for Troops

December 1, Auto Skills Center, Estimated attendance: 200
Holiday trees are distributed out to the Community. Join us for the start of the gift giving season!
Sponsorship option: \$200



FLW Tree Lighting

December 5, Estimated attendance: 300 - 350
Continuing the holly jolly season with activities, games, photos with Santa, and more!
Sponsorship options: \$300 or \$200



Holiday Block Leave - Holdover Festivities

Late December - Early January, Estimated attendance 150+
Supporting the Service Members who are here and unable to go home for the Holidays.
In-kind sponsorship of \$200+ value: Drinks, snacks, lunch, activities, etc.

National Missouri Day Giveaways

January 4 – 11, Fort Leonard Wood Facebook & Instagram, Reach: 50,000+
January 4 is National Missouri Day! Join us in showcasing the amazing things to do with social media giveaways.
In-kind sponsorship of \$100+ value: Hotel stay, attraction tickets, gift cards to local activities and/or eateries



EVENT SPONSORSHIP



Salute to Soldiers Wrestling Event

February 24, Davidson Fitness Center, Estimated attendance: 5,000
Superstar wrestlers come to town for an exciting night for our FLW Community!
Sponsorship options: \$1500, \$1000, \$800, or \$300



FLW Egg Hunt

March 23, Sports Complex B, Estimated attendance: 600 - 700
Fun egg hunt event for the Fort Leonard Wood Community. Sponsorship options: \$400 or \$250



Overall MOMC Sponsorship

Events include:

- MOMC Shirts Promotion, 200 shirts purchased in FY23
- MOMC Family Night Bowling, April 12, estimated 200+
- PT in the Woods, April 17, estimated 75 attendees
- MOMC Palooza, April 20, estimated 3,000 attendees
- Operation Megaphone, April 26, estimated 75 attendees

Sponsorship options: \$1800, \$1000, \$550, or \$300



Overall Independence Day Sponsorship

Independence Day Events consist of:

- RWB Fun Run, July 4, estimated attendance 250+
- Independence Day Celebration, July 4, estimated attendance 10,000+
- RWB Car Show, July 4, estimated car entries 75+ (combined w/Independence Day Celebration)
- RWB Golf Tournament, July 6, estimated attendance 100+

Sponsorship options: \$3500, \$2500, \$1700, or \$500



End of Summer Celebration & Beat the Heat

August 10, Bruce C. Clarke Library, Estimated attendance: 450 - 500
Closing out summer with water activities, firetruck coming by for water play, crafts, and back to school prep!
In-kind sponsorship of \$200+ value: Drinks, snacks, school supplies, etc.

EVENT SPONSORSHIP



RECURRING EVENTS



Right Arm Night

Held every 4th Friday of the month, Pershing Community Center, Estimated attendance: 200 - 300
Leaders come together to network with other military leaders.
Sponsorship options: \$200 or \$150 per month



Newcomer Community Fair

Held every Thursday, Fort Leonard Wood USO, Estimated attendance: Varies between 10 – 100+
Service members and their families learn about what the Fort Leonard Wood area has to offer.
In-kind sponsorship: welcome prizes (gift cards, PCS necessities, etc.) per month



Friends, Food, & Fun

Held every month, Dru Pippin Youth Center, Estimated attendance: 50 - 100
An opportunity for teens to meet other teens, celebrate birthdays, and welcome each other into the area.
Sponsorship option: \$100 per month or in-kind sponsorship of “fun food” such as pizza, ice cream, etc.



NEW

Sunday Coffee Cruise-In

Every 1st Sunday every month (May – November), Auto Skills Center, Estimated attendance: 50 - 100
Where gearheads and car enthusiasts can meet up and hang out.
Sponsorship options: \$50 per month



CYS Babysitter Training

Held in March, June, July, & August, Dru Pippin Youth Center, Estimated attendance: 20 – 30
Teens complete a weeklong training to get certified in first aid for the start of their babysitting careers.
In-kind sponsorship: First Aid kits, snacks, and/or drinks per session.



