



# COMMERCIAL SPONSORSHIP & ADVERTISING GUIDE

Calendar of Events  
Family and Morale, Welfare and Recreation  
Fort Sill, Oklahoma



## DEPARTMENT OF THE ARMY

US ARMY INSTALLATION MANAGEMENT COMMAND  
HEADQUARTERS, UNITED STATES ARMY GARRISON, FORT SILL  
4700 MOW-WAY ROAD, SUITE 100  
FORT SILL, OKLAHOMA 73503

Congratulations on your decision to seek information regarding the advertising and sponsorship opportunities through Fort Sill Family and MWR. The Family and Morale, Welfare and Recreation mission is to foster and support high productivity for our Soldiers, Retirees, Family members and DoD Civilians through mental and physical fitness, personal growth, a sense of community, positive values, and Family well-being. Fort Sill Family and MWR accomplishes this mission via 38 different facilities and offers exceptional support to more than 100,000 that we serve.

Over the past 10 years, corporate sponsorship has become the fastest growing type of marketing in the United States! Sponsorship provides a fantastic means of broadening your company's competitive edge, by making your company more visible through support of events that your target audience finds attractive. Some of the many benefits of sponsoring events with Fort Sill Family and MWR includes: differentiating your company from competitors, developing more personal and lasting relationships with customers (both existing and potential), and being able to showcase your products and services at sponsored events.

Fort Sill Family and MWR is committed to providing excellent services and high quality programs to our Soldiers (Active Duty, Reserve and National Guard) and their Family Members, Department of Defense Civilians and Retirees. The installation serves a population of over 104,000 people and will continue to see expansion due to Base Realignment & Closure (BRAC). Over the next few years, Lawton Fort Sill will continue to experience tremendous growth and with growth comes significant opportunities. This advertising sales and sponsorship guide is designed to match your company with the right opportunities. It contains:

- A. Installation Demographics**
- B. Sponsorship Opportunities**
- C. Advertising Opportunities**
- D. Advertising & Sponsorship Packages**

There are a wealth of opportunities to advertise and sponsor events and programs through Fort Sill Family and MWR. The wide array of programming offers many choices that can fit "any business, any budget." Build your company's visibility by publicizing your brand to the Fort Sill military market. The Fort Sill Marketing Department looks forward to developing fulfilling partnerships with you and your company.

Thank you, in advance, for your interest in supporting the first-rate programs and services provided to our outstanding community members!



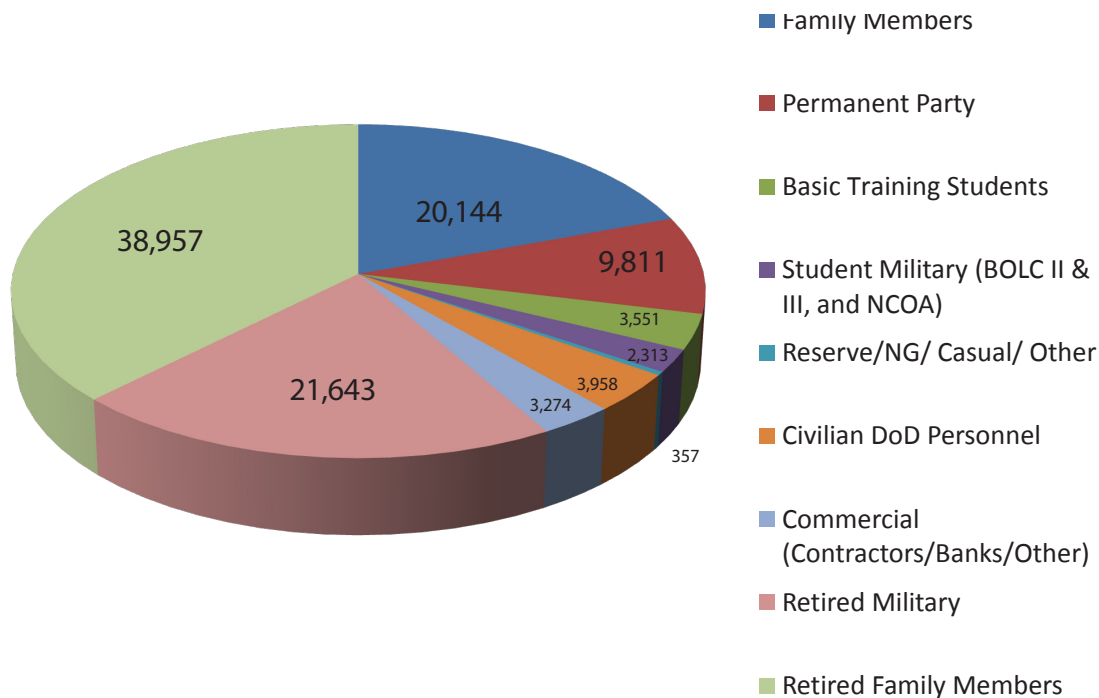
# Welcome to Fort Sill, Oklahoma!

