# 2018 FORT CAMPBELL SPONSORSHIP & ADVERTISING

## TOGETHER WE BUILD STRONGER COMMUNITIES

THROUGH OUR PARTNERSHIP WE WILL CONTINUE TO PROVIDE QUALITY PROGRAMS, SERVICES AND ACTIVITIES FOR THE FORT CAMPBELL COMMUNITY.

RELATIONSHIPS

SUPPORT

PROMOTIONS

BRANDING

MARKETING

U.S. ARMY MWR

SOLDIERS · FAMILIES · RETIREES · CIVILIANS

ACTION IS THE
FOUNDATIONAL KEY TO
ALL SUCCESS
-PABLO PICASSO

# WINNER OF THE ARMY COMMUNITY OF EXCELLENCE

**We are committed to providing the best Soldier and Family experience.**

Fort Campbell's Directorate of Family and Morale, Welfare and Recreation (MWR) provides high quality programs for the total Army Family, ranging from child care, financial counseling, deployment assistance, and entertainment, to recreational and leisure activities. Fort Campbell MWR's mission is to enhance and improve the quality of life for our customers. MWR is the first choice for Soldiers, Family Members, Retirees and Department of Defense (DoD) Civilians.

Family and MWR contributes to the Army's strength and readiness by offering services that reduce stress, build skills and self-confidence and foster strong esprit de corps. Family and MWR services also help the Army attract and retain talented people. Family and MWR is proof of the Army's commitment to caring for the people who serve and stand ready to defend our nation.

**The appearance of advertising does not constitute an endorsement by the U.S. Army, Department of Defense, or Federal Government. The information in this guide is current at the time of publication; activities and events are subject to change without notice.**

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**Teamwork...
divides the task and
multiplies the success**

# STAY ON TARGET.

## GENERATE GROWTH THROUGH STRATEGIC PLANNING AND KEEN BRAND POSITIONING.

John M. McHugh once said, “Throughout the history of our young nation, we have seen our military go bravely into battle, armed with courage and willing to make the ultimate sacrifice.”

Our troops sacrifice themselves each and every day, and doing that requires an inner strength and fortitude that most Americans will never understand. Honoring our troops with special activities and events is one small way we can thank them and show appreciation for the sacrifice they have made for us.

**We are very proud to serve our military community, and we hope you will share our sense of pride.**

By partnering with the Fort Campbell Family and MWR Commercial Sponsorship and Advertising Program, you help provide events that educate and instill confidence in our youth and entertain active-duty service members and their Families and promote a sense of community,

Please take a moment to review this opportunity for you to make a difference in the lives of those who are dedicated to the freedom of the United States of America.

**Coming together is a beginning;
Keeping together is progress;
Working together is success.
-Henry Ford**

# CONSUMER DATA
## ON FORT CAMPBELL

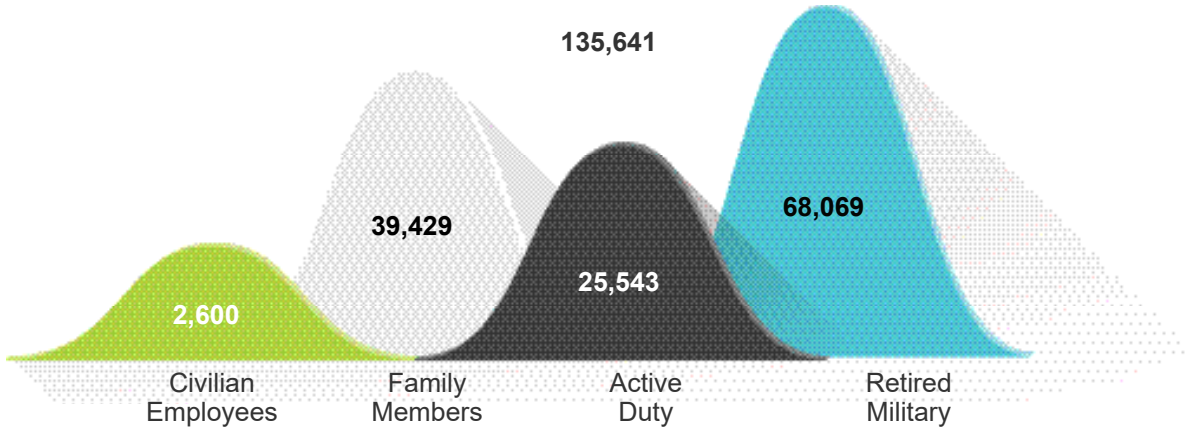
**Our success is measured on the impact we have in driving your business forward.**

