



WE'RE STRONGER TOGETHER.

**Support Soldiers and Families
Through Sponsorship of Family
and Morale, Welfare and
Recreation Programs**

2026 Corporate Sponsorship & Advertising Program

Increase your company's awareness and sales by targeting the viable military market. The MWR Marketing Office offers an array of opportunities. Sponsorship and Advertising revenues are used to support vital MWR programs including fitness, recreation and Family programs for Soldiers, their Families and the Fort Huachuca community. Call the Sponsorship & Advertising Coordinator today to get your business involved.

Gifts to Army Program

Many of you have asked us how you can help without being a sponsor or advertiser. The Gifts to Army Program is for businesses and individuals who are interested in donating cash or goods and services to benefit Soldiers and their Families and is not intended to solicit contributions. If you wish to donate, however, see the following contacts: If you wish your donation to stay local, please contact the Fort Huachuca gifts coordinator at 520-533-2689. If you wish for your donation to benefit those outside of Fort Huachuca, please contact the Army Donations Coordinator at www.giftstoarmy.army.mil.

Stacy Sandlin

Commercial Sponsorship/Advertising
Special Events

PHONE: 520-538-1686
CELL: 520-678-4446



NOEL (Night of Extraordinary Lights)
on Brown Parade Field

Jazz and Wine Fest on Brown Parade Field



Family and Morale, Welfare and Recreation

Fort Huachuca • Arizona

Family and MWR is an acronym, which stands for Family and Morale, Welfare and Recreation. It is the term given to the complete range of Community Support and Quality of Life programs, services and activities that are provided to the members of the Armed Forces and their Families on a military installation. They are similar to the programs, services and activities offered by a civilian municipality, but are tailored to the unique needs of Soldiers and Families. They include fitness centers, recreation centers, libraries, childcare, golf courses, swimming pools, bowling centers, riding stables and recreational and leisure activities.

The following is a listing of the planned Family and MWR events for 2026. Each event offers its own unique opportunity for you and your business to reach a new, targeted population. Commercial Sponsorship is basically advertising your business at our Family and MWR events. We take great pride in the fact that we work to match the event to the sponsor. We do this by analyzing the event and the expected audience.

What type of consumers will be attending the event? Are they families? Will they be single Soldiers? Are they active duty or retired? Will the audience be mostly men? Women? Are they in the 18-25 age bracket? Or maybe 25-40? Will there be parents of young children there? Or do they have older, college age children? Is this a family event? Is it a Soldier specific event? Is it geared more towards men? Women? Children? Families? Is the event to be held indoors or outdoors? Will it be here on Fort Huachuca or will it be in Sierra Vista? Is this going to be a large event, like a Festival or Concert, or a smaller more intimate event like a Texas Hold 'em Tournament or Right Arm Night?

We look at these questions and many more aspects of the event and strive to match the sponsor to the demographic they are targeting. We want our sponsors to get the most "bang for their buck." We want you to enjoy being a Family and MWR Sponsor. That means doing our part in making these events work for you.

Please consider working with us to sponsor one or more of these events. You'll have a new and creative marketing tool for your business. You'll be supporting Family and MWR in all we do to support our Soldiers and their Families, and you'll have a good time, too!

SPECIAL FAMILY & MWR EVENTS—Fiscal Year 2026



Music and Wine Fest
 Haunted Hay Ride
 *Thunder Mountain Challenge TM10
 *Right Arm Night/Turkey Bowl
 NOEL- Night of Extraordinary Lights
 New Year's Eve Party

*Right Arm Night
 AIT Super Bowl Party
 Icebreaker 10K Run
 Wrestling
 St. Paddy's 5K/2K Run
 College Rodeo
 *Right Arm Night
 *Military Child Celebration
 Toughest Mile
 Movie Night/Drive-in
 Festival of the Southwest
 Movie Night
 *Right Arm Night
 Splash Bash
 Murph Challenge
 Wine, Bacon and Bourbon
 *Right Arm Night
 Back to School Fair
 Splash Bash
 Fun Festival
 Doggie Dip
 *Right Arm Night

Tacos, Tequila and Tunes
 Haunted Hay Ride
 *Thunder Mountain Challenge TM10
 *Right Arm Night/Turkey Bowl
 Turkey Trot 5K
 Movie Night/Drive-in
 NOEL- Night of Extraordinary Lights
 New Year's Eve Party

*Military Specific Events

2025

October
 October
 October
 November
 December
 December

2026

January
 February
 February
 February
 March
 March
 March
 April
 April
 April
 May
 May
 May
 May
 June
 July
 July
 August
 September
 September
 September

