



# FORT SILL SPONSORSHIP & ADVERTISING



Family and Morale, Welfare and Recreation





# 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

REPLY TO ATTENTION OF  
Directorate, Family and Morale, Welfare, and Recreation

Thank you for your decision to seek information regarding sponsorship and advertising opportunities at Fort Sill Family and MWR. Army Family and MWR Programs is a comprehensive global network enhancing the quality of life, supporting the readiness, and promoting the well-being of Soldiers, their Families, civilian employees and military retirees. Fort Sill Family and MWR accomplishes this mission via more than 28 different facilities and offers exceptional service to the population of more than 100,000 that we serve.

Corporate sponsorship is one of the fastest growing types of marketing in the United States! Sponsorship provides a fantastic means of increasing your company's competitive edge by making your company more visible by supporting events that interest your target audience. 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. Demonstrate your brand's commitment to the military community by partnering with Family and MWR. We're Stronger Together.

This purpose of this guide is to match your company with the right opportunities. It contains:

- Installation Demographics
- Sponsorship & Advertising Opportunities
- Sponsorship & Advertising Packages
- Additional Opportunities

The sponsorship program offers a wealth of opportunities to expand your reach through Fort Sill Family and MWR. The wide array of options offers many choices that can fit any business and 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 we offer to our outstanding community members!

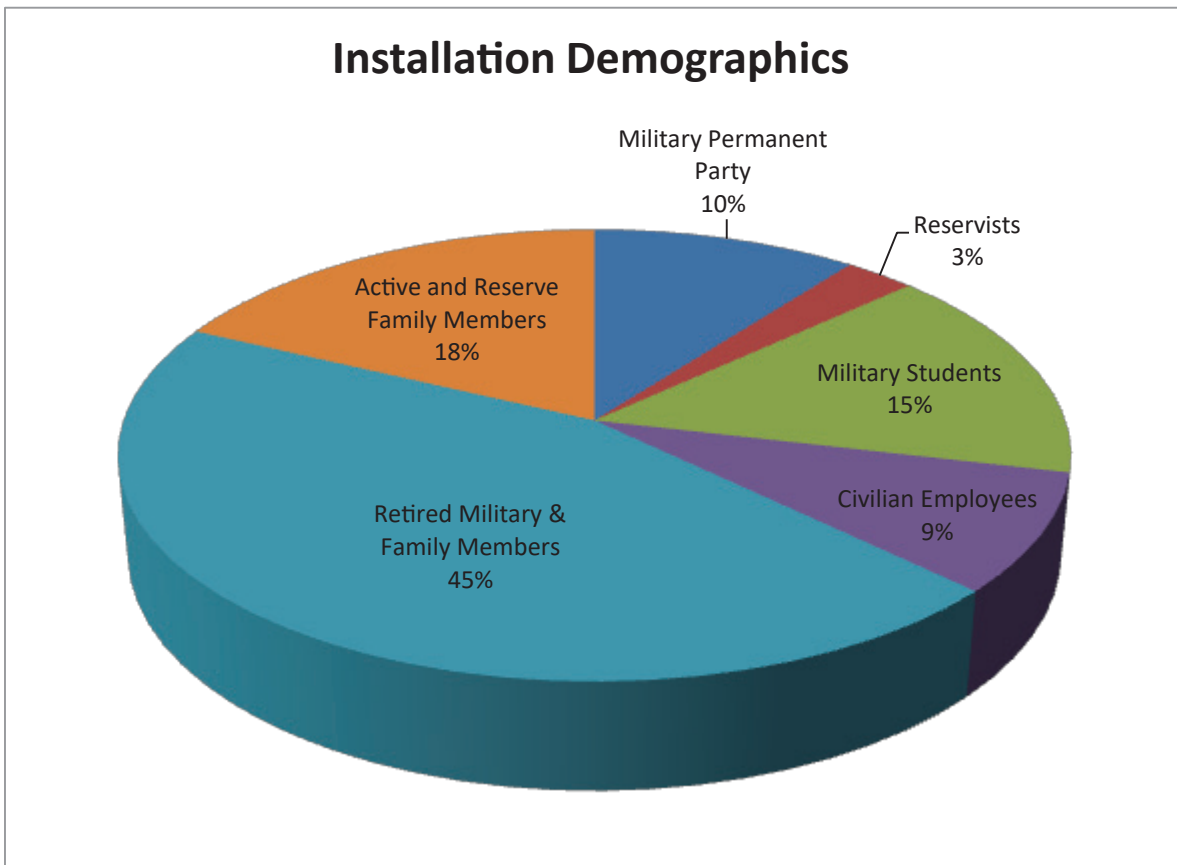
Michele Flanagan  
Marketing Director  
Directorate, Family and Morale, Welfare and Recreation  
Fort Sill, OK