**Marketing without data is like driving with your eyes closed.**
**-Dan Zarrella**

**1 IN 675 AMERICANS ARE SERVICE MEMBERS**

**1 IN 7 ARE SERVICE MEMBERS IN OUR COMMUNITY**

## TOTAL
FORT CAMPBELL POPULATION




The 101st Airborne Division (Air Assault) and Fort Campbell provide a premier force projection platform. We have the best trained, most highly disciplined, agile, and adaptable units. This provides our Army with an unmatched capability to conduct forcible entry Air Assault operations in any environment, and win decisively. Our Soldiers & Civilians are renowned for physical and mental toughness, innovation, unwavering character, competence, and commitment to our team. Our team takes care of one another, is strengthened by our Families, and is a superb partner with our community and the numerous supporting agencies that make up the MWR customer base.

To be able to sustain growth, we share a strong working partnership with the communities surrounding our installation. From Clarksville, Oak Grove, and Hopkinsville, to Nashville, Paducah, and everywhere in between, our reach spans several cities and two states.

# WHAT IS COMMERCIAL SPONSORSHIP?

Commercial sponsorship is a fee paid to an event manager/producer. In return, sponsors receive access to the exploitable commercial potential, such as public recognition or advertising promotions associated with the property, or event. The goal of a company or brand is to build a link in the target audiences' minds between the sponsor and a valued organization or event.

### SPONSORSHIP BENEFITS

- Direct exposure to a large military community
- Display your company name/logo on promotional material
- Event recognition: "Sponsored in part by…"
- On-site signage, product displays, sampling and demonstrations
- On-site presence, table and chairs
- Pre-event publicity and advertising
- Knowledge that all support goes toward supporting Soldiers, Families, Retirees and Civilians with quality of life events and activities.

## HOW MUCH DO I NEED TO INVEST?

***The amount and kind of support you provide, as well as the opportunities offered to you, are negotiable and based on fair and equal exchange of value. Sponsorship investment varies by event, as does the amount and type of exposure you receive. Sponsorship is NOT a charitable donation. We will do our part to ensure you receive the value you desire from our investment with MWR. Our goal in every sponsor relationship is win-win!***

Nothing except the mint can make money without advertising.
-Thomas Babington Macaulay

# WHAT IS COMMERCIAL ADVERTISING?

The Commercial Advertising Program offers the opportunity to display your company's information in a variety of media, both inside and outside MWR facilities. Advertising gives you the opportunity to target our community. Brand awareness is powerful; by partnering with MWR, you will quickly be able to see to return on your investment.

## WHY SHOULD YOUR COMPANY BE INTERESTED IN ARMY MWR SPONSORSHIP AND ADVERTISING?

***Sponsorship and Advertising with Fort Campbell MWR offers significant opportunities for distinct marketing and competitive advantages, as well as showing support for our Soldiers and their Families.***

### ENHANCING IMAGE/SHAPING ARMY ATTITUDES

Companies are often looking to improve how they are perceived by their target audience. Sponsoring MWR events that appeal to their target market are likely to shape buying attitudes and help generate a positive reaction.

### DRIVING SALES

MWR Sponsorship is geared toward driving sales for your business. This can be an extremely potent promotional tool! This co-objective allows sponsors (you!) to showcase their product attributes to our community by creating positive publicity and heightened visibility. Every MWR sponsor is seeking wide exposure and sponsorship can often generate media coverage that otherwise might not have been available.