## Home of the Fires Center of Excellence

### Installation Demographics

(as of April 2011)

Family Members	20,144
Permanent Party	9,811
Basic Training Students	3,551
Student Military (BOLC II & III; NCOA)	2,313
Reserve/NG/Casual/Other	357
Civilian DoD Personnel	3,958
Commercial (Contractors/Banks/Other)	3,274
Retired Military	21,643
Retired Family Members	38,957
<b>Total</b>	<b>104,008</b>





# PREMIUM EVENTS

Fort Sill Family and MWR's Premium Events are recognized as the biggest installation events of the year. These events will draw crowds in the thousands, including Soldiers and Families, as well as many throughout the Southwest Oklahoma region.

## Commanding General's St. Barbara's Day Ball



- The St. Barbara's Day Ball is an annual event held in early December. It is one of many high-profile events that includes participation by Fort Sill Leaders and offers companies quality advertising exposure. The event offers first-class festivities that include the ceremonial firing of a French 75mm cannon, dinner, inductions into the Order of Saint Barbara, entertainment and dancing.
- Sponsorship of this event includes, but is not limited to, name/logo recognition on all event signage, name/logo projected on screens throughout the event, invitation to event, formal recognition at the event.
- Platinum Level: \$1,000 Gold Level: \$500

## Easter Egg-Stravaganza



- The Easter Egg-Stravaganza is the annual Fort Sill Easter Egg Hunt held the Saturday before Easter. This is a free event, which includes a petting zoo, children's rides and many other games and activities.
- Sponsorship of the Easter Egg-Stravaganza is divided in Gold (\$1,000), Silver (\$500) & Bronze (\$350) levels. Other sponsorship opportunities include providing product for prizes and giveaways, Easter egg baskets and other Easter goodies.
- Sponsorship of this event includes, but is not limited to, on-site booth and banner display and recognition in all print and electronic advertising.

## Freedom's Thunder Motorcycle Safety Rally



- The Freedom's Thunder Motorcycle Safety Rally is the largest motorcycle safety rally in South Oklahoma. It is typically held during May. The safety rally is a mandatory event for all Fort Sill registered riders, however it draws numerous riders and motorcycle clubs from the region. There are approximately 500 riders that attend this annual event on Fort Sill.
- Sponsorship of the Freedom's Thunder Motorcycle Rally is divided in Gold (\$1,000), Silver (\$500) & Bronze (\$350) levels. Other sponsorship avenues include supplying items for use as door prizes.
- Sponsorship of this event includes, but is not limited to, on-site booth and banner display and recognition in all print and electronic advertising.

## FIRES Seminar



- The Fires Seminar is a unique and distinctive event for Fort Sill and the Fires Center of Excellence. It is a 4-day symposium that includes over 1,500 senior leaders, foreign dignitaries, and Military students. The seminar is held annually on the third week of May.
- Sponsorship of the FIRES Seminar includes opportunities to sponsor the Key Note Dinner and other specific activities at the seminar.
- Sponsorship of this event includes, but is not limited to, on-site banner display, logo recognition on event program/welcome signs, and formal recognition in at the event.

## Army Concert Tour: 4th of July

- The Army Concert Tour is the Fort Sill Family and MWR premier event and typically draws between 10,000-12,000 viewers from the region by offering a safe, state-of-the-art, top quality concert.
- Sponsorship of the Army Concert Tour starts at the general level of \$2,000. There is also an opportunity to become a Beverage Sponsor and/or VIP Tent Sponsor.
- Sponsorship of this event includes extensive recognition in all print & electronic advertising, name-mention in all radio commercials, and on-site banner and display booth. Sponsorship of the event also includes a limited number of concert VIP tickets.



## Army Soldier Show

- The Army Soldier Show is a live, high-energy musical performance "by Soldiers, for Soldiers." The show tours for six months, performing at over 100 installations throughout the U.S., Guam, and the Republic of Korea. The show is typically held during mid-summer.
- Sponsorship of the Army Soldier Show has a single designation level (\$500). Sponsorship opportunities include sponsorship of meals, sponsorship for lodging costs, or downtime activities of cast and crew.
- Sponsorship of the Army Soldier Show includes recognition in all print and electronic advertising, and tickets to the performance.



## POLO Match

- The Polo Match is the newest event on Fort Sill. In 2011, Fort Sill hosted its first Polo match on the historic Polo Field since the late 1960s. Held on Mother's Day, the match had more than 2,000 attendees.
- Sponsorship of the Polo Match is divided into Gold and Silver levels. (Gold:\$1,000 Silver:\$500)
- Sponsorship of this event includes recognition in all print & electronic advertising, name-mention in radio commercials, and an on-site banner and display booth. Sponsorship of the event also includes two invitations to the Mother's Day Brunch and Meet and Greet prior to the Polo Match.