**For more information,
contact Nia Dickinson, Marketing Manager
(573) 337-2649 or niakoreen.m.dickinson.naf@army.mil**



PROGRAM SPONSORSHIP



Piney Valley Golf Course

Featuring 18-hole, par 72 championship course running through a beautiful valley along the Big Piney River. PVGC is open to the public and offers a truly exceptional golfing experience. New season starts in March. Sponsorship options: \$2000, \$1500, or \$800



Rec Plex

Fort Leonard Wood's center for outdoor fun! It features an 18-hole miniature golf course, go-kart track, and the Wallace Outdoor Pool which has a 2-story double slide and the Splash Park! New season starts in May. Sponsorship options: \$1800, \$1400, or \$750



Daugherty Bowling Center

Featuring 40 lanes of fun! Our state-of-the-art facility is a wonderful place to enjoy friendly competition, family fun, or a night out. Open all year! Sponsorship options: \$2500, \$2000, or \$1000



Fitness – Davidson Fitness Center & Specker Gym

Davidson Fitness Center and Specker Gym host fitness challenges and other fitness events multiple times a year! Open all year! Sponsorship options: \$1700, \$1200, or \$650



Bruce C. Clarke Library

Provides services to the entire military community that enhance military readiness and quality of life. Open all year! Sponsorship options: \$1800, 1300, or \$700



Better Opportunities for Single Service Members (BOSS)

Better Opportunities for Single Service Members (BOSS) program represents the voice of the Single Service Member. BOSS is open to Single Service Members in all Military Branches. Join the positive community outreach that BOSS is achieving. Active efforts all year! Sponsorship options: \$1500, \$1000, or \$700



ADVERTISING

with
Family and MWR

Market your brand's products or services to the Fort Leonard Wood Community through events, promotions, ad campaigns, and more! Advertising with us allows you to build your brand presence to an exclusive audience.

We offer an array of customizable advertising packages for measurable return on your investment.

Contact us today to start building your custom advertising package!

Nia Dickinson, Marketing Manager

(573) 337-2649 or niakoreen.m.dickinson.naf@army.mil

WINDOW CLINGS

ADVERTISING



Specker Gym – Entrance



Davidson Fitness Center – Entrance

Advertise with this showstopper of a presence at the entrance of our facilities.

Window Clings	6 months	12 months
Davidson Fitness Center – Entrance windows	\$2000	\$3600
Davidson Fitness Center – Bottom pool windows	\$1800	\$3200
Specker Gym – Entrance windows	\$2400	\$4200



WEBSITE ADVERTISING

The **Fort Leonard Wood Community** – military and civilians – relies on our website for information for each MWR facility, upcoming events details and registration, general inquiries, links and information for valuable resources, and more.

Advertise with us on leonardwood.armymwr.com for an average of 50,000 views per month! Your advertisement can include a link directly to YOUR web page, linking customers directly to **YOU**.



Scan QR code to visit
leonardwood.armymwr.com



Leaderboard Ad – 720 x 90 pixels

**Large Title Ad
300 x 250 pixels**

**\$400 / 1 month
\$975 / 3 months
\$1500 / 6 months
\$2400 / 12 months**

**\$350 / 1 month
\$900 / 3 months
\$1350 / 6 months
\$2100 / 12 months**



SOCIAL MEDIA ADVERTISING OPPORTUNITIES

SOCIAL MEDIA REACH: 20,000+

Single Post Rate	\$150
3 Posts Rate	\$400
6 Posts Rate	\$750
12 Posts Rate	\$1300



Facebook

Fort Leonard Wood MWR



Instagram

@FLWMWR

With over 20,000 total followers and a consistent 50,000+ reach in FY 2023, get your ad instantly to our followers!

Effortlessly connect with the Fort Leonard Wood Community by advertising your campaign through our channels. By associating your ad with a social media giveaway, you easily grab the attention of our followers. Giveaways can be a thoughtful gift basket, tickets to local events, and/or other creative avenues. These giveaway items count towards your payment, which is also known as in-kind payment.

Let's chat more about how we can get your social media ad in the schedule!

Call Nia Dickinson, Marketing Manager at (573) 337-2649 or Niakoreen.m.dickinson.naf@army.mil





PRINT ADVERTISING



Sometimes referred to as “The Blue Book” because of its standard and recognizable cover, “Experience MWR Magazine” is produced in-house by the Fort Leonard Wood Marketing Department.

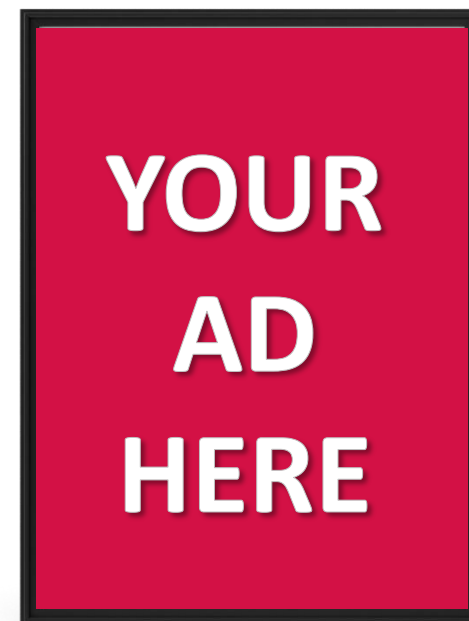
With 7,000+ copies made annually, this publication highlights the social and recreational activities planned especially for our Fort Leonard Wood Community. It is free and located at every MWR Facility, distributed directly to consumers at Newcomer briefings, Leadership Courses, and more!