# WELCOME TO FORT SILL, OKLAHOMA

Home of the Fires Center of Excellence

Installation Demographics  
(FY 2020)

<b>Military Permanent Party</b>	7,516
<b>Reservists</b>	2,002
<b>Military Students</b>	11,142
<b>Civilian Employees</b>	6,123
<b>Retired Military &amp; Family Members</b>	32,678
<b>Active and Reserve Family Members</b>	12,919
<b>Total Fort Sill Population</b>	<b>72,380</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.



## MILITARY SPOUSE APPRECIATION NIGHT (SPOUSE-A-PALOOZA)

MAY

- Projected attendance: 300 military spouses
- This expo style event will celebrate military spouses with refreshments, scavenger hunt, product samples, demonstrations and in-kind services from vendor representatives and corporate sponsors. Event concludes with approximately 30 prize giveaways.
- Sponsorship investment begins at \$350



## MILITARY APPRECIATION AND FAMILY FUN DAY

JULY

- Projected attendance: 2,000
- The Military Appreciation Family Fun Day is an annual event occurring in July. It is open to the entire Lawton-Fort Sill community. The event is held at Lake Elmer Thomas Recreation Area (LETRA) and includes live music and several outdoor activities.
- Sponsorship investment begins at \$350.



## COMMANDING GENERAL'S SAINT BARBARA'S DAY BALL

DEC

- Projected attendance: 500
- The Commanding General's St. Barbara's Day Ball is an annual event held in early December. It is a high-profile event with participation by Fort Sill Leaders. The event offers first-class festivities including the ceremonial firing of a French 75mm cannon, plated dinner, awardee inductions into the Order of Saint Barbara, entertainment and dancing.
- Sponsorship investment begins at \$500.



## ANNUAL FAMILY AND MWR CONCERT

JULY

- Projected attendance: 7,000 - 10,000
- Category exclusive sponsorships include Exclusive Beverage Sponsor and Exclusive Automobile Sponsor.
- The Army Concert is Fort Sill Family and MWR's PREMIER event offering a safe, state-of-the-art, top quality concert.
- Sponsorship investment begins at \$2,500.



## BETTER OPPORTUNITIES FOR SINGLE SOLDIERS DAY (BOSS)

AUG

- Fort Sill has approximately 1,400 single Soldiers.
- Single Soldier Day is the largest BOSS Event of the year. Single Soldiers gather for a day of quality fun featuring food, music, sports and entertainment.
- Sponsorship investment begins at \$350.



## OKTOBERFEST

OCT

- Projected attendance: 2,000 over 2 days
- Fort Sill's Oktoberfest is held at the historic Patriot Club. The German celebration commences with a Keg-Tapping tradition hosted by the Commanding General. The Oktoberfest features authentic German entertainment and an array of German food and beverage options.
- Sponsorship investment begins at \$500.



## TOYS FOR KIDS PROGRAM

DEC

- Projected attendance: 400 Families; 1,200 Children
- Most recently, Toys for Kids gave over 3,000 gifts to our military children. Christmas for Fort Sill families is brighter thanks to the hard work and generous spirit of all who are involved with this wonderful effort to take care of our military families.
- Sponsorship investment begins at \$500. Other sponsorship opportunities include in-kind sponsorship, providing new toys, games, and other gift items for children. newborn to age 12.

# FAMILY & SPORTING EVENTS

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



## EASTER EXTRAVAGANZA

MAR-APR

- Projected attendance: 1,500 - 2,000
- The Easter Extravaganza is the annual Fort Sill Easter Egg Hunt held the Saturday before Easter.
- Sponsorship investment begins at \$350. Other sponsorship opportunities include providing in-kind product for prizes and giveaways, Easter eggs for the hunt, Easter egg baskets, and /or other Easter goodies.



## MONTH OF THE MILITARY CHILD

APR

- The Army celebrates Month of the Military Child in April. Fort Sill Family and MWR brings a variety of activities to our Military children. Activities include youth expo's, a mystery dinner, arts & crafts, sporting events and more!
- Sponsorship investment begins at \$500. Sponsorship also includes the opportunity to provide gifts as door prizes.