### DIFFERENTIATING FROM COMPETITORS

The simple act of sponsoring an MWR event or advertising on Fort Campbell is a significant way to create competitor differentiation. Your company has the opportunity to stand out among similar businesses.

### HELPING WITH GOOD "CORPORATE CITIZENSHIP" ROLES

Another powerful MWR sponsorship objective allows companies to be viewed as an "Army supporter." Supporting the Army community and contributing to its morale, welfare, and recreational development is extremely powerful and creates enormous goodwill.

### ENHANCING BUSINESS, CONSUMER, AND VIP RELATIONS

MWR Sponsorships offer hospitality opportunities that are always attractive to companies. Perks may include special exclusive networking events, such as VIP receptions or golf tournaments, where you can meet key senior Army leaders at Fort Campbell and help solidify business relationships with our Army community.

# MWR SPONSORSHIP MISSION

The mission of the Army Commercial Sponsorship Program is to support vital Military Family and MWR Programs by obtaining private sector funding in exchange for advertising and promotional opportunities within the Army Community.

## SOLICITATION GUIDELINES

•The Army Commercial Sponsorship Program provides sponsor recognition in accordance with AR 215-1. Ch. 11, section i, ii 11-6 through 11-10.

•In accordance with AR 215-1, Commercial Sponsors are not authorized to obtain personal contact information from attendees at MWR programs or events without the written consent of the attendee. Data collection is permissible only if the data collection and/or entry form include an opt-out clause. Such forms must be reviewed by the Staff Judge Advocate 30 days prior to the event sponsored.

•At the end of each event, all data forms where the opt-out box is checked must be turned into the Sponsorship Coordinator.

•Sponsor placement at all events is subject to change based on the logistics of the event.

•Sponsors must be on time for set up at all events. The timeline will be presented to you by the Sponsorship and Advertising Manager.

•Because commercial sponsorship is an “exchange of values” and is considered to be a business transaction, a commercial sponsorship agreement/contract is used to clarify both parties’ responsibilities to one another.

•All proceeds from DFMWR Sponsorship and Advertising are solely used for the entire installation of Fort Campbell and are guaranteed to be used to support the quality of life of Soldiers, Families, Retirees and Department of the Defense ID card holders.

**The business of business is relationships; the business of life is human connection.**
**-Robin S. Sharma**

# 2018 SPONSORSHIP OPPORTUNITIES

## EASTER EVENT

Hop out to our fun filled event! Special appearance by the fluffy tailed one, and a mass egg hunt brings eggscitement to this event. Face painting, games, inflatables, and food and beverages for purchase are some of the possible enhancements to the event that ensures all of our guests will have a hoppin' good time.

## MONTH OF THE MILITARY CHILD

What better way to show our community how awesome our military children are than to showcase their talents? Past events included demonstrations from SKIESUnlimited, a parade with youth decorated "floats", and a few high action activities that draw a large crowd in April.

## COMMANDING GENERAL'S GOLF TOURNAMENT

Every June, Cole Park Golf Course hosts our annual Commanding General's Golf Tournament. The Open Flight tourney has 124 players that compete for prizes and the opportunity to boast of their skills. All play consists of 36 stroke play to even the playing board. Enhancements to the tourney may include sponsoring a hole and carts. Don't miss out on the opportunity to play on one of the area's best courses.

## INDEPENDENCE DAY CELEBRATION

We have the largest fireworks in the area explode across the night sky on July 4 every year. Our celebration includes ceremonies planned by the 101st Airborne Division to showcase their abilities. If you want it done, ask the 101! We wrap up with an amazing display in the night sky, set to music, over the Division Parade Field. This event is open to the public, providing they can gain legal entry to Fort Campbell with a visitor pass.

## PAY DAY GOLF SCRAMBLES

With one of the finest golfing facilities in the Army, there really is no excuse not to get out and hit a few balls at least once a month. The 18-hole course has a variety of terrains which challenge golfers from beginners to advanced. The staff at Cole Park Golf Course have years of experience to elevate your golf outing.