2026

October
 October
 October
 November
 November
 November
 December
 December



Festival of the Southwest



Right Arm Night (after Turkey Bowl)



"Pony Kissing" booth at NOEL

The Better Opportunities for Single Service Members (BOSS) program represents the voice of the Single Service Member. The BOSS program is based on three program pillars: Quality of Life, Community Service and Recreation and Leisure. BOSS members have a voice in how they live, how they spend their leisure time and how they support the community around them. BOSS Members: Coordinate and participate in community service projects, organize recreation and leisure activities and actively support the quality of life needs of Single Service members. Sponsorship support for BOSS grants them the freedom to plan events and grow their program by providing necessary funding to put on quality events. **BOSS Packages** (Better Opportunities for Single Soldiers)

GOLD BOSS Sponsor - \$1500

SILVER BOSS Sponsor - \$1000

BRONZE BOSS Sponsor - \$500

Call for BOSS package details.

Overview of Events

College Rodeo: NIRA (National Intercollegiate Rodeo Association) rodeo in conjunction with Cochise College and Sierra Vista Riding Club. Students from over 15 colleges compete for a spot in the National College Rodeo finals. Expected attendance: 2000+

Festival of the Southwest and Fun Fest: Three day family events featuring live music, carnival, craft and food vendors. There are various levels of advertising with this event, from banner space on festival fencing to full logo recognition on all media and product display space for all three days of the event. Very family oriented, open to public. Usually draws crowds of 25-33K

Movie Nights/Drive-in: We take our huge outdoor movie screen down to our beautiful Astro-Turf ball field or setup in TBD parking lot and take our patrons back to the good old times of drive-in movies. Patrons bring chairs and/or blankets or park and settle in for the nights' selection. Movies will range from seasonal to action to family. These could be billed as Family and MWR and 'Your Business' present 'Movie Name'. Expected attendance: 200 - 400

Doggie Dip: Family pet event for pool time for the pooches. We have 'mutt treats' and 'people treats'. It's a chance for animal lovers to come out and see some vendors, have pictures taken with their pet, and enjoy the company of other animal lovers. Expected attendance: 100

Haunted Hay Ride: Creepy hay ride through multiple haunted live acted Halloween scenes and walk through a 10-room Haunted House at spooky Wren Arena. Kiddie Carnival with hay maze, games for the younger children. Expected attendance: 3,000+

Right Arm Night: Time for Soldiers to relax, have some free finger food, and enjoy camaraderie and esprit de corps, games and prizes. Spouses and civilians are welcome. Expected attendance: 200 +

Month of the Military Child Event: Our military children are as diverse as our Military Force, we celebrate them on this day by providing activities specially designed to help our military families. We also have a multitude of recreational activities, games and prizes for the children. All of this is at no charge to our military families. Expected attendance: 1,000 +

N.O.E.L. - (Night of Extraordinary Lights) Enjoy the lights of the season by strolling around historic Brown Parade Field and participate in "Ice Skating" and other seasonal festivities. Expected attendance: 3,000+

Tacos, Tequila and Tunes/Wine, Bacon and Bourbon: During the spring and fall, an evening under the stars on historic Brown Parade Field enjoying fine foods, wine and beer samples, arts and crafts vendors while listening to live music. Expected attendance: 1000





Advertising Rates 2026



Now is your chance to reach your military customers through the Fort Huachuca Family and MWR on-fort advertising program! Our programs allow your company's message to become visible among 22 facilities and 15,000 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. All advertising subject to Family and MWR approval.

Ad Program	Rate	Term
Posters		
Sponsor provided posters or MWR prints for \$20 each. Discounts are available for multiple locations. Fort Huachuca tower locations: Yardley community Center, Barnes Field House, CYS Parent Central, MWR Rents, Commissary, MVGC Pro Shop, CDC, Desert Lanes/Grill '77, Candlewood Suites on Main Post, IHG Army Hotel, Eifler Gym, Arts and Crafts Center	\$150 \$1500	per month, per location per year
Social Media Advertising		
	\$50	per Facebook post
Website Advertising		
Your logo hyperlinked from huachuca.armymwr.com		
Leader Board	728x90 pixels, 72 dpi	\$1500 per year \$750 per additional slot
Scrolling "In Page" ad	225x187 pixels, 72 dpi	\$1000 per year \$500 per additional slot
Banners		
Sponsor provides 6'x3' banner. Placed at youth ball fields. Multi-field discounts apply.	\$500	per year
Metal Signs		
Sponsor provides 8'x4' metal sign. Fort locations available are batting cage fence near Van Deman Gate (18,000 cars pass by per day), Warrior/Sentinel PT and athletic fields, Buffalo Corral, Cushman RV Storage, Sportsman's Center.	\$2000	per year
Digital Displays		
15 second static advertisement inserted onto 24 monitors at Desert Lanes Bowling Center.	\$250 \$2000	per month per year
Golf Score Board Signs		
Small and large sizes available, located in the Mountain View Golf Course courtyard.	\$800 \$1500	per year for small per year for large
Golf Course Bench		
Sponsor provides metal sign. Signs located on the hole, driving range or putting green.	\$400 \$900	per year 3 years

