

# FORT CAMPBELL COMMERCIAL SPONSORSHIP 2022-2023 RATE CARD

**Andrea Powers**

Sponsorship and Advertising Sales Executive  
Directorate of Family and MWR

**BEST SOLDIER & FAMILY EXPERIENCE**

## 2022-2023 SPONSORSHIP OPPORTUNITIES

### BOSS (BETTER OPPORTUNITIES FOR SINGLE SOLDIERS)



A large variety of activities are planned for our Single Soldier population. Our BOSS program is one of the Army's best!

### 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 Community Activity 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 can stop at your table to find out why your business is the best around!

### 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, Warrior Con (Comic book event), and weekly children's activities.

### 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 gaming tournaments, UFC fights, NFL Ticket, March Madness and a variety of programming for our single Soldiers. Nine gaming stations, eight Alienware computers, arcade 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!

### PHYSICAL FITNESS CENTER CHALLENGES



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.

### ANNUAL RUN SERIES



MWR Sports & Fitness hosts a series of run events that are open to the entire Family.

### AQUATICS EVENTS



MWR's Aquatics hosts themed events periodically. Past events include; Luau at the Pool, Movie Night and Game Night.

### PAY DAY GOLF SCRAMBLE

March - December, 2023



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.

### INTRAMURAL SPORTS



Soldiers remain fit and maintain readiness by participating in several monthly sports activities.

### YOUTH SPORTS



MWR's Youth Sports Programs are an attraction for our military youth. These programs help our youth to stay active and learn teamwork. Events include baseball opening day, dance recitals, performing arts and volunteer coach program recognition.

### LOOK FOR THESE ICONS TO REACH YOUR TARGET MARKET



**MILITARY  
FAMILIES**



**ACTIVE-DUTY  
MILITARY**



**LEADERSHIP  
PRESENCE**



**GENERAL  
PUBLIC**

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### WINTER WONDERLAND

December 2, 2022



It doesn't really feel like the holiday season until the ooohs and ahhs of our community are heard as the tree lights up. 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.

### SUPER PARTY BOWL AT THE WARRIOR ZONE

February 12, 2023



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, 2023



A celebration honoring the best of Fort Campbell's volunteers. This event is a chance for everyone to recognize the spectacular efforts 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 29, 2023

Estimated Attendance: 5,000



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, decorated booths, inflatables and children's activities.

### WEEK OF THE EAGLES

May 2023

Estimated Attendance: 10,000



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. MWR hosts a concert event.

### COMMANDING GENERAL'S GOLF TOURNAMENT

June 2023

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, 2023

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.

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