



# WE'RE STRONGER TOGETHER.



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



## 2024

### 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](http://www.giftstoarmy.army.mil).



### Stacy Sandlin

Commercial Sponsorship/Advertising  
Special Events

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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 2024. 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 2024

Music and Wine Fest  
 Haunted Hay Ride  
 \*Army 10 Miler  
 \*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  
 St. Paddy's 5K/2K Run  
 College Rodeo  
 \*Right Arm Night  
 Quarterly Entertainment at TMAC  
 \*Military Child Celebration  
 Duathlon  
 Festival of the Southwest  
 Movie Night  
 \*Right Arm Night  
 Jazz and Wine Fest  
 Quarterly Entertainment at TMAC  
 Movie Night  
 Movie Night  
 \*Right Arm Night  
 Back to School Fair  
 Movie Night  
 Quarterly Entertainment at TMAC  
 Movie Night  
 9-11 5K  
 Fun Festival  
 Doggie Dip  
 \*Right Arm Night

Music and Wine Fest  
 Haunted Hay Ride  
 \*Army 10 Miler  
 \*Right Arm Night/Turkey Bowl  
 Turkey Trot 5K  
 NOEL - Night of Extraordinary Lights  
 New Year's Eve Party

### \* Military Specific Events

**2023**  
 October  
 October  
 October  
 November  
 December  
 December

**2024**  
 January  
 February  
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**Fy25**  
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 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**

Logo recognition on all BOSS Marketing; Logo recognition on t-shirts printed by BOSS; Sponsor activation at 4 BOSS events open to sponsors

**Silver BOSS Sponsor**

Logo recognition on all BOSS Marketing; Logo recognition on t-shirts printed by BOSS; Sponsor activation at 2 BOSS events open to sponsors

**Bronze BOSS Sponsor**

Logo recognition on all BOSS Marketing; Logo recognition on t-shirts printed by BOSS

## 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: 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

**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 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+

**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+

**Music/Wine/Jazz Festivals (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: 1000



# 2024 Sponsorship Packages



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

- 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 2024 Family and MWR promotional T-shirts.
- 7) A web link to your business website from [huachuca.armymwr.com](http://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 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 2024 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 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 2024 Family and MWR promotional T-shirts.
- 7) Sponsor will receive one golf course bench sign on MVGC for a period of one year.

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

- 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 2024 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 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 2024 Family and MWR promotional T-shirts.

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

- 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” logo displayed on the 2024 Family and MWR promotional T-shirts.

# Advertising Rates 2024



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
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### Posters

Sponsor provides poster or MWR prints for \$20 each.	\$150	per month, per location
Discounts are available for multiple locations.	\$1500	per year
Fort Huachuca tower locations: Yardley Community Center, TMAC, Barnes Field House, CYS Parent Central, MWR Rents, Commissary, MVGC Pro Shop, CDC, Desert Lanes/ Jeannie’s Diner, Candlewood Suites on Main Post, IHG Army Hotel, Eifler Gym, Arts and Crafts Center		

### Website Advertising

Your logo hyperlinked from [huachuca.armymwr.com](http://huachuca.armymwr.com)

Leader Board	728x90 pixels, 72 dpi	\$1500	per year
		\$750	per additional slot
Scrolling “In Page” ads		\$1000	per year
		\$500	per additional slot
<b>Social Media Advertising</b>		\$50	per post

### Banners

Sponsor provides 3 x 6’ banner. Placed at youth ball fields. Multi-field discounts apply.

Sponsor provides 8’ x 4’ 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.

### Digital Displays

15 second static advertisement inserted onto the 24 monitors at Desert Lanes Bowling Center.

\$150	per month
\$1500	per year

### Golf Course Bench Signs

Sponsor provides metal sign. Signs located on the hole, driving range or putting green.

\$400	per year
\$900	3 years

# Advertising Rates 2024, Continued



Ad Program	Rate	Term
<b>Pull Up Banners</b>		
Sponsor provides banner	\$200	per month, per location
	\$1800	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.