## Oktoberfest in the Southwest

- The Oktoberfest is a two-day event held during early October. This event historically draws crowds near 5,000. It includes authentic German entertainment, a carnival, with an array of food and beverage options. The Fort Sill Oktoberfest is free and open to the public.
- Sponsorship of the Oktoberfest is divided into Gold (\$1,000) & Silver (\$500) levels. There is also an opportunity to become a Beverage Sponsor, Main Fest Tent Sponsor (\$1,500), or Pumpkin Patch Sponsor (\$750).
- Sponsorship of the Oktoberfest includes name/logo recognition in all print and electronic advertising, name mention in all radio commercials, and on-site banner and display booth.





# SPORTING EVENTS

Fort Sill Family and MWR's Sporting Events offer challenging fitness activities to build camaraderie and boost morale. Most of these events are open to the public, with a few exceptions. With a tremendous array of events offered, our Sporting Events draw thousands of participants and crowds from the entire Southwestern US region.

## Polar Bear Plunge & 5K Run



- The Polar Bear Plunge is a thrilling event held the third weekend in January. This event starts with a 5K run, followed by a one mile kid's run, and concludes with a plunge into the bitter cold waters of Lake Elmer Thomas. There is also a costume contest incorporated into the event where the first place winner receives an award.
- Sponsorship is divided into Presenting (\$1,000), Gold (\$750), Silver (\$500), and Bronze (\$350). Additional sponsorship opportunities include: costume contest and other prizes.
- Sponsorship includes, but is not limited to, recognition in all print and electronic advertising, name mention in radio commercials, name/logo on event T-shirt, and on-site banner and booth display. Sponsors also receive a complimentary registration. (Maximum two participants)

## Mountains of Mayhem Bike Race



- The Mountains of Mayhem is a treacherous bike event held in March that features a competitive course for the mountain biker. Historically, this event has drawn crowds between 200-300 riders to Lake Elmer Thomas Recreation Area.
- Sponsorship of the Mountains of Mayhem is divided into Presenting (\$1,000), Gold (\$750), Silver (\$500) and Bronze (\$350). There is also an opportunity to provide items as door prizes.
- Sponsorship of this event includes, but is not limited to, recognition in all print and electronic advertising, name mention over radio commercials, name/logo on event T-shirt, and on-site banner and booth display. Sponsors also receive a complimentary registration. (Maximum two participants)

## 75th Fires Brigade - Diamond Brigade Run



- The Diamond Brigade Run is co-hosted with the 75th Fires Brigade. It features a 5K run, a 10K run, and a one-mile Fun Walk. Both the 5K and 10K events are routes previously sanctioned by the Oklahoma Association of US Track and Field. The event draws between 300-600 participants with total spectator attendance of approximately 1,500. This event is held early to mid-June.
- Sponsorship of the Diamond Brigade Run is divided into Presenting (\$1,000), Gold (\$750), Silver (\$500), and Bronze (\$350). There is also an opportunity to provide items as door prizes.
- Sponsorship of this event includes, but is not limited to, recognition in all print and electronic advertising, name mention over radio commercials, name/logo on event T-shirt, on-site banner and booth display. Sponsors also have the added benefit to receive a complimentary registration. (Maximum two participants)

## Fort Sill Combatives Tournament



- The Fort Sill Combatives Tournament is a two-day tournament similar to mixed martial arts, but requires much more discipline. This fighting form is used to give Soldiers the tools they need to defend themselves during hand-to-hand combat. The most recent Combatives event filled Rinehart Fitness Center with nearly 2,000 spectators.
- Sponsorship of the Combatives Tournament has one designation level of \$750.
- Sponsorship of this event includes, but is not limited to, recognition in all print and electronic advertising, and on-site banner and booth display both days.

### US Marine Corps - Devil Dog Run

- The Devil Dog Run is an annual race co-hosted with the Fort Sill Marine Artillery Detachment. The event is held in September and features a 5K Run/Walk and a 10K run. The most recent Devil Dog Run saw over 300-400 participants and reached another 600 spectators.
- Sponsorship is divided into Presenting (\$1,000), Gold (\$750), Silver (\$500), and Bronze (\$350). There is also an opportunity to provide items as door prizes.
- Sponsorship of this event includes, but is not limited to, recognition in all print and electronic advertising, name mention over radio commercials, name/logo on event T-shirt, on-site banner and booth display. Sponsors may also receive a complimentary registration. (Maximum two participants)



### Body vs. Earth Triathlon

- The Body vs. Earth Triathlon is one of the most challenging triathlons offered in Southwest Oklahoma. The event is held on the second Saturday of September at the beautiful Lake Elmer Thomas Recreation Area.
- Sponsorship is divided into Gold (\$1,000) and Silver (\$500). There is also an opportunity to provide items as door prizes.
- Sponsorship of this event includes, but is not limited to, recognition in all print and electronic advertising, name mention over radio commercials, name/logo on event T-shirt, on-site banner and booth display. Sponsors also have the added benefit to receive a complimentary registration. (Maximum two participants)



### Varsity Sports - Basketball (Men's and Women's)

- Varsity level sports offers higher level competition to our Soldiers than intramural sports. Teams compete at various Army posts & Air Force bases across the region.
- Sponsorship of the Varsity Basketball programs is \$500 annually and includes both teams.
- Sponsorship of this program includes name/logo on all printed and electronic materials promoting home games, name/logo on team items, on-site banner display throughout the basketball season, on-site display booth for up to 5 home games (to distribute company materials), and free admission to all home games.



