

# FORT CAMPBELL COMMERCIAL SPONSORSHIP 2020 RATE CARD

**Andrea Powers**

Sponsorship and Advertising Sales Executive  
Directorate of Family and MWR



**BEST SOLDIER & FAMILY EXPERIENCE**

## 2020 SPONSORSHIP OPPORTUNITIES

### AQUATICS EVENTS



MWR's Aquatics hosts themed events periodically. Past events include Disco at the Dive In, Back to School Bash, Pool of Rock, Santa Fun in the Sun and an Evening Pool Party with Live Nashville Music.

### BOSS (BETTER OPPORTUNITIES FOR SINGLE SOLDIERS)



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

### ANNUAL RUN SERIES



MWR Sports & Fitness hosts a series of run events that s open to the entire Family. Following are the planned themes: (subject to change)

Oct: Volksmarch	March: Reverse Tri	June: Color Run
Nov: Superhero	April: Storybook Sprint	July: Sprinkler Sprint
Dec: Ugly Sweater	May: Run for the Fallen	Aug: Glow Run

### WEEKLY 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 those brand new to the area. Soldiers and Family members may stop at your table to find out why your business is the best around!

### PHYSICAL FITNESS CENTER CHALLENGES



Every month MWR's Physical Fitness Centers (PFCs) host exercise challenges. These challenges range from individual competitions to team competitions such as tug-of-war, basketball and weight lifting. Events are rotated through all PFCs. These challenges provide a great opportunity to engage our patrons in a fitness arena.

### R.F. SINK MEMORIAL LIBRARY



The R.F. Sink Memorial Library hosts numerous fun and educational activities and events throughout the year to include National Library Week, Summer Reading Programs, weekly children's activities and many other holiday events.

### WARRIOR ZONE



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

### OKTOBERFEST

October 2019

Estimated Attendance: 3,000



Fort Campbell Families will have great time during our annual October event! Inflatables, live music, refreshments, and activities have occurred in years past as our guests celebrate the bounty of fall! This year we will begin with a Volksmarch.

### WOMEN ROCK THE FORTS

November 9, 2019



Army Entertainment presents "Women Rock the Forts Tour" featuring Maddie & Tae with special guests Lakin, Ruthie Collins and Natalie Stovall. This is a unique musical experience in honor of our Military and their Families at Cole Park Commons.

### DIVISION TREE LIGHTING

December 13, 2019



It doesn't really feel like the holiday season until the ooohs and ahhhs of our community are heard as the tree lights up at the Division Headquarters. With warm drinks and delicious snacks to fill little bellies while they wait for the visit from the North Pole, anticipation builds. Parents have the opportunity to snap pictures of their little ones with Santa.

## LOOK FOR THESE ICONS TO REACH YOUR TARGET MARKET



**MILITARY  
FAMILIES**



**ACTIVE-DUTY  
MILITARY**



**LEADERSHIP  
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**GENERAL  
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## 2020 SPONSORSHIP OPPORTUNITIES

### HOLIDAY EXPRESS

December 2020

Estimated Attendance: 500



All Aboard the Holiday Express! Fun for the entire Family. Come in your warm pajamas, bring your blanket & pillow and enjoy holiday movies, train rides, popcorn, s'mores, a hot chocolate bar and cookie decorating.

### PAY DAY GOLF SCRAMBLE

March - December, 2020



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.

### SUPER PARTY BOWL AT THE WARRIOR ZONE

February 2, 2020

Estimated Attendance: 300



Every February MWR hosts a free Super Bowl viewing party at the Warrior Zone for patrons 18 years and older. Food and beverage specials are offered throughout the event. This is a great opportunity to engage the adult segment of our demographic.

### VOLUNTEER OF THE YEAR

April, 2020

Estimated Attendance: 300



A celebration honoring the best of Fort Campbell's volunteers. This event is a chance for everyone to recognize the spectacular time and effort of our corps of volunteers. They work tirelessly to improve Fort Campbell and our community and we use this event to say thank you for everything they have accomplished.

### MONTH OF THE MILITARY CHILD KIDSFEST

April 2020

Estimated Attendance: 4,000



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

### WEEK OF THE EAGLES

May, 2020

Estimated Attendance: 20,000



Week of the Eagles is a week long celebration to promote esprit de corps, camaraderie, bring units together, and to share the history of the 101st with the surrounding communities. This week highlights our many rich traditions.

### COMMANDING GENERAL'S GOLF TOURNAMENT

June 2020

Estimated Attendance: 250



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

### INDEPENDENCE DAY CELEBRATION

July 4, 2020

Estimated Attendance: 20,000



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 and a salute to the nation. If you want it done, ask the 101! We wrap up with an amazing display, set to music, over the Division Parade Field. Everyone is welcome.

### DESIGN YOUR OWN EVENT



Work with our professionals to create an event for our guests - hosted by you! Let's talk about it!

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