Full page	\$525	per issue
Half page	\$350	per issue
Quarter page	\$200	per issue

## Sponsor T-Shirts

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.

\$750	per year
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*Discounts are available for multiple advertising purchases.*

DESERT LANES MONITOR ADVERTISEMENTS



GOLF COURSE BENCH EXAMPLE



PULL-UP BANNER EXAMPLE



SPONSORSHIP T-SHIRT





**The World's  
Only "Laser  
Shooting"  
Zipline!**  
(Military Discounts!)  
**Special Rates for groups  
of 10 +. Let us host your  
Birthday Party, Special  
Event, or Team Building**



130 So 7th Street, Tombstone  
520-240-1155  
outlawzipline.com



**SYNERGY<sup>®</sup>  
HomeCare**

We provide Personal  
Assistant services for  
busy soldiers

520-685-1035



Scan & Enter  
VETCARE For 15% Off

PAID ADVERTISEMENT. NO FEDERAL ENDORSEMENT IMPLIED.

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

- 1/4 Page: \$250 Each
- 1/2 Page: \$400 Each
- Full Page: \$600 Each



OPEN TO AUTHORIZED MWR PATRONS

Family and Morale, Welfare and Recreation with The Exchange present

# JAZZ & WINE FESTIVAL

**Saturday 10 June**  
**5-9 PM**  
 BROWN PARADE FIELD  
 FORT HUACHUCA

*An Evening on the Green*

Wine by the bottle/glass, beer by the glass, concessions and bourbon/whiskey samples available for purchase!

DESERT FEVER AND DJ DIRTY RED WILL PROVIDE FREE ENTERTAINMENT

Bring Your Own Blankets & Chairs (No Outside Food or Drinks)

ARTS AND CRAFT VENDORS ON SITE!

For more information, call 520-533-5714 or 533-4471

Please drink responsibly or bring a designated driver

Wine Glasses from the Arts & Crafts Center available to purchase!

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

VETERANS MEMORIAL PARK

# FUN Festival

FREE ENTERTAINMENT • CARNIVAL RIDES • FREE PARKING & ADMISSION • VENDORS

**22-23-24 SEPT**

FRIDAY 4-11 PM  
 SATURDAY 12-11 PM  
 SUNDAY 12-5 PM

**FRIDAY NIGHT**  
 7-8:45  
**AZ-Z TOP**

AZ-Z TOP brings the look, the sound and the beards!

**9-10:45**  
**CREDENCED**

A Tribute to CREDENCE  
 CLEARWATER REVIVAL & JOHN FOGERTY!

Tribute to the Little O!  
 Band from Texas, ZZ TOP!

**SATURDAY NIGHT**  
 6-7:30  
**POWERFIXX**

Playing the Best Pop Rock & Alternative 80's Hits!

**8-10:45**  
**BRITAIN'S FINEST**

Relive Beatlemania with Britain's Finest BEATLES Tribute Band!

"As close to the real deal as you may ever find in this lifetime."  
 CBS Los Angeles

**ADVANCE RIDE TICKETS & WRISTBANDS**

Advance Price  
 10 Tickets for \$9  
 Carnival Price  
 10 Tickets for \$12

Advance Price  
 1 Day Band \$30  
 Carnival Price  
 1 Day Band \$35

AVAILABLE AT  
 Yardley Community Center, Fort Huachuca  
 Ace Hardware & Safeway, Sierra Vista

**SUNDAY, 24 SEPT. 12-4 PM**  
**FAMILY DAY**

Free Kids' Activities like Horse Lead-Arounds, Arts & Crafts Projects, Give-Aways & more!

**ALL CARNIVAL RIDES ONE TICKET ON SUNDAY!**

Sample Poster  
 Tabloid Size - 11x17 inches



**Stacy Sandlin**

Marketing/Special Events Coordinator  
 Commercial Sponsorship/ Advertising

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## **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.”