



# WE'RE STRONGER TOGETHER.

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

### 2018

#### 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 (Barbi Barnett, Chief of Support at 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](http://www.giftstoarmy.army.mil).

#### Stacy Sandlin

Commercial Sponsorship and Advertising Account Executive

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Jazz and Wine Festival on Brown Parade Field



Festival of the Southwest at Veterans Memorial Park, SV

## 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 2018. 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 2018

Music and Wine Fest  
Haunted Hay Rides  
\*Right Arm Night Turkey Bowl  
\*Turkey Giveaway  
\*Holiday Stocking Giveaway  
NOEL - Night of Extraordinary Lights  
New Year's Eve Party

\*Right Arm Night  
Super Bowl Party  
College Rodeo  
\*Right Arm Night  
\*Military Child Celebration  
\*Volunteer Appreciation Luncheon  
Festival of the Southwest  
Movie Night  
\*Military Spouse Appreciation Day  
\*Armed Forces Day  
\*Right Arm Night  
Wine and Jazz Fest  
Movie Night  
All Army Boxing Championships  
Movie Night  
\*Right Arm Night  
Movie Night  
Movie Night  
Fun Festival  
Mutt March  
\*Right Arm Night  
Bowling Tournaments  
BOSS (Better Opportunities for Single Soldiers)

**2017**  
October  
October  
November  
November  
December  
December  
December

**2018**  
January  
February  
March  
March  
April  
April  
May  
May  
May  
May  
May  
May  
June  
June  
June  
July  
July  
August  
September  
September  
September  
September  
TBD  
TBD



**Festival of the Southwest**



**Mutt March**



**Haunted Hay Ride - Kids Area**



**Right Arm Night at Desert Lanes**

*\* Military Specific Events*

## Overview of Events

**All Army Boxing Championships:** The best of the best Soldiers compete for the All Army Boxing Championship Title. Sponsors of this event receive a ring side table and finger foods to enjoy while watching the Army's best boxers. Expected attendance: 800+ per night

**College Rodeo:** NIRA (National Intercollegiate Rodeo Association) rodeo in conjunction with Cochise College and Sierra Vista Riding Club. Students from over 25 colleges compete for a spot in the National College Rodeo finals. Expected attendance: 1000+

**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 20,000+

**Movie Nights:** We take our huge outdoor movie screen down to our beautiful Astro-Turf ball field and take our patrons back to the good old times of drive-in movies. Patrons bring chairs and/or blankets 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

**Mutt March:** Dog walk done in conjunction with the Fun Festival. We have 'mutt treats' and 'people treats'. A chance for animal lovers to come out and see some vendors, have pictures taken with their pet, release their pet's 'inner artist' with a pet monet painting and enjoy the company of other animal lovers. Expected attendance: 75+

**Haunted Hay Rides:** Creepy hay ride through multiple haunting Halloween scenes and a 10-room Haunted House around 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: 300+

**Month of the Military Child Celebration:** 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+

**Armed Forces Day:** Enjoy free food and bowling at Jeannie's Diner and Desert Lanes Bowling Center to celebrate all of our Armed Forces. Expected attendance: 250+

**Volunteer Appreciation:** Luncheon to celebrate the many Volunteers that help us so much on Ft. Huachuca. We recognize the Military, Youth, and Civilian Volunteer of the Year. Expected attendance: 150+

**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+

**Military Spouse Appreciation:** Night set aside to pay tribute to our Military Spouses during the month of May. Expected attendance: 100+

**Music/Wine/Jazz Festival (On the Green):** 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: 800+

# Advertising Rates 2018



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 23 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
<b>Posters</b>		
Sponsor provides poster or MWR prints for \$15 each.	\$100	per month, per location
Discounts are available for multiple locations.	\$1000	per year
Fort Huachuca tower locations: Yardley Community Center, TMAC, Barnes Field House, CYS Parent Central, MWR Rents, Commissary, ACS, MVGC Pro Shop, CDC, SAS, Desert Lanes/ Jeannie's Diner, Candlewood Suites on Main Post, IHG Army Hotel, Eifler Gym		
<b>Website Advertising</b>		
Your logo hyperlinked from <a href="http://www.huachuca.armymwr.com">www.huachuca.armymwr.com</a>		
Leader Board 28x90 pixels, 72 dpi	\$1500	per year
	\$750	per additional slot
Sidebar 1(top right) 2(bottom right) 300x250 pixels, 72 dpi	\$1000	per year
	\$500	per additional slot
Bottom of page - 3 spaces 180x150 pixels, 72 dpi	\$800	per year
<b>Signage</b>		
Sponsor provides 3 x 6' banner. Placed at youth ball fields. Multi-field discounts apply.	\$750	per year
Sponsor provides 4 x 8' metal sign. Fort locations available are batting cage fence near Van Deman Gate (18000 cars pass by per day), Warrior/Sentinel PT and athletic fields, Buffalo Corral, Cushman RV Storage, Sportsman's Center.	\$1000	per year
<b>Digital Displays</b>		
15 second static advertisement inserted onto the 24 monitors at Desert Lanes Bowling Center.	\$125	per month
	\$1000	per year
<b>Golf Course Bench Signs</b>		
Sponsor provides metal sign. Signs located on the hole, driving range or putting green.	\$400	per year
	\$900	3 years
<b>Golf Course Range Balls</b>		
Your logo placed on driving range balls	\$3000	6 months (12,000 balls)
	\$5000	1 year (24,000 balls)