## RUN FOR THE FALLEN

NOV

- Projected Attendance: 1,200+
- The Run for the Fallen is an annual race co-hosted with the 428th Fires Brigade. The event is held the day before Thanksgiving and features a 5K run and a 1-mile family fun run. The event honors Gold-Star Families and fallen Soldiers who defended our nation.
- Sponsorship investment begins at \$350. There is also the opportunity to provide in-kind items such as door prizes.

# SPONSORSHIP PACKAGES

Fort Sill Family and MWR offers Sponsorship Packages for those companies interested in bundling their investments, in order to receive more value for selecting a large number of events. The packages below outline several events in a certain category, providing your company the opportunity to be a part of many events targeting a specific market of people. With choosing a package, a company is recognized at the Top Sponsorship Level for each event.

## FAMILY EVENTS PACKAGE

The Family Events Package gives companies the opportunity to sponsor events that focus directly on the Soldiers and families.

The package includes the following events and programs: Easter Extravaganza, Month of the Military Child, Military Spouse Appreciation Night; Spouse-A-Palooza, and Toys for Kids

This package also includes \$2,000 in advertising at your choice of Child, Youth and School Services locations.

## PREMIUM EVENTS PACKAGE

The Premium Events Package gives companies the opportunity to sponsor Fort Sill Family and MWR's key events that typically draw the largest crowds.

The package includes the following events and programs: Easter Extravaganza, Family and MWR Concert, Military Appreciation Day, Oktoberfest, Tour de Fort Sill (Bike Run), and Run for the Fallen.

This package also includes a complimentary full page ad in a selected edition of the Fort Sill Family and MWR bimontly, *Fort Sill Living* magazine.

**Total package cost is \$6,000.**

**Total package cost is \$8,000.**

Invoicing can be done with equal monthly payments, quarterly payments or all an all-inclusive payment.



# ADDITIONAL OPPORTUNITIES

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## LAKE ELMER THOMAS RECREATION AREA (LETRA)

Lake Elmer Thomas Recreation Area, featured on Discover OK, hosts many events during its summer season. LETRA has nearly 60,000 visitors throughout the summer, including Soldiers, Family members and other local visitors. The busiest times are Memorial Day weekend, 4th of July, and Labor Day weekend. Marketing opportunities include on-site banner display for the summer season (May-September), and the ability to place company brochures inside the LETRA rental cabins. Advertising Rate: \$1,000.

## OUTDOOR SPORTS FIELDS - DISPLAY BANNERS

Fort Sill Family and MWR offers three locations for your company to display a banner on the fencelines of outdoor sports fields. These include MG Dinges Sports Complex, Rinehart Track and Field, and Pritchard Field. Advertising consists of a standard 4' x 8' banner displayed from May 1-September 30. During this time, your banner will be exposed to the many Soldiers and family members using these fields either to run the track, participate in physical training, or compete in sports activities. The seasonal rate is \$500/per banner for a total of \$1,500 for all 3 locations.

## BILLBOARD ADVERTISING

Fort Sill Family and MWR owns two billboards that are available for advertising. These billboards are located on the north side of Rogers Lane. Rogers Lane is the second most traveled road in the Lawton Fort Sill area. Prices vary based on length of advertisement. For more information on advertising on the billboards, please call FastSigns at (580) 595-9101.

## NYE LIBRARY

The Nye Library has an extensive collection of books, DVDs, video games and audio books. The library has weekly and monthly programs for patrons of all ages which include Storytime, Puppet Theater, Adult Book Club, and a summer reading rewards program for children and adults. Marketing opportunities include on-site banner display and the ability to place company brochures inside the facility. Advertising Rate: \$1,000.





# 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

Fort Sill Family and MWR's Website - [sill.armymwr.com](http://sill.armymwr.com) - is Fort Sill's most visited website, with an average 18,000 unique visits per month. Web advertising allows your company to be showcased online to the large military market on Fort Sill.

