



U.S. Army
MWR Marketing
Box 339500 MS 20
Fort Lewis, WA 98433-9500
(253) 967-5200
FortLewisMWR.com

COMMERCIAL SPONSORSHIP

What is Morale, Welfare and Recreation (MWR)?

Today's MWR mission is to honor the Soldiers who protect our freedom by providing them and their Families with the same quality of life given to the society they are pledged to defend. The more than 750 MWR employees at Fort Lewis are dedicated to providing the support and leisure services that are as outstanding as the people we serve. In striving to deliver the highest quality programs and services – from sports, recreation, and entertainment to child and youth programs – MWR partners with community sponsors. The generous support of our sponsors gives Soldiers a much-needed balance of work and play.

MWR programs fall into the seven categories:

Family – Army Community Service and Child and Youth Services

Fitness – Sports and Fitness Centers, Army Sports and the World Class Athlete Program

Flavorful – Dining and Nightlife

Friendly – Lodging, Better Opportunities for Single Soldiers (BOSS) and Community Recreation Centers

Fabulous – Army Entertainment: Concerts and Talent Shows, Holiday Events

Fun – Golf Course, Bowl Arena, Northwest Adventure Center and Information, Tickets and Tours

Fulfilling – Arts and Crafts, Automotive Skills Development Center, Library System

What is Commercial Sponsorship? Increase your company's awareness and sales by targeting the military market. Fort Lewis offers an array of sponsorship and advertising opportunities that reach more than 200,000 active duty military, reservists, DoD civilians, retirees and Family members.

Gain advertising exposure through pre-event publicity, as well as on-site banner and product displays. Sponsorship is a great way to launch new products by offering samples at major events and establishing brand preference among the military community. Customized sponsorship packages are available for your unique needs.

Events include sporting events (Triple Threat Triathlon), social events (Team Lewis), youth activities (Kids' Fest and Teen Fest) and Family activities (Country Fair with the Duck Derby). Post-wide activities include Armed Forces Day, which draws approximately 30,000 people each year, and Freedom Fest, with attendance averaging 40,000. Proceeds from our annual Food Basket Golf Tournament support the Fort Lewis Food Basket Program. Annually, the Rent-A-Santa program is conducted, which provides the opportunity for your product to be taken into Family housing, units and offices all over the installation.

Advantages to the Sponsor

Direct access to a hard-to-reach military market

Heightened visibility and awareness, creating company and logo recognition

Merchandising/display opportunities

Verbal recognition

Cross promotions

Shape consumer image

Demonstrate commitment

For additional information on becoming a Fort Lewis MWR sponsor, please call the Commercial Sponsorship Office or e-mail lewisdmwrsponsorship@conus.army.mil



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FOCUS NEWSLETTER

Fort Lewis has an exciting advertising opportunity for you – the Fort Lewis Focus! This monthly newsletter highlights MWR events and programs and is distributed to more than 30 locations on post. To complement the full-color printed copies, the Fort Lewis Focus is e-mailed throughout Family Readiness Groups channels and is available on FortLewisMWR.com, which has more than 20,000 visitors monthly.

In addition to publishing monthly calendars, each issue of the newsletter may include the following area of interest to the community:

- Clubs and Entertainment
- Dining
- Child and Youth Services
- Recreation and Leisure
- Better Opportunities for Single Soldiers (BOSS)
- Special Events
- Arts and Crafts
- Sports and Fitness
- Army Community Support
- And so much more!

Frequency	Full Page 8" x 10.5"	Half Page 8" x 5.25"	Quarter Page 4" x 5.25"
One-time	\$420	\$315	\$210
Quarterly	\$1260	\$945	\$630
Six Months	\$2520	\$1890	\$1260

A small investment supports local Soldier and Family programs and gives you an excellent platform for promoting your business or service. Since Fort Lewis Focus is a monthly publication, you have the flexibility to change your ads as necessary. You may design your ad or we can design it for a fee. The cost is \$20 per hour, and a maximum of three revisions are allowed. Submissions may be received in high resolution AI (fonts converted to outlines), EPS, PDF (fonts embedded), PSD (fonts rasterized), or TIFF format in CMYK image mode and a minimum 300 DPI resolution. Media for non-DoD entities will contain the disclaimer "No Federal Endorsement Implied." Please call for more information.



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FORTLEWISMWR.COM

Fort Lewis has an exciting advertising opportunity for you – the Fort Lewis MWR Web site. Highlighting MWR, FortLewisMWR.com averages more than 20,000 visitors each month.

In addition to publishing monthly calendars, the Web site features information of interest for:

- Clubs and Entertainment
- Dining
- Child and Youth Services
- Recreation and Leisure
- Better Opportunities for Single Soldiers (BOSS)
- Special Events
- Arts and Crafts
- Sports and Fitness
- Army Community Support
- And so much more!