# Advertising Rates 2018, Continued



Ad Program	Rate	Term
<b>Pull Up Banners</b>		
Sponsor provides banner	\$200 \$1800	per month, per location per year, per location
<b>Huachuca Choice Magazine Ad</b>		
Published bi-monthly and distributed on fort to MWR facilities and Public Affairs Office.		
Full page	\$350	per issue
Half page	\$200	per issue
Quarter page	\$125	per issue
Information/Coupon page (Approximately 8 spots on page)	\$100	per coupon per issue
Space is limited. First come, first served!		
<b>Sponsor T-Shirts</b>		
Your logo placed on 350 shirts that are awarded to civilian and active duty volunteers, some DFMWR staff and given as prizes throughout the year.	\$500	per year

*Discounts are available for multiple advertising purchases.*



**Sponsorship T-Shirt**



**Golf Course Bench Example**



**Pull-up Banner Example**

# 2018 Sponsorship Packages



## **PLATINUM SPONSORSHIP PACKAGE - \$25,000**

- Fifteen (15) 2018 Special Events
- All Right Arm Nights
- Two (2) Pieces of Advertising or
- Two (2) Tables at All Army Boxing

- 1) Sponsor logo 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 tickets 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 displayed on the 2018 Family and MWR promotional T-shirts.
- 7) A web link to your business website from [www.huachuca.armymwr.com](http://www.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**

- Twelve (12) 2018 Special Events
- All Right Arm Nights

- 1) Sponsor logo 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 tickets 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 displayed on the 2018 Family and MWR promotional T-shirts.
- 7) A web link to your business website from [www.huachuca.armymwr.com](http://www.huachuca.armymwr.com) website at 2000,000 page hits per year.
- 8) Sponsor will receive one golf course bench sign on MVGC for a period of one (1) year.

## **LIBERTY SPONSORSHIP PACKAGE - \$15,000**

- Nine (9) 2018 Special Events
- Two (2) Right Arm Nights

- 1) Sponsor logo 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 tickets 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 displayed on the 2018 Family and MWR promotional T-shirts.
- 7) A web link to your business website from [www.huachuca.armymwr.com](http://www.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.

# 2018 Sponsorship Packages



## **PATRIOT SPONSORSHIP PACKAGE - \$ 10,000**

- Six (6) 2018 Special Events
- Two (2) Right Arm Nights

- 1) Sponsor logo 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 tickets 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 displayed on the 2018 Family and MWR promotional T-shirts.
- 7) A web link to your business website from [www.huachuca.armymwr.com](http://www.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.

## **FREEDOM SPONSORSHIP PACKAGE - \$ 7,000**

- Four (4) 2018 Special Events
- Two (2) Right Arm Nights

- 1) Sponsor logo 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 tickets 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 displayed on the 2018 Family and MWR promotional T-shirts.
- 7) A web link to your business website from [www.huachuca.armymwr.com](http://www.huachuca.armymwr.com) website at 200,000 page hits per year.

## **EAGLE SPONSORSHIP PACKAGE - \$ 5,000**

- Two (2) 2018 Special Events
- One (1) Right Arm Night or Three Special Events

- 1) Sponsor logo 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 tickets to the events that require tickets. (Amount to be determined.)
- 5) Your “Eagle” 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 “Eagle” logo displayed on the 2018 Family and MWR promotional T-shirts.
- 7) A web link to your business website from [www.huachuca.armymwr.com](http://www.huachuca.armymwr.com) website at 200,000 page hits per year.

**"GALACTIC STRIKE BOWL"**

Saturday Nights, 7-10 PM.

Just \$20 per person!

Price includes **unlimited** bowling and shoe rental.

Everyone Welcome!

Call 533-2849 for information.

**Follow us at**

[www.facebook.com/DesertLanes1/](http://www.facebook.com/DesertLanes1/)



Murr Community Center and Ticket Office has **MOVED** AND changed their name to **YARDLEY COMMUNITY CENTER & TICKET OFFICE** Now Located Across from Eifler Fitness Center in the former Yardley Dining Facility. **For more info, call 533-2404.**

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

1/4 Page: \$125 Each

1/2 Page: \$200 Each

Full Page: \$350 Each

6-8 Coupons  
per page

Approximately  
1" x 5.5"

**YOUR INFORMATION AND/OR COUPON  
IN ONE OF THESE SPACES.  
\$100 PER SPACE, PER ISSUE**



**"GALACTIC STRIKE BOWL"**

Saturday Nights, 7-10 PM. Just \$20 per person!

Price includes **unlimited** bowling and shoe rental.

Everyone Welcome! Call 533-2849 for information.

**Follow us at [www.facebook.com/DesertLanes1/](http://www.facebook.com/DesertLanes1/)**





## 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 almost 40,000.*
- *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 “Mall at Sierra Vista” is constantly expanding, and 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 has 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,” Sierra Vista Mayor Rick Mueller says. “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,” says 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.