### Varsity Sports - Men's Softball

- As a highly competitive team within the Southwest Military League, the Fort Sill Softball team travels throughout the region and across the country to compete against other top-level softball competition.
- Sponsorship of the Varsity Softball program is \$500 annually.
- Sponsorship of this program includes name/logo on all printed materials promoting home games, name/logo on team items, fencing banner displays throughout the softball season, on-site display booth for up to 5 home games (to distribute company materials), and free admission to all home games.



### Varsity Sports - Army Ten-Miler

- The Fort Sill Ten-Miler team represents the best long distance runners on the installation. The team travels every October to Washington D.C. in hopes of winning the Army National Ten-Miler Championships. Top runners have the opportunity to make the "All-Army" team.
- Sponsorship of the Ten-Miler team is divided in Gold (\$1,000) and Silver (\$500) levels.
- Sponsorship of this program includes name/logo on all team items including uniforms, warm ups, travel bags and duffle bags.





# FAMILY EVENTS

Fort Sill Family and MWR's Family Events offer camps and programs geared around Families and Military Children. These events typically draw nearly 500 participants and Family members from Lawton Fort Sill and the surrounding communities.

## Army Family Action Plan (AFAP) & Army Family Team Building (AFTB)



- AFAP & AFTB are Army Community Service programs designed to increase awareness of "Military Life" for new Families and gives our community an opportunity to voice their concerns and suggestions on how to improve life for all members of the Fort Sill Family.
- AFTB offers interactive classes that begin with Army 101 and AFAP culminates at the annual fall AFAP Conference that brings Fort Sill Leaders together with chosen delegates to address the issues put forth.
- Sponsorship of these programs is \$500 each for annual sponsorship and includes recognition on all print materials for each program's events and on-site banner.

## Military Family of the Year



- Military Family Week is a week long celebration in November designed to recognize and commend all of our Military Families and their contribution to the overall installation and mission readiness. A ceremony held at the end of the week awards the selected Fort Sill Family of the Year.
- Sponsorship of Military Family of the Year provides gifts and products as prizes to the nominated and winning families. Sponsorship levels include: Gold (\$500) and Silver (\$250).
- Sponsorship of this event includes recognition on all print and electronic advertising, name/logo printed in the ceremony's program, and formal name recognition included in the ceremony script.

## Toys For Kids



- Fort Sill Family and MWR works with the Better Opportunities for Single Soldiers (BOSS) Program, the Sergeant Audie Murphy Club (SAMC) and the Co-Op Partners to make Toys For Kids a yearly success. Most recently, Toys for Kids gave over 2,000 gifts to our Military Children. Christmas will be brighter thanks to the hard work and generous spirit of all who are involved with this wonderful effort to take care of our Families.
- Sponsorship of Toys for Kids is divided into Gold (\$1,000) and Silver (\$500). Toys for Kids is an event that also relies on in-kind sponsorship of toys and games for children of all ages.
- Sponsorship of this event includes your company name/logo on all printed and electronic materials, sponsor recognition during the ribbon cutting ceremony, and on-site banner placement at the designated facility during the three week program.



# FAMILY EVENTS



## Month of the Military Child

- April is a celebration of Military Children. With activities scheduled on nearly each day of the month, Fort Sill Family and MWR brings a variety of activities to our Military children. Some activities that have been offered recently include a mystery dinner, trips to NBA games in the region, art & crafts, sporting events and more!
- Sponsorship levels are divided into Presenting Sponsors and General Sponsors. General sponsorship begins at \$500 and the Presenting sponsorship level is \$1,000. Sponsorship also includes the opportunity to provide gifts as door prizes.
- Sponsorship of Month of the Military Child program includes recognition in all print and electronic advertising, on-site booth placement, and name/logo on program T-shirt.



## Military Spouse Appreciation Night

- Spouse Appreciation Night is the premier appreciation event at Fort Sill. It is typically held on the Friday preceding Mother's Day. In the past two years this event has grown to honor over 300 military spouses with a fun-filled evening featuring dinner and a night of full service pampering. We also provide childcare during this event. Vendors are on site to offer facials, manicures, massages and more to our guests.
- Sponsorship of Military Spouse Appreciation is divided into Presenting (\$1,000), Gold (\$750), Silver (\$500), and Bronze (\$350).
- Sponsorship of this event includes recognition in all print and electronic advertising, company name/logo on event program, formal recognition in the event script, on-site booth placement to provide services, and the opportunity to provide gifts as door prizes.