Advertising Rates 2026, Continued



Ad Program	Rate	Term
Pull Up Banners or Wall Banners Sponsor provides banner	\$200 \$1800	per month, per location per year, per location
Huachuca Choice Magazine Ad Published quarterly and distributed on fort to MWR Facilities, Public Affairs Office, on post hotels and in welcome packets for all incoming to Fort Huachuca.	\$600 \$400 \$250	per issue per issue per issue
Sponsor T-Shirts Your logo placed on 350-400 shirts that are awarded to civilian and active duty volunteers, DFMWR staff and given as prizes throughout the year.	\$750	per year
<p><i>Discounts are available for multiple advertising purchases.</i></p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>DESERT LANES MONITOR ADVERTISEMENT</p> </div> <div style="text-align: center;"> <p>GOLF COURSE BENCH EXAMPLE</p> </div> <div style="text-align: center;"> <p>SPONSORSHIP T-SHIRT</p> </div> <div style="text-align: center;"> <p>PULL-UP BANNER EXAMPLE</p> </div> </div>		
METAL SIGNS & BANNERS 		
GOLF COURSE SCORE BOARD 		

2026 Sponsorship Packages



PLATINUM SPONSORSHIP PACKAGE - \$25,000

- 1.) Sponsor log will be listed as "Platinum" on all forms of advertising for each event.
- 2.) Primary banner space at each event.
- 3.) Display space at each event.
- 4.) Complimentary ticket to the events that require tickets. (Amount to be determined.)
- 5.) Your "Platinum" sponsorship allows you the privilege to advertise your Family and MWR sponsorship status on your own advertising (with prior Family and MWR Marketing approval).
- 6.) Your "Platinum" logo display on the 2026 Family and MWR promotional T-shirts.
- 7.) A web link to your business website from huachuca.armymwr.com website at 200,000 page hits per year.
- 8.) Sponsor will receive one golf course bench sign on MVGC for a period of one (1) year.

ALL AMERICAN SPONSORSHIP PACKAGE - \$20,000

- 1.) Sponsor log will be listed as "All American" on all forms of advertising for each event.
- 2.) Primary banner space at each event.
- 3.) Display space at each event.
- 4.) Complimentary ticket to the events that require tickets. (Amount to be determined.)
- 5.) Your "All American" sponsorship allows you the privilege to advertise your Family and MWR sponsorship status on your own advertising (with prior Family and MWR Marketing approval).
- 6.) Your "All American" logo display on the 2026 Family and MWR promotional T-shirts.
- 7.) Sponsor will receive one golf course bench sign on MVGC for a period of one (1) year.

LIBERTY SPONSORSHIP PACKAGE - \$15,000

- 1.) Sponsor log will be listed as "Liberty" on all forms of advertising for each event.
- 2.) Primary banner space at each event.
- 3.) Display space at each event.
- 4.) Complimentary ticket to the events that require tickets. (Amount to be determined.)
- 5.) Your "Liberty" sponsorship allows you the privilege to advertise your Family and MWR sponsorship status on your own advertising (with prior Family and MWR Marketing approval).
- 6.) Your "Liberty" logo display on the 2026 Family and MWR promotional T-shirts.
- 7.) Sponsor will receive one golf course bench sign on MVGC for a period of one (1) year.

PATRIOT SPONSORSHIP PACKAGE - \$10,000

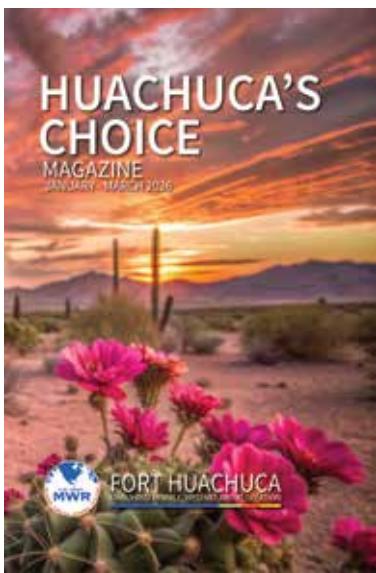
- 1.) Sponsor log will be listed as "Patriot" on all forms of advertising for each event.
- 2.) Primary banner space at each event.
- 3.) Display space at each event.
- 4.) Complimentary ticket to the events that require tickets. (Amount to be determined.)
- 5.) Your "Patriot" sponsorship allows you the privilege to advertise your Family and MWR sponsorship status on your own advertising (with prior Family and MWR Marketing approval).
- 6.) Your "Patriot" logo display on the 2026 Family and MWR promotional T-shirts.
- 7.) Sponsor will receive one golf course bench sign on MVGC for a period of one (1) year.