**Large Tile Ad**  
(300x250 pixels) Located in the homepage and sub pages.

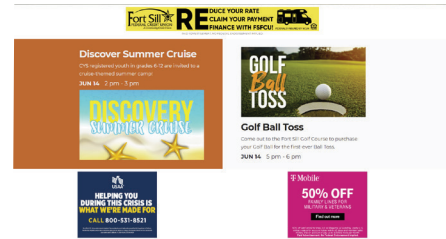
12 months (\$1,500)  
6 months (\$1,000)  
3 months (\$750)  
1 month (\$500)

**Rotating Banner Ad; Leader Board Ad**  
(728x90 pixels) Located top-center of homepage and sub pages.

12 months (\$1,000)      3 months (\$500)  
6 months (\$750)      1 month (\$350)

**Small Tile Ad**  
(180x150 pixels) Located on the bottom panel of the homepage. 12 months (\$500)

6 months (\$350)  
3 months (\$200)  
1 month (\$100)



## FITNESS CENTERS

Fort Sill has 4 high quality fitness centers. Approximate foot traffic per month at each facility is: Fires Fitness Center -26,500; Rinehart - 11,000; Honeycutt - 10,000; Goldner - 6,000

**Advertising opportunities:**

Wall Banner, 3' x 6' in size. Value is given to advertisers doing all three facilities for a full year (\$3,000).

**Fires Fitness Center**

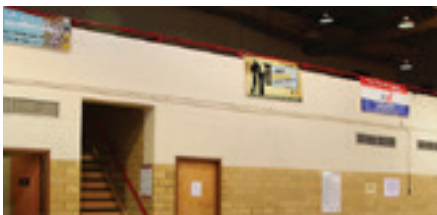
12 months (\$1,500)  
6 months (\$1,000)  
3 months (\$500)  
1 month (\$400)

**Rinehart**

12 months (\$1,500)  
6 months (\$1,000)  
3 months (\$500)  
1 month (\$400)

**Honeycutt**

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



## DIGITAL TELEVISIONS



Reach your customers through our 20 Digital Media Displayers located in various Family and MWR facilities. Ads can be static, animated, GIF or commercial video without sound.

**Motion picture ads:**

1 month (\$1,500)  
3 months (\$3,000)  
6 months (\$4,500)  
12 months (\$7,000)

**Static ads:**

1 month (\$500)  
3 months (\$1,000)  
6 months (\$1,600)  
12 months (\$3,000)

**Digital Ad**

**Specifications:**  
1500x844 pixels  
JPEG less than 2 MB

# ADVERTISING OPPORTUNITIES ADVERTISING OPPORTUNITIES

## GOLF COURSE ADVERTISING

The Fort Sill Golf Course is home to one of the nicest, best groomed courses in Southwest Oklahoma. On average, FSGC sees nearly 30,000 rounds of golf each year. With Fort Sill expanding course accessibility to the public, more visibility is possible for your company.

Advertising opportunities:  
Granite Tee Marker Signs:  
(12"x12")  
12 Months - \$1,000/per hole

Metal Cart Signs:  
(6"H x 30"W)  
12 Months - \$250/cart

Outdoor Cart Barn: (4'x8')  
12 months - \$1,500/sign



## BOWLING CENTER

Fort Sill's Twin Oaks Bowling Center is an excellent recreational facility for Soldiers, families and civilians. TOBC has a full-service snack bar, the "Strikezone", which attracts many diners every day. TOBC hosts the annual Southwest Region PBA Pro-Am Bowling Tournament.

Advertising opportunities:  
3'x6' wall banner hanging  
inside the facility.  
12 months - \$600

Static digital ad on 36 brand  
new scoring monitors  
12 months - \$1,000

PBA Pro-Am Bowling  
Tournament.  
Silver \$500  
Gold \$1,000



## FAMILY AND MWR FORT SILL LIVING



- The Fort Sill Living bimonthly magazine is the "what to know" publication including information on Family and MWR events and programs happening during that quarter. More than 5,000 copies are distributed each quarter across Fort Sill and Welcome Packets for newly arriving families. It is also uploaded on [sill.armymwr.com](http://sill.armymwr.com) for online viewing.
- The booklet is 7.5" x 10.75". Pricing for ad sizes are as follows: Cover Page (inside front or outside back cover) \$1,250; Full Page Internal - \$1,000; Half Page Internal - \$600; Quarter Page Internal - \$400. A value is provided for all advertising in 6 publications.
- Advertisers are required to produce their own copy-ready advertisement and submit to Family and MWR Marketing electronically.



# F O R T S I L L LIVING

May and June 2021 | Family and MWR



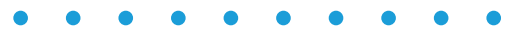
Scan our QR code to view  
our mobile Fort Sill Living  
Magazine(s).