## Volunteer Appreciation Week

- Volunteer Appreciation Week is a celebration and tribute to the commitment and hard work of the installation volunteers near the end of April. Fort Sill has nearly 1,500 active volunteers that continue to selflessly provide vital help to many of the programs and activities.
- Sponsorship of Volunteer Appreciation Week is \$500 annually. The opportunity to provide gifts and products as prizes to the recognized volunteers.
- Sponsorship of this event includes recognition in all print and electronic advertising, company name/logo on event program, formal recognition in the event script.



## Camp Cowabunga - Special Needs Camp

- Camp Cowabunga is the Lawton Fort Sill summer camp for special needs children and their siblings, ages 6-21. Camp Cowabunga typically draws about 200 total campers and siblings from the Lawton Fort Sill community.
- Sponsorship of Camp Cowabunga begins at \$500 and the expenses associated with meals for all the campers and volunteers throughout the week.
- Sponsorship of Camp Cowabunga includes name/logo on all printed materials, camp T-shirts, participation in the opening parade and sponsor recognition at the closing ceremonies.





# ADVERTISING OPPORTUNITIES

The Marketing, Advertising and Publicity Department has a large amount of advertising opportunities to fit any company's needs and budget. Let us help you reach the viable market of the Military and their Families. We can facilitate this through various means from print and web advertising to advertising in our many post facilities. Many of our other advertising opportunities that may be of interest to your company are included here for you.

## MWR Website Advertising

Prices vary based on length of advertisement and size of the ad

• Fort Sill MWR's Website - [www.sillmwr.com](http://www.sillmwr.com) - is Fort Sill's most visited webpage, with over 30,000 hits per month. Web advertising allows your company to be showcased to a large military market.

• Large ad (160x600 pixels) - 12 months (\$1,500), 6 months (\$1,000), 3 months (\$750), and 1 month (\$500).

• Medium ad (160x300 pixels) - 12 months (\$1,000), 6 months (\$750), 3 months (\$500), and 1 month (\$350).

• Small ad (160x160 pixels) - 12 months (\$500), 6 months (\$300), 3 months (\$200), and 1 month (\$175).

## Fitness Center Advertising

Prices vary based on length and location of advertisement

• Fort Sill MWR has three high quality fitness centers that present the opportunity to advertise wall banners.

• Approximate foot traffic per month at each facility is: Rinehart - 7,500; Honeycutt - 5,500; and Goldner - 4,000.

• Banner length and width: 3' x 6'.

Advertising rates are:

• Rinehart 12 months (\$1,500), 6 months (\$1,000), 3 months (\$500), and 1 month (\$400).

• Honeycutt 12 months (\$1,000), 6 months (\$500), 3 months (\$350), and 1 month is (\$200).

• Goldner - 12 months (\$1,000), 6 months (\$500), 3 months (\$350), and 1 month (\$200). Placement in all three facilities is \$3,000. (Full Year)

## Digital Television Advertising

Prices vary based on length of advertisement and choice of video or static ad

• Fort Sill Family & MWR has recently partnered with (ARMP) Army Recreation Machine Program to install 28 digital TV's in 16 different high traffic facilities across the installation.

• Advertisers have the option to post either a 30-second motion picture ad or a 7-second static ad.

• Ads are sold on 1 month, 3 months, 6 months, or 12 months time intervals.

• Motion picture ads: 1 month (\$1,500), 3 months (\$3,000), 6 months (\$4,500), and 12 months (\$7,000).

• Static ads: 1 month (\$500), 3 months (\$1,000), 6 months \$1,600, and 12 months (\$3,000).

## Child, Youth & School Services

Prices vary based on length of advertisement

• Fort Sill's Child, Youth, & School Services currently operates 5 childcare facilities at the installation. Cooper, Tincher and Grierson are Child Development Centers for children 6 weeks to 6 years. The School Age Center provides care for children in grades K-5. The Youth Center is for children in grades 6-12. Your company can display banners on the fencing at individual facilities or all of these facilities.

• Advertisements are vinyl banners 3' x 6' in size. Individual banners are \$750 for 6 months or \$1,200 for a year, at any of the childcare facilities. The yearly rate to have your banner at all the facilities is \$2,000.

## Billboard Advertising

Prices vary based on length of advertisement

• Fort Sill Family and MWR owns two sets of billboards that are available for your advertising convenience. Billboards are located on the north side of Rogers Lane. It is the second most traveled road in the Lawton Fort Sill area.

• Advertisers should contact Monkey Business Signs for more information regarding ad sales for billboard advertising. Monkey Business handles all ad sales, layouts and installation for Fort Sill's billboards. For more information on advertising on the billboards, please call Monkey Business Signs at: (580) 357-1056.

## Annual Family and MWR Welcome Guide



• The MWR Guide is published on a yearly basis. It is the "what to know" guide for newcomers to the Fort Sill installation. At minimum, 10,000 copies are put into circulation throughout the year.

• The booklet is 5.5" x 8.5". Pricing for ad sizes are as follows: Cover page (inside, back inside & back cover) \$1500; Full page - \$1000; Half page - \$600; Quarter page - \$400; and Eighth page - \$200.