FREEDOM SPONSORSHIP PACKAGE - \$7,000

- 1.) Sponsor log will be listed as "Freedom" on all forms of advertising for each event.
- 2.) Primary banner space at each event.
- 3.) Display space at each event.
- 4.) Complimentary ticket to the events that require tickets. (Amount to be determined.)
- 5.) Your "Freedom" sponsorship allows you the privilege to advertise your Family and MWR sponsorship status on your own advertising (with prior Family and MWR Marketing approval).
- 6.) Your "Freedom" logo display on the 2026 Family and MWR promotional T-shirts.

EAGLE SPONSORSHIP PACKAGE - \$5,000

- 1.) Sponsor log will be listed as "Eagle" on all forms of advertising for each event.
- 2.) Primary banner space at each event.
- 3.) Display space at each event.
- 4.) Complimentary ticket to the events that require tickets. (Amount to be determined.)
- 5.) Your "Freedom" logo display on the 2026 Family and MWR promotional T-shirts.



YOUR INFORMATION or AD IN ONE OF THESE SPACES PER ISSUE:

1/4 Page: \$250

1/2 Page: \$400

Full Page: \$600

1/4 Page: \$250

Full Page: \$600

1/2 Page: \$400

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Sample Ad Inserted in Sierra Vista Herald Actual Size = 3 column by 7 inches



Sample Event Poster

Stacy Sandlin
Marketing/Special Events Coordinator
Commercial Sponsorship/ Advertising
556 Augur Avenue Building 22214
Fort Huachuca, AZ 85613
OFFICE: 520-538-1686
CELL: 520-678-4446
Email: stacy.d.sandlin.naf@army.mil

U.S. ARMY MWR
SOLDIERS. FAMILIES. RETIREES. CIVILIANS



DEMOGRAPHICS OF FORT HUACHUCA AND THE SURROUNDING AREA

- *Fort Huachuca, the home of the Buffalo Soldier, has more than 15,000 soldiers and civilians working on a daily basis, and is bordered by the City of Sierra Vista, which has a population of more than 45,000.*
 - *Fort Huachuca is the home of Army Military Intelligence, as well as Network Enterprise Technology Command, formerly known as Army Signal Command.*
 - *Given the rapid growth of the area, due namely to the presence of Fort Huachuca, there are a lot of incoming marketing opportunities! Several 4-year colleges and universities have put down roots. The retirement population continues to explode!*
 - *75% of the Soldier and civilian population make \$35,000 or more in annual household income.*
 - *78% have or are pursuing secondary education.*
 - *The majority of our population is between 20 and 45 years of age!*
 - *The majority of our Soldiers are family oriented.*

The Association of Defense Communities selected the City of Sierra Vista to receive the 2016 Community Excellence Award in recognition of its outstanding support of and partnership with Fort Huachuca.

"It is an honor to see the longstanding and ongoing collaboration between the City of Sierra Vista and Fort Huachuca recognized on the national stage," then Sierra Vista Mayor Rick Mueller said. "This close relationship has resulted in innovative partnerships at the airport, in our library, with other municipal services, and in efforts to conserve and recharge our local water supply. The Fort remains an integral part of our community."

"I congratulate the City on being recognized by the Association of Defense Communities as a Community of Excellence," said Army COL Thomas Boone, Fort Huachuca's garrison commander. "The bond between the City of Sierra Vista and Fort Huachuca is a strong one and it makes being stationed here one of the best assignments in the Department of Defense."

The close relationship between Fort Huachuca, the City of Sierra Vista, and other regional partners was also highlighted in 2012, when the ADC named Fort Huachuca the Installation of the Year. Tom Hessler received the ADC Leadership Award in 2006, when he was serving as the mayor of Sierra Vista.

In 2021, Fort Huachuca's Garrison was recognized as the top one across the Army for that year. The honor was given to the garrison by the Army's Installation Management Command, a support formation of the Army, responsible for the day-to-day management of Army installations around the world. IMCOM defines Army garrisons as "communities that provide many of the same types of services expected from any small city."