## WARRIOR ZONE

Our high energy gaming and entertainment facility has many elements for our Soldiers to enjoy. The 18 and over facility hosts video game tournaments, UFC fights, NFL Ticket, March Madness and a variety of programming marketed toward our single Soldiers. Nine gaming stations, two theaters and a full food and beverage café means this is the place to be! BOSS programing is co-located within Warrior Zone. If you want to target the Single Soldier demographic, this is the place!

## NEWCOMER'S FAIR

MWR wants to ensure every Soldier and Family member has a warm welcome to Fort Campbell! Every Thursday, MWR hosts the Newcomer's Fair at the Family Resource Center. On and off post agencies and businesses have the opportunity to host a table and interact with folks brand new to the area. Soldiers and Family members may stop at your table to find out why your business is the best around!

## HALLOWEEN EVENT

Have a spooky good time during our annual October event! Inflatables,a haunted house, a costume contest, music, scavenger hunts, and much more have occurred in past years for our delightfully scary guests!

## BOSS (BETTER OPPORTUNITIES FOR SINGLE SOLDIERS)

From barbeques, to pool parties, themed events and holiday lunches, a large variety of monthly activities are planned for our Single Soldier population. Our BOSS program is one of the Army's best!

## BUT FIRST, FRIDAY!

Start the weekend off with a casual evening mixer outdoors at Cole Park Golf Course Pavilion. It's an informal opportunity for Soldiers, Civilians, Retirees and their Family members to make new friends, visit with old friends, and enjoy great entertainment and refreshments in a relaxed atmosphere.

## DIVISION TREE LIGHTING

It doesn't really feel like the holiday seasons until the ooohs and ahhhs of our community can be heard as the tree lights up at Division Headquarters. With warm drinks and delicious snacks to fill little bellies while they wait for the visit from the big guy from the North Pole, anticipation builds. Parents have the opportunity to snap a picture or two of their little one with our special visitor in the red suit.

Pay Day Golf Scrambles

# SPONSORSHIP OPPORTUNITIES

Month of the Military Child

Warrior Zone

Better Opportunities for Single Soldiers

Live Concert Events

Tree Lighting

Easter Event

Independence Day Celebration

# ADVERTISING OPPORTUNITIES

**Our success is measured on the impact we have in driving your business forward.**

## DIGITAL MONITORS

Seventy 40” Samsung flat screen digital monitors are placed across the post at indoor locations where customer foot traffic is high.

You may place a single static image which will be viewed for 15 seconds before the next screen replaces it. Your image will run at least twice but possibly 3 times per hour. There is no sound on these screens. The static image file must be supplied by the advertiser as a .jpg in RGB colorspace and an aspect ratio of 16:9. The image must be 1500 px wide by 844 px high. (we do not provide design service for the advertiser)

**Locations include all MWR facilities and the following:**
Town Center Pharmacy, Post Office, Gate 4 Visitor Center, Armed Services YMCA, Education Center, On Post APSU Center, Replacement Company Welcome Center, Replacement Company Auditorium, Hospital Main Entrance, LaPointe Clinic, Byrd Clinic, Soldier for Life Center, 3rd Brigade Dining Facility, and more.

## OUTDOOR ELECTRONIC MARQUEES

We limit the number of advertisers permitted on our outdoor marquees which makes this opportunity even more attractive! We have large illuminated signs at 7 high-traffic locations on post and they are sold individually. The MWR information on these signs is also strictly limited so that those passing by are sure to get the maximum time viewing the messages. The image must be 353 px wide x 120 px high. It should be a .jpg and we recommend 3 lines of simple text or less.

**Locations:**
Gate 4, main entrance to the post and also the visitor’s entrance.
Gate 1, at the Family Resource Center.
Cole Park Commons, at the corner where traffic intersects with those using Gate 10 or Gate 1.
Gate 7, the entrance from Kentucky and also a secondary visitor’s entrance.
Gate 3, near the hospital.
Gate 10, entrance from Woodlawn and Stewart County.
The Town Center (Main Exchange) in the parking lot area.

