

# 2018 FORT IRWIN COMMERCIAL SPONSORSHIP & ADVERTISING BROCHURE



FAMILY AND MWR  
FORT IRWIN, CA



### WHAT IS THE NATIONAL TRAINING CENTER AT FORT IRWIN?

The National Training Center and Fort Irwin continues to serve as the Army's premier training center. The National Training Center is focused on continuous counterinsurgency operations that reflect an ongoing and rapidly changing battlefield.

The National Training Center conducts tough, realistic, Unified Land Operations with our Unified Action Partners to prepare Brigade Combat Teams and other units for combat while taking care of Soldiers, Civilians, and Family members.

The National Training Center is part of the US Army Forces Command (FORSCOM). The opposing force at the National Training Center (NTC) is the 11th Armored Cavalry Regiment, Ops Group Command, 916th Support Brigade, Weed Community Hospital, US Army Dental Clinic Command, and the Joint Center of Excellence.

Fort Irwin works within the R-2508 Special Use Airspace Complex.



WHAT IS FAMILY AND MWR?

The Directorate of Family and Morale, Welfare and Recreation (Family and MWR) is a comprehensive network of support and leisure services designed to enhance the lives of Service Members, Civilians, Families, military retirees and other eligible participants. Our 300+ employees are committed to providing excellent services and high quality programs and events for the Fort Irwin community that result in a quality of life to Service Members and Families commensurate with their sacrifice and service. Family and MWR events present an exciting opportunity for businesses, such as yours.

Family and MWR provides high quality programs for the total Army family, ranging from child care, and financial counseling to deployment assistance, entertainment, and recreational and leisure activities.

The Family and MWR mission is to enhance and improve the quality of life for our customers. MWR is the first choice for Service Members, Family members, retirees and Civilians.

WHAT IS COMMERCIAL SPONSORSHIP?

A commercial business is given the opportunity to become part of a Fort Irwin MWR event or program by paying a monetary and/or in-kind fee in return for access to the attendees and the commercial potential associated with the event. Commercial Sponsorship is not a donation or gift since it is a business-based exchange to provide help in offsetting costs and enhancing the event. Sponsorship fees are reinvested into MWR programs and events so MWR fulfills its mission in providing the highest quality of life programming to our Soldiers, Families, retirees and Civilians. Commercial Sponsorship may be used only for MWR events and programs. Unit events and competitions, Family support groups, private organizations and non-MWR programs are not eligible for Commercial Sponsorship support.

If you are interested in donations, please contact the designated Garrison Gifts & Donations coordinator for Family and MWR at 760-380-5111.

WHAT IS ADVERTISING?

Advertising allows for commercial businesses to gain exposure to the population on base without physically being present. We offer advertising through our website, digital tv's and hard copy material in our Family and MWR facilities.

POPULATION AT A GLANCE

Active Duty.....	4,627
Civilian Employees.....	4,119
Family Members.....	6,896
Average Rotational Soldiers.....	5,816
Daily Population Served.....	21,458

WHAT DOES COMMERCIAL SPONSORSHIP DO FOR YOU?

BRANDING

- Identify your product/service with the activities and lifestyles of the military market.
- Expose your brand to top leadership and decision makers through MWR programs and special events.
- Provide visibility of your name and logo at events on signs, banners, tickets, programs, flyers and t-shirts.
- Allows you to sample products/services at event in order to demonstrate brand attributes.

EXPOSURE

- Engage with our large customer base of Soldiers, families, retirees and civilians.
- Generate positive publicity about your organization.
- Raise awareness of your product/service in installation publications, on-post digital signs, post-wide e-mails, posters, fliers and much more.
- Provide merchandising and promotional opportunities of your products/services at sponsored event.

RECOGNITION

- Have your company's name included in our scripted event announcements.
- Receive logo placement on advertisements around the community.
- Receive certificate of appreciation from Garrison or NTC Command Group.

## COMMERCIAL SPONSORSHIP OPPORTUNITIES - SPECIAL EVENTS

### OKTOBERFEST - \$1,500

Event Date: October 12, 2017

Event Location: Army Field

Estimated Attendance: 2,000 - 3,000

Each October, Family and MWR alternates between an Oktoberfest or Halloween themed event. This year, we will celebrate our German and American cultures and bringing our Soldiers, families and the community together for a weekend of live music, great food, and dynamic family entertainment. The event starts with a traditional Keg-Tapping Ceremony while attendees enjoy authentic German cuisine as well as American favorites. Both German and American beverages are available to accompany all the tasty treats. A huge fest tent is the center of the excitement and live music provided by a traditional German band. This year, we are planning to include the the #1 Journey Tribute Show by the Don't Stop Believing Band (DSB).

### HOLIDAY MARKET & TREE LIGHTING - \$1,000

Event Date: December 1, 2017

Event Location: Samuel Adams Brewhouse

Estimated Attendance: 500 - 1,500

Get in the Christmas spirit! This event features a Holiday Tree Lighting Ceremony by the Installation Commander, a caroling parade, horse drawn carriages and an elf workshop! No Holiday Market is complete without a variety of merchandise and food vendors. Help us create a celebration to remember by taking part in this special day!

