



Fort Drum

Fort Drum FMWR

Family and Morale, Welfare and Recreation

COMMERCIAL SPONSORSHIP & ADVERTISING GUIDE

FORT DRUM FMWR

COMMERCIAL SPONSORSHIP & ADVERTISING GUIDE



The Directorate of Family and Morale, Welfare and Recreation (FMWR) is a comprehensive network of programs and services designed to enhance the lives of Service Members, Civilians, Families, Military Retirees, and other eligible participants.

To support our programming, we offer a variety of customizable advertising and sponsorship packages aimed at ensuring a measurable return on investment for our partners.

- ◇ Create awareness and visibility of your brand through customized marketing campaigns and opportunities across multiple platforms.
- ◇ Develop meaningful and long-lasting relationships with the military consumer.



Photo: Army Ten-Miler 2023

OUR ARMY COMMUNITY AUDIENCES

- ◇ Value authenticity and credibility of brands that partner with us (64% of service members find brands more meaningful when they see their ads on an installation)
 - ◇ Are well-educated (many take advantage of the G.I. Bill to further their education)
- ◇ Are young (nearly 80% of active-duty Soldiers at Fort Drum are younger than 32)



Photo: Fort Drum Mountainfest 2024

THIS GUIDE INCLUDES:

- ◇ Installation Demographics
- ◇ Event and Program Sponsorship Opportunities
- ◇ Advertising Opportunities
- ◇ Pricing Guide*
- ◇ Map of Fort Drum FMWR Facilities and Advertising Locations

**All campaigns are customized to your specific needs.*

The Price Guide provides a baseline to compare with your budget. There are opportunities for cost savings through bundling of campaigns and venues. For example, it may be cost effective to spread out your campaign and extend your reach by bundling locations and audiences at the fitness centers, the bowling center and the library, as well as having a presence at the popular cabins and cottages rental facilities. There are also cost savings available for annual agreements vs. short-term agreements, and by extending current agreements (even with changes in creatives) into the new calendar or fiscal year. Your Fort Drum Commercial Sponsorship & Advertising representative will work with you to find the best sponsorship and advertising packages that meet your goals and budget.



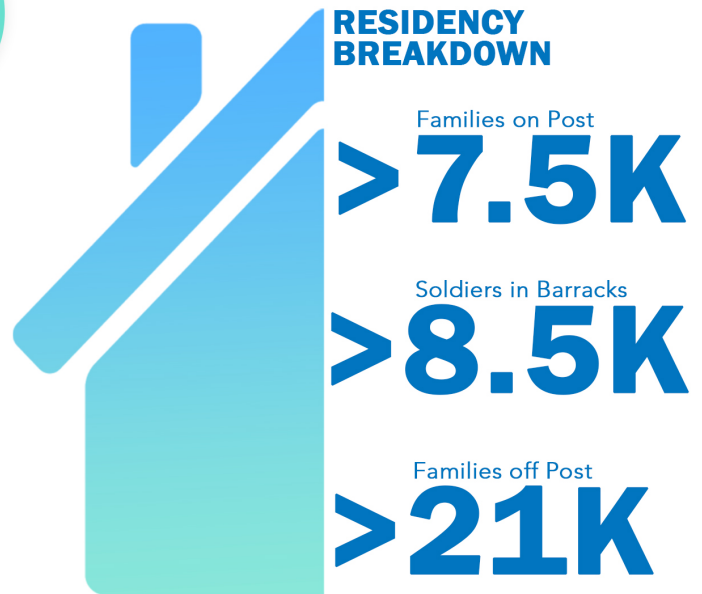
FORT DRUM DEMOGRAPHICS

REACH MORE THAN
80,000

Soldiers, Family Members,
Retirees and Civilians

TOTAL SUPPORTED POPULATION

- Active Duty - 13,480
- Family Members - 24,013
- Fort Drum Civilians - 3,744
- Retirees in the 21st Congressional District - 13,992
- Dependents of Retirees - 10,127
- Other Military, Civilian, Dependents (All Services) - 15,288



AGE BREAKDOWN

79%

of Active Duty Soldiers are younger than 32 years of age



MARITAL STATUS

41% Married
59% Single

SPONSORSHIP BENEFITS AVAILABLE TO YOU:

- ◇ Naming rights at select events.
- ◇ Event booth space for on-site, one-on-one interaction between company staff and patrons.
- ◇ Public recognition of your sponsorship via pre-event marketing materials and announcements during event.
- ◇ Distribute pre-approved information and literature about your organization/company at the event.
- ◇ Generate leads via opt-in prize drawings* or giveaways*.
- ◇ Logo/name inclusion in paid and promotional media and publicity.
- ◇ On-site sampling during select sponsored event(s).
- ◇ Food & beverage sponsorships.
- ◇ Hyperlinks to your company or organization via branding inclusion on social media channels and posts.

**Specific gaming restrictions may apply.*

LEVELS OF SPONSORSHIPS

BASIC SPONSOR:

\$250 (benefits include booth space, table and chairs, and announcement at the event)

CONTRIBUTING SPONSOR:

\$500 (includes all Basic Sponsorship benefits plus sponsor logo inclusion in all marketing materials related to the event)

TITLE SPONSOR:

\$1,000 (includes all Basic and Contributing Sponsor benefits plus large size sponsor logo inclusion on all marketing materials and additional brand messaging on all Fort Drum FMWR social media channels and posts related to the event)

MOUNTAIN SPONSOR:

\$10,000 - \$50,000[†]

[†]Contact your Fort Drum Commercial Sponsorship & Advertising Specialist for details.

ANNUAL RECURRING EVENT SPONSORSHIPS

MONTH OF THE MILITARY CHILD CARNIVAL

Celebrate the U.S. Army's official Month of the Military Child with us at our annual Carnival. More than 1,000 Families, children, and youth come out for this annual event to enjoy free food and drinks, participate in a Family Fun Run, a scavenger hunt, outdoor games, as well as other fun activities. Sponsors can attend this event, host their own canopy and table, and provide giveaways and prizes to all participants. Monetary donations also help offset costs for this event with branded signage options available as recognition for your support!

Estimated attendance: 1,000 - 1,200



CINCO DE MAYO

Annual celebration at The Peak Event Center with free food and drinks provided by our sponsors. Activities and music by a local DJ add to the popularity of the event. This is a free event.

Estimated attendance: 300 - 500

RIVERFEST

Annual tourist extravaganza offering Soldiers and their Families a day on the St. Lawrence River. The daylong event includes a riverboat tour with a stop at the famed Boldt Castle on Heart Island in Alexandria Bay, NY, as well as carnival games and a free meal provided by the support of our generous sponsors. Free meal, but there are costs for the riverboat ride and tour.

Estimated attendance: 3,000 - 3,500





MOUNTAINFEST

This is the premier Summer Event in the North Country. This event is free and open to the public and features military equipment displays, children's games, bounce houses, food and beverage concessions, A Salute to The Nation Ceremony, The Golden Knights Parachute Display, BOSS Car Show and a free concert with nationally recognized talent. The event is held at Division Hill on Fort Drum.

Estimated attendance: 13,000 - 16,000

SUMMER BLOCK PARTY

This annual celebration of summer for Soldiers and their Families includes free food, music, drinks, carnival games and other family activities.

Sponsors can staff a booth or provide door prizes like bicycles, TVs, or summer gear for families!

Estimated attendance: 800 - 1,200



MOUNTAIN MUDDER

The most popular annual mud run in