• Advertisers should provide their ad slick to our department, however we can create your ad layout for an additional cost.

The Marketing, Advertising and Publicity Department can put together a package including 2 or more of the advertising options for you, based on your company's needs. Listed below are just a few of the advertising packages that are available to help you increase your company's visibility at the Fort Sill Military Installation. Contact the Commercial Sponsorship and Advertising Coordinator for additional options.

### Child, Youth & School Services

Prices vary based on length of advertising

- This is a complete advertising package that gives your company direct impressions with patrons of our CYS Services facilities as well as participants in the Youth Sports Program. The Youth Sports Program offers over 12 sports throughout the year for youth participation. These include individual and team sports. There are nearly 1000 children that participate in the Youth Sports Program. The CYS Services advertising package includes the following:
  - Banner placement at each of the following facilities: Tincher CDC, Grierson CDC, School Age Center, and Youth Center.
  - Banner placement at facilities during a choice of 3 of the following Youth Sports seasons: basketball, tackle and flag football, T-ball, softball, baseball, soccer, swimming and volleyball.
  - Your company name/logo on sports T-shirts for the 3 selected Youth Sports.
  - Yearly advertising rates for this package are \$2,500. A two year commitment is \$4,000.

### Business Operations Division Advertising

Prices vary based on length of advertising

- Fort Sill's Business Operations Division (BOD) includes the Patriot Club, the Impact Zone, Twin Oaks Bowling Center, Fort Sill Golf Course and the Recycle Center all have advertising opportunities for your company. The Business Operations Division advertising package includes the following:
  - 5 Banners (3' x 6') to be placed throughout the appropriate BOD facilities.
  - 15 Table Tents (4" x 6") to be placed in BOD dining facilities (4).
  - 3 Ceiling Tile ads (4' x 4') to be placed at Twin Oaks Bowling Center.
  - Your choice of 6 of the UFC PPV events at the Impact Zone to conduct product sampling, coupon distributions or giveaways.
  - 2 Golf Cart ads at Fort Sill Golf Course
  - Yearly advertising rates for this package is \$2,500. A two year commitment is \$4,000.
  - The Fort Sill Family and MWR Marketing Department can also customize a specific BOD advertising package for your company.

### Sports and Recreation Advertising

Prices vary based on length of advertising

- Fort Sill's Community Recreation Division has numerous advertising venues that can increase your company's visibility to the highly active and energetic individuals at Fort Sill. This package gets your company's name directly in front of those individuals that are always on the go! The Sports and Rec advertising package includes the following:
  - 3 Banners (3' x 6') to be placed at your choice of the 3 fitness centers, the Automotive Skills Center, the RecPlex and LETRA.
  - 3 Banners (4' x 8') to be placed at the intramural football fields, softball fields and tracks (during sport specific seasons).
  - 10 Table tents to be placed in each LETRA Cabin.
  - Yearly advertising rates for this package is \$2,500.
  - The Fort Sill Family and MWR Marketing Department can also customize a specific Sports and Rec advertising package for your company.

**If your company is interested in advertising with select programs, please contact the Fort Sill Marketing Department for more details.**

### Better Opportunities for Single Soldiers (BOSS)



- The Fort Sill BOSS Program is responsible for raising the bar for the three pillars of their program for single Soldiers. Those pillars include: the quality of life, recreation/leisure & community service. There are about 5 large BOSS events throughout the year, the largest being Single Soldier Day.
- Advertising your company through BOSS events is \$1,000 per year and includes on-site set up for Single Soldier Day and two other events of your choice.
- Other bonuses include name/logo placement on shirts and recognition on all print & web advertising of BOSS events, on-site banner display and/or display booth at pre-arranged activities.





## ADDITIONAL OPPORTUNITIES

### **Ultimate Fighting Championships - Pay Per View (UFC-PPV) Events**

The Impact Zone hosts a UFC-PPV every month and each event brings in a standing room only crowd. Sponsorship of UFC-PPV events is limited to two sponsors total for each month due to limitation on space. This is the perfect opportunity to do product sampling or coupon distribution in front of a highly captive audience. Sponsorship for one month of UFC-PPV is \$300. A six month commitment is \$1,500 (\$1,800 value). Sponsorship of a full year of UFC-PPV events is \$2,500 (\$3,600 value). Sponsorship of the UFC-PPV events includes on-site display set up and company name/logo on all print and web advertisements during your sponsored month.

### **Lake Elmer Thomas Recreation Area (LETRA)**

Lake Elmer Thomas Recreation Area is host to many events during its summer season. LETRA has nearly 30,000 visitors throughout the summer, including Soldiers, Family members and other visitors. The busiest days are the opening weekend of Memorial Day (which saw nearly 8,000 visitors) and the closing weekend during the Labor Day holiday (over 2000 visitors). LETRA also will host another Summer Finale and "Amazing Fitness Race" next summer. The last event had nearly 900 attendees including free paddle boats and miniature golf for those out at the LETRA, rubber duck races and sand castle building contests for the kids, Tug-of-War and the "Amazing Fitness Race" for those ages 12 and up. Sponsorship of LETRA's summer activities is \$1,000. Sponsorship includes recognition listing on print and web advertisements of LETRA activities, on-site banner display (3' x 6') for the season and on-site display set up at selected activities.