### SPRING FLING - \$1,000

Event Date: April 2018

Event Location: Jack Rabbit Park

Estimated Attendance: 1,200 - 1,600

The 32nd Annual Month of the Military Child (MOMC) is an all-services observation throughout the month of April. The MOMC Spring Fling is a community-wide children's event featuring a festival or fair type atmosphere with bounce houses, petting zoos, face painting, games, a variety of children's performances, food and more!

### ISLAND BEACH BASH - \$1,500

Event Date: May 19, 2018

Event Location: Army Field

Estimated Attendance: 2,500 - 3,000

Army Field will be transformed into "Irwin Island" with the use of white sand, tiki torches, waterslides and island themed props! Activities will include beach volleyball, limbo, hula contests, island themed food and performances from a Samoan dance group and reggae band. The culmination of this event will be a 20 minute firework show choreographed to island music! \*\*Presenting sponsorship is being offered for this event. The Island Bash will serve as the major summer event. Fort Irwin does not host a 4th of July Celebration based on the rotational training calendar.

\*\*Presenting sponsorship fee: \$10,000

## COMMERCIAL SPONSORSHIP OPPORTUNITIES COMMUNITY AND SOLDIER PROGRAMS

### SPORTS & FITNESS

Sports play a vital role on Fort Irwin and within the Army! In 2017, the Sports & Fitness team held a Spring Triathlon, hosted the High Desert Soccer Tournament as well as the Irwin Fun Run series which includes a total of 9-12 runs per year. Cost to sponsor ALL fun runs: \$5,000

### BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS)

If young single Soldiers or geographical bachelors are your target market and coveted clientele, there is no better opportunity at Fort Irwin for your business than the BOSS monthly planned events. Whether it's the NFL Sunday nights, UFC Fighting Championships or one of their quarterly excursions, your involvement and support is sure to keep your company's name on the minds of these young and Soldiers. Additionally, BOSS takes trips around California and also volunteers in local communities. They are looking for t-shirt sponsors who would be willing to provide funds for BOSS t-shirts for when they are out in the community.

**BOSS VAN SPONSORSHIP:** The BOSS program currently has a 12-15 passenger van that serves as the mode of transportation of BOSS members to and from trips, volunteer opportunities and also serves as their designated vehicle for BOSS Against Drunk Driving. BOSS is looking for a sponsor that is interested in providing a new or used vehicle as in-kind sponsorship.

### CYS YOUTH SPORTS

Our Youth Sports program is dedicated to offering a variety of sports to children starting from age 3 to age 18. Youth Sports offers British Soccer Camp clinics, cheer-leading, flag football and even offers fitness programs aimed at keeping youth active. The Youth Sports program is looking for sponsorship for their Spring Break sports clinic and their fitness outreach program in May 2018. This program is looking for sponsorship to help purchase t-shirts and giveaways for the youth that participate. Cost to sponsor both programs: \$3,000

### OUTDOOR RECREATION

The Outdoor Recreation program is responsible for all the fun! From Desert Discovery trips in Polaris Razer vehicles, paint-ball, hiking trips and winery tours, Outdoor Recreation offers a variety of outdoor activities. Special events from this program includes the annual Tour de Irwin Bike race and Skeet & Trap Tournament.

### NFL SUNDAY TICKET/UFC FIGHTS/SUPER BOWL

The Shock Wave Bar features big screen HD TVs with sports channels, pool tables, dartboards, video games and a huge selection of beverages. With bar faves like pizza and wings, this is our one-stop sports bar on base!

When the sum of an investment for one agreement hits \$5,000, a sponsor will receive a discount of 10%.

ADVERTISING OPPORTUNITIES - PRINT

Banner placement: Available at the below facilities based on availability, size and specific location.

- Memorial Fitness Center - Monthly Average Traffic (16,000 - 20,000)
- Freedom Fitness Center - Monthly Average Traffic (14,000 - 20,000)
- Resiliency Gym - Monthly Average Traffic (4,600)
- Warrior Zone - Monthly Average Traffic (4,390)
- Shock Wave - Monthly Average Traffic (1,600 - 20,000)
- Bowling Center - Monthly Average Traffic (1,100)

ADVERTISING OPPORTUNITIES - ELECTRONIC MEDIA

Web advertising at [irwin.armymwr.com](http://irwin.armymwr.com). The two ad sizes available through our website are the banner ad (728 px x 90 px) or the tile ad (300 px x 250 px). Both options are highly visible as banner ads are placed at the top of our website and the tile ads are placed on the right side of our website.

- 1 month = \$300
- 3 months = \$825
- 6 months = \$1,590
- 12 months = \$2,940

Marketing TVs. Fort Irwin currently has 27 Samsung LED monitors that are solely responsible for running MWR content. Space is shared between messaging set by our headquarters that affects all Army installations and Fort Irwin specific content. The loop structure is set to 10 minutes (5 minutes belong to our HQ and 5 minutes belong to Fort Irwin. Fort Irwin specific content take up 60% of the loop while paid advertising is dedicated 30%. These TVs are strategically placed in high traffic areas such as the Weed Army Hospital, Dental Clinic, and clubs.

- 1 month = \$552
- 3 months = \$1,490
- 6 months = \$2,817
- 12 months = \$5,300



Examples of events that benefited from commercial sponsorship.

The event list in this brochure is not all-inclusive and dates are subject to change. New events are developed throughout the year that will need Commercial Sponsorship support. All event benefits and fees can be customized to suit your marketing goals and budget.

For more information, please contact:

Office #: 760-380-9275

Alternate #: 760-380-3358