	One-time	Quarterly	Six Months
Rotating Full Image Banner (468 X 60)	\$200	\$600	\$1200
Cost Per 10,000 Impressions = .02			
Static Vertical Banner (120 X 600)	\$100	\$300	\$600
Cost Per 10,000 Impressions = .01			

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PLASMA DISPLAYS

Fort Lewis MWR offers plasma displays for your advertising needs. Monthly broadcasts, affording you the flexibility to change your ads, are offered at the following locations via DVD:

- Main P/X Food Court (63" Display)
- Commissary – 2 displays
- Cascade Community Center – 2 displays
- American Lake Community Center
- Bowl Arena
- Club North
- Family Resource Center
- Golf Course
- Grandstaff Library
- Information, Tickets, & Travel
- Madigan Main Pharmacy
- McVeigh Fitness Center
- Nelson Recreation Center
- Northwest Adventure Center
- North Fort Espresso
- Stone Education Center
- Waller Hall Processing Center

Advertisements must be submitted a minimum of eight weeks prior and will run, *without sound*, a minimum of four times each hour (approximately 12 hours per day).

	30-Second Ad	15-Second Ad
One Month	\$360	\$240
Three Months	\$1080	\$720
Six Months	\$2160	\$1440

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ELECTRONIC READERBOARDS

Fort Lewis MWR offers electronic reader boards (ERB) for your advertising needs. Each ERB is centrally programmed and affords you the flexibility to change ads as necessary. Messages will be formatted to fit 2-3 frames for maximum viewing potential. Messages cycle throughout a 24-hour period, 7 days a week. Minimum insertion order for ERB ads is one week; Maximum insertion order is four weeks.

Location	One Week	Two Weeks	Three Weeks	Four Weeks
American Lake Community Center	\$15	\$25	\$35	\$45
Cascade Community Center	\$20	\$35	\$50	\$65
DuPont Gate	\$25	\$45	\$65	\$85
Nelson Recreation Center (East & West)	\$30	\$55	\$80	\$105
Bowl Arena (North & South)	\$30	\$55	\$80	\$105
Madigan Gate (East & West)	\$35	\$65	\$95	\$125
North Fort Lewis Gate (East & West)	\$35	\$65	\$95	\$125
Main Gate (East & West)	\$35	\$65	\$95	\$125

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GRAPHICS

Fort Lewis MWR Marketing is your one-stop source for print media! Below is a sample of the more common items we regularly produce. Let us know if you have a special request.

	Paper Stock	Ink Cost	Total
Posters (11" x 17")	\$.50 regular bond \$.75 heavy bond	\$1.00	\$1.50 / sheet \$1.75 / sheet
Fliers (8.5" x 11") Handbills (4.25" x 5.5") Bookmarks Certificates	\$.25 regular bond \$.50 heavy bond	\$.50	\$.75 / sheet \$1.00 / sheet
Business Cards	\$5.00	\$2.50	\$7.50 / box
Booklets	\$.25 regular bond \$.50 heavy bond	\$.50	Minimum \$1.25 per copy
Lamination, max 24" wide			\$1.00/sq.ft.
Photo Printer	\$1/sq.ft. for photo paper \$7.50/sq.ft. for scrim banner (tear resistant, max 5 ft high)	\$2.50/sq.ft.	\$3.50/sq.ft. \$10.00/sq.ft.

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BANNERS & SIGNS

Fort Lewis MWR offers banners and signs for your advertising needs. Requests should be submitted at least four weeks prior to the event to facilitate preparation time. Banners are typically hung for two weeks prior to the event at one of these locations:

- Gray Army Airfield 8 spaces
- DuPont Gate 4 spaces
- Logistics Gate 4 spaces
- North Fort I-5 Gate 4 spaces
- North Fort Intersection of 41st & A Street 2 spaces
- North Fort Steilacoom Gate 2 spaces
- MAMC Gate 2 spaces
- East Gate 2 spaces

Locations are selected for maximum exposure and banners are rotated among locations in an effort to reach the variety of patrons on Fort Lewis. Priority is given to MWR activities, as well as I Corps, Garrison Command, and mission related activities. MWR will try to accommodate all requests, but locations are based on space availability. There are many options when creating your banner. The costs for materials are:

Indoor Lightweight Banner (maximum 4' high)	\$7.50/sq.ft.
Fence Banner (20 ft x 4 ft)	Starts at \$200
Street Banner (30 ft x 4 ft)	Starts at \$250
Scrim Printable Banner (maximum 5' high)	\$10.00/sq.ft.

Banners may be revised for a \$50 fee and there is a \$25 hanging fee for all banners. Rush orders (requests with less than 7 business days to complete) will incur a \$20 fee per day. Banners (less than 12' x 4' in size) may also be hung at an MWR facility for a nominal fee of \$50 per week.

Signs are available in a variety of sizes. Prices vary according to customer requirements.

Signs	Cost
Sign Material, per square foot	\$1.50
Vinyl Lettering, per square foot	\$1.00
Velcro and/or Grommets	\$1.00
Minimum Fee	\$5.00

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