## MOTHER'S DAY BRUNCH

Fort Sill Patriot Club  
See Page 9

**ADVERTISE WITH US!**





# ADVERTISING PACKAGES

Based on your company's needs, the Marketing, Advertising and Publicity Department can put together a package including 2 or more of the advertising options for you. 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.

## SPORTS AND RECREATION

Package price based on 12 months

- Fort Sill's Community Recreation Division has numerous advertising venues that can increase your company's visibility at Fort Sill. This 12 month package gets your company's name directly in front of active individuals. The Sports and Rec advertising package includes the following:
- 3 Banners (3' x 6') placed at your choice of the 3 Fitness Centers, the Automotive Crafts Center, LETRA, or Nye Library.
- 3 Outdoor Banners (4' x 8') to be placed at the intramural fields, softball fields, and tracks (May-Sep).
- Company Brochures/Flyers placed in LETRA's Country Store.
- Company Brochures/Flyers placed inside the Nye Library.
- Static Ad on 36 scoring monitors at Twin Oaks Bowling Center.
- The Fort Sill Family and MWR Marketing Department can also customize a specific Sports and Rec advertising package for your company.
- Package Cost: \$6,000



## BUSINESS OPERATIONS

Package price based on 12 months

- Fort Sill's Business Operations Division (BOD) includes the Patriot Club, Jack Daniel's Lounge, Twin Oaks Bowling Center, and the Fort Sill Golf Course. All of these have advertising opportunities for your company. The Business Operations Division advertising package, comprised of 12 months, includes the following:
- 5 Banners (3' x 6') to be placed throughout the appropriate BOD facilities.
- 15 Flyers (4" x 6") placed in each BOD dining facility. (3).
- Static Ad on 36 scoring monitors at Twin Oaks Bowling Center.
- 2 Golf Cart ads at Fort Sill Golf Course.
- The Fort Sill Family and MWR Marketing Department can also customize a specific BOD advertising package for your company.
- Package Cost: \$8,000



# ADVERTISING PACKAGES

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## PREMIUM ADVERTISING PACKAGE

Package price based on 12 months

This is a complete advertising package that gives your company direct impressions within Fort Sill's most visible advertising venues for 12 months. This option is designed for the company looking for several high-visibility options to saturate the military market with brand awareness.

*These opportunities include:*

- Family and MWR Website Advertising ([www.sill.armymwr.com](http://www.sill.armymwr.com)). Web Ad, 728x90 pixels in size, will be located in the "rotating banner" location at the top-center portion of the page.
- Digital TV Advertising (:15 static ad) Your ad will be displayed on 20 Digital Monitors throughout Fort Sill.

*Other options and size dimensions:*

- Fort Sill Living Bimonthly Magazine Advertising Your full-page (7.5"w x 10.75"h) print ad will be displayed in your selection of (1) bimonthly Family and MWR Guide. 5,000 hard copies are published with distribution spread across Fort Sill in many different Family and MWR facilities.
- Fitness Center Advertising Your company banner, 3'x6' in size, will be displayed in all three Fort Sill Fitness Centers.
- Golf Course Advertising Your ad, 12"x12" in size, will be displayed on a Granite Tee-Marker at (1) hole location.

Package Cost: \$8,000

## CUSTOM ADVERTISING AND SPONSORSHIP PACKAGES

Fort Sill Family and MWR Custom Packages provide your company the flexibility to choose the events and advertising venues you wish to be a part of. In order to build a custom package for your company, let us know which options 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 and MWR Commercial Sponsorship & Advertising Coordinator for custom packaging. For more information on the Fort Sill Family and MWR Commercial Sponsorship & Advertising Program, please visit:

[www.sill.armymwr.com](http://www.sill.armymwr.com)





# SPONSOR LETTER OF INTENT

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Please fill out the Sponsor Wish List and the Sponsor Letter of Intent, detach and fax, e-mail or mail both 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: \_\_\_\_\_

E-mail: \_\_\_\_\_

For more information, please contact:

Michele Flanagan  
Marketing Director  
(580) 442-1799 OFFICE  
(580) 442-0977 FAX  
leslie.m.flanagan.naf@mail.mil

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





# SPONSORSHIP AND ADVERTISING

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

Create awareness and visibility through customized marketing opportunities across multiple platforms.

ATTN: Commercial Sponsorship & Advertising  
4700 Mow-Way Rd  
Suite 100  
Fort Sill, Oklahoma 73503

(580) 442-3862 / (580) 442-1799  
[sill.armymwr.com](http://sill.armymwr.com)