*Disclaimer: Fort Campbell Family and MWR adheres to the standard industry definition of reproducible art and reserves the right to accept or reject art depending on the application. Fort Campbell Family and MWR reserves the right to reject advertising based on content not meeting traditional values. No official U.S. Army endorsement is implied.

# TOGETHER

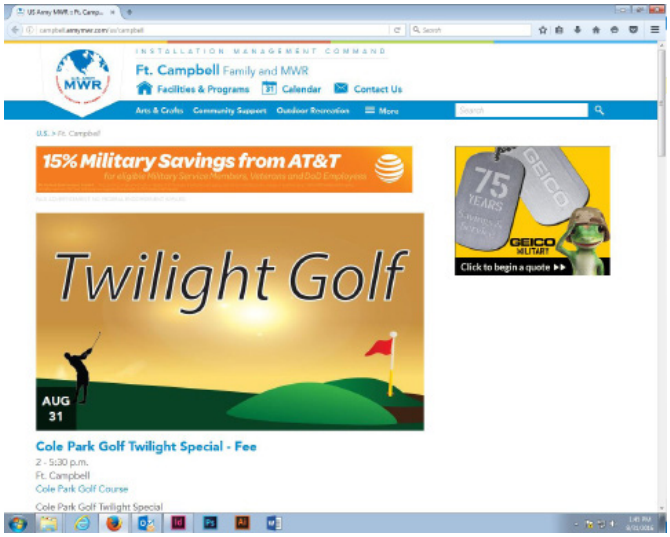
we can touch the lives of Soldiers and their Families.

## WEBSITE

### WWW.CAMPBELL.ARMYMWR.COM

Our website offers three sizes and four locations for your ad that will link to your own specified web address. Maximum file size is 79KB, (we do not provide design service for the advertiser).

Leaderboard: 728x90 pixels
Sidebar: 300x250 pixels
Bottom: 180x150 pixels



## WELCOME PACKET INSERTS

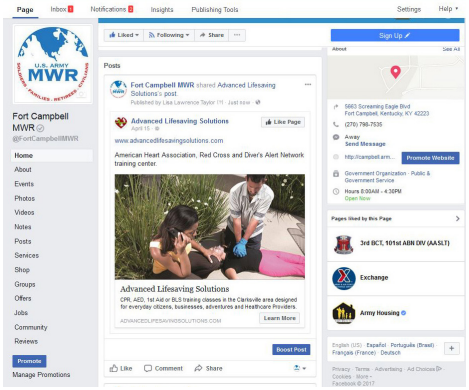
Your inserts placed in our Welcome Packets – you provide a quantity of 1000 flyers, brochures, etc. and we will add them to the materials in the MWR Welcome Packet that every arriving Soldier receives upon in-processing to Fort Campbell MWR. During the course of the year there are peak periods of activity when incoming Soldier numbers increase. You may select the month(s) you wish to insert. If we run out of your materials during your contracted period, we will notify you to see if you wish to provide more. If we have remaining materials at the end of your contracted period, we will continue to insert them until the supply is exhausted (bonus!).

## SPORTS FIELD SIGNAGE

Permanent signage with your company information affixed to a scoreboard located at the North or South Sports Field. These fields are utilized by our Soldiers and their Families for intramural sports programs, Soldier sporting events and MWR events. You would provide the artwork for the signage, MWR would produce and install the sign. Sign size is 28” high x 168” wide.

## SOCIAL MEDIA (FACEBOOK)

Place an ad on our Fort Campbell MWR Facebook page that has over 39,000 followers. One ad will be placed weekly (content supplied by advertiser.)




## ASK ME ABOUT OUR NEW ADVERTISING OPPORTUNITIES:

Window clings / Bowling center scoreboards / Golf advertising and signage
Physical Fitness Center banners / Point of sale receipt advertising
Employee uniform advertising

# FORT CAMPBELL FAMILY AND MWR

## SPONSORSHIP AND ADVERTISING

www.campbell.armymwr.com

U.S. ARMY MWR

SOLDIERS · FAMILIES · RETIREES · CIVILIANS