Include your ad in this sought after resource through one of the following ad placements.

Experience MWR Magazine	3 months	6 months	12 months
Center Page	\$1050	\$1950	\$3600
Inside Cover	\$600	\$1050	\$1800
Full Page	\$300	\$540	\$960
Half Page	\$175	\$330	\$600
Quarter Page	\$150	\$275	\$500

With some of the most trafficked facilities on the installation, place your ad in one or more these hot spots.

Poster (22" x 28")	3 months	6 months	12 months
Auto Skills Center – Front desk area	\$150	\$275	\$500
BOSS Corner – Meeting area	\$225	\$375	\$600
Bruce C. Clarke Library – Front desk area	\$300	\$450	\$725
Davidson Fitness Center – Basketball court	\$450	\$750	\$1200
Daugherty Bowling Center – Check out area	\$425	\$700	\$1150
Leisure Travel Services – Entrance area	\$300	\$450	\$725
Outdoor Adventure Center – Check out area	\$375	\$600	\$1080
Piney Valley Golf Course – Check out area	\$225	\$360	\$600
Specker Gym – Entrance	\$475	\$800	\$1375





BANNER ADVERTISING

Aim for a bigger presence with banner advertisements inside and/or outside of our facilities, sizing may vary from 6' x 3' all the way to 16' x 8' mounted banners!

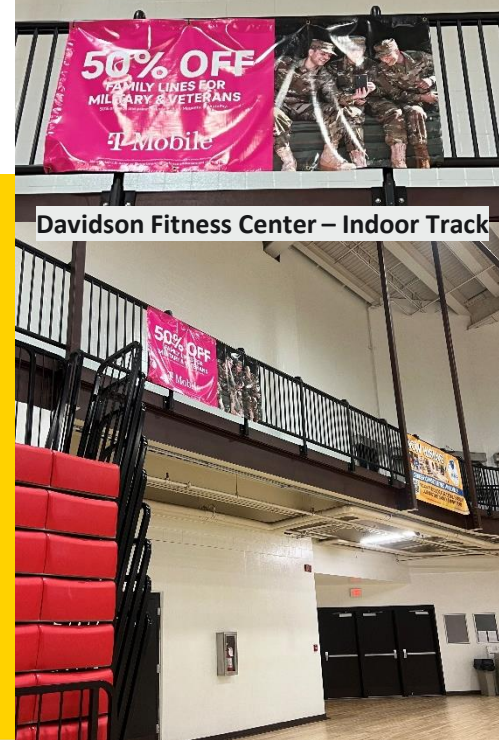
Indoor Banners (6' x 3')

	3 months	6 months	12 months
BOSS Corner – Meeting area	\$600	\$1050	\$1800
Davidson Fitness Center – Indoor track	\$750	\$1350	\$2400
Daugherty Bowling Center – Side wall by exit	\$675	\$1200	\$2100
Outdoor Adventure Center – Store area	\$300	\$450	\$725
Specker Gym – Entrance	\$525	\$900	\$1500

Auto Skills Center – Car Wash (10' x 10')



Sports Complex – Street Facing (6' x 3')



Outdoor Banners

	3 months	6 months	12 months
*Auto Skills Center – Car Wash (10' x 10')	\$800	\$1400	\$2400
Auto Skills Center – Fenceline (6' x 3')	\$400	\$700	\$1200
*BOSS Corner – Sidewall (8' x 8')	\$700	\$1200	\$2100
CYS Youth Sports - Fenceline (6' x 3')	\$525	\$900	\$1550
*Davidson Fitness Center – Street Facing Wall (16' x 8')	\$1500	\$2550	\$4325
*Daugherty Bowling Center – Street Facing Wall (16' x 8')	\$1500	\$2550	\$4325
Outdoor Adventure Center – Archery Area (6' x 3')	\$375	\$675	\$1175
Paw Park – Fenceline (6' x 3')	\$200	\$325	\$600
Piney Valley Golf Course – Clubhouse Patio (6' x 3')	\$300	\$500	\$850
Rec Plex – Mini Golf Fence (6' x 3')	\$500	\$875	\$1500
*Specker Gym – Main Parking Lot (8' x 8')	\$700	\$1200	\$1700
Sports Complex – Street Facing (6' x 3')	\$500	\$900	\$1500

*Mounted banners – New installs require additional \$250 materials and install fee.

STAY CONNECTED