### **Outdoor Recreation**

Fort Sill's Outdoor Recreation Program offers many trips around the southwestern region of the United States. Trips include camping, whitewater rafting, skiing, backpacking and much more. Sponsorship of Outdoor Recreation trips is \$1000 per trip and includes your company name/logo included on all pre-trip promotional materials printed or on the web. Your sponsorship of this program helps to defray transportation costs associated with delivering our Soldiers and Families to spectacular locations. Your company banner will go along for the trip and be included in many of the pictures that are taken. A free quarter page ad in the annual Family and MWR Directory is also included.

### **Intramural Sports**

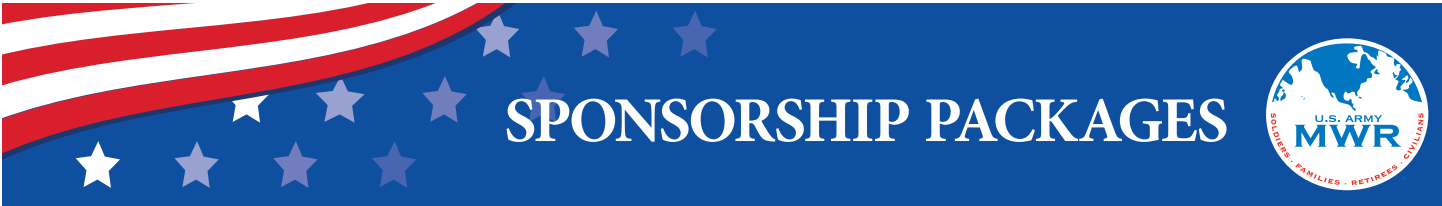
Fort Sill's Sports Office offers over 15 intramural sports (individual and team) for unit level participation. During 2010, there were over 15,000 participants in intramural sports. Sports offered include (but are not limited to): basketball, softball, flag football, volleyball, golf, soccer, bowling and tennis. Sponsorship of a full year of intramural sports is \$2,000 (\$2,500 value). Sponsorship of the Intramural sports includes on-site display set up (at selected events) and up to 5 banners (3' x 6') placed throughout the year at intramural sites (fitness centers, football fields, golf course, and tracks).

### **Display Banners**

Fort Sill offers over 25 locations for your company to display a banner on the installation. For standard size 3' x 6' or 4' x 6' banners, the yearly rate is \$1,000/per banner for up to 5 banners and includes up to 2 material exchanges during the year. The yearly rate for 6 banners and up is \$750/per banner and includes up to 2 material exchanges during the year. For non-standard size banners, please contact us for rate information. Your company is responsible for providing the artwork to the Family and MWR Marketing Department in a .JPEG, .PDF, or .EPS file format.

### **Fort Sill Welcome Center**

The Fort Sill Welcome Center (Building 4700) serves as the central location for newly in-processed Soldiers, Family members, and Civilians to register for ID cards, vehicle registration, and other Family programming needs. There are over ten agencies located within this facility including Family & MWR and Army Community Service headquarters. These agencies offer support in finance, housing referrals, banking, educational, and legal assistance. Your company can advertise in this high traffic facility by placing brochures in designated areas. Advertising rates include placement of up to 100 brochures for twelve months at \$1,000.



# SPONSORSHIP PACKAGES

The All-Inclusive Sponsorship Package provides your company the opportunity to be a part of all of the major events and activities, as well as some of the smaller programming the installation has to offer. This package also includes \$2,500 worth of advertising in your selected location(s) for advertising placement. In choosing the All-Inclusive package, a company is recognized as the Top Level Sponsor for each event.

Please contact the Fort Sill Family & MWR Advertising and Commercial Sponsorship Coordinator for additional information and pricing. (580) 442-3862.

## Premium Events Package    Sporting Events Package    Family Events Package

The Premium Events Package gives companies the opportunity to sponsor events that pull in a minimum one-thousand participants. The package includes the following events and programs: Oktoberfest, EasterEgg-stravaganza, Freedom's Thunder Motorcycle Rally, Army Soldier Show, Army Concert Tour (4th of July concert), POLO Match, and one Family Event. Sponsors are recognized as the Top Level Sponsors for each event in the package. This package also will include \$1,800 in advertising at your choice of locations.

Total package cost is \$11,000.

Invoicing can be done with equal monthly payments, quarterly payments or single payments.

The Sporting Events Package gives companies the opportunity to sponsor events that target an active participant population. The package includes the following events and programs: Combatives Tournament, Varsity Sports (including basketball, softball, and Ten-Miler team), Intramural Sports, Mountains of Mayhem Bike Race, 75th FIRES Brigade's Diamond Brigade Run, USMC's Devil Dog Run, Body vs. Earth Triathlon, and the Polar Bear Plunge 5K Run. Sponsors are recognized as the Top Level Sponsors for each event in the package. This package also will include \$1,000 in advertising at your preferred fitness center location.

Total package cost is \$10,500.

Invoicing can be done with equal monthly payments, quarterly payments or single payments.

The Family Events Package gives companies the opportunity to sponsor events that focus on Soldiers and Families. The package includes the following events and programs: Family of the Year ceremony, EasterEgg-stravaganza, Month of the Military Child, Volunteer Appreciation Week, Military Spouse Appreciation Day, Camp Cowabunga, Army Soldier Show, and Toys for Kids. Sponsors are recognized as the Top Level Sponsors for each event in the package. This package also will include \$2,000 in advertising at your choice of CYS Services locations.

Total package cost is \$8,500.

Invoicing can be done with equal monthly payments, quarterly payments or single payments.

## Custom Advertising and Sponsorship Packages

Fort Sill Family & MWR Custom Sponsorship Packages provides your company the flexibility to choose the events and programming you wish to be a part of. In order to build a custom package for your company, let us know which events and activities your company is interested in, as well as what type of budget you would like to maintain. We can develop a package based on advertising alone, sponsorship of events, or both. Take the easy route to advertising on the installation, by letting us customize a package specifically tailored for your company.

Please contact the Fort Sill Family & MWR Advertising and Commercial Sponsorship Coordinator for custom packaging. For more information on the Fort Sill Family & MWR Advertising and Commercial Sponsorship Program, please visit:

**[www.sillmwr.com](http://www.sillmwr.com)**



# Sponsor Wish List

Please check the appropriate box(es) to indicate which sponsorship and/or advertising opportunities your company is interested in.

## **SPONSORSHIP OPPORTUNITIES:**

### **Premium Events**

- Oktoberfest in the Southwest
- CGs St. Barbara's Day Ball
- Easter Egg-Stravaganza
- Freedom's Thunder Motorcycle Rally
- FIRES Seminar
- Army Concert Tour-4th of July Concert
- Army Soldier Show
- Polo Match

### **Sporting Events**

- Polar Bear Plunge 5K Run
- Mountains of Mayhem Bike Event
- 75th Fires Brigade - Diamond Brigade Run
- Fort Sill Combatives Tournament
- US Marine Corps - Devil Dog Run
- Body vs Earth Triathlon
- Varsity Sports - Basketball (M/W)
- Varsity Sports - Men's Softball
- Varsity Sports - Army Ten-Miler

### **Family Events**

- AFAP/AFTB
- Family of the Year Ceremony
- Toys For Kids
- Month of the Military Child
- Military Spouse Appreciation
- Volunteer Appreciation Ceremony
- Camp Cowabunga

## **ADVERTISING OPPORTUNITIES:**

- Digital TV Advertising
- Family & MWR Web site ([www.sillmwr.com](http://www.sillmwr.com))
- Fitness Centers
- Fort Sill Welcome Center
- Child, Youth, & School Services
- Billboard Advertising
- Annual Family & MWR Guide
- BOSS Program

### **Advertising Packages**

- Child, Youth, & School Services
- Business Operations Division Advertising
- Sports and Recreational Advertising

### **Additional Opportunities**

- Ultimate Fighter Championships - PPV Events
- Lake Elmer Thomas Recreation Area (LETRA)
- Intramural Sports
- Display Banners
- Non-Traditional Marketing & Advertising

### **Budget Range for Sponsorship & Advertising**

- Under \$1,000
- \$1,000-\$2,500
- \$2,500-\$7,500
- \$7,500-\$10,000
- \$10,000-\$20,000
- \$20,000+

# Sponsor Letter of Intent



Please fill out the Sponsor Wish List and the Sponsor Letter of Intent, detach and fax, e-mail or mail both the forms to the Fort Sill Family and MWR Marketing Department. By filling out the form below you acknowledge that you would like the Marketing Department to create a package based upon your advertising and sponsorship wish list, as well as your budget range. Once we've received your letter of intent, we'll contact you regarding your sponsorship and advertising package proposal. If you have any questions in the meantime, please don't hesitate to contact our office.

Contact Person: \_\_\_\_\_

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Cell: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

For more information, please contact:

Please complete this form and return to:

**Marketing, Advertising & Publicity**  
**ATTN: Commercial Sponsorship**  
**4700 NW Mow-Way Road**  
**Fort Sill, OK 73503**  
**(580) 442-0977 FAX**

**Andrew J. Duffy**  
**Advertising & Commercial Sponsorship**  
**(580) 442-3862 OFFICE**  
**(580) 583-5157 MOBILE**  
**(580) 442-0977 FAX**



**Directorate of  
Family & Morale, Welfare and Recreation**



**Marketing, Advertising, & Publicity**

**ATTN:** Commercial Sponsorship & Advertising

4700 Mow-Way Road

Fort Sill, Oklahoma 73503

(580) 442-3862 or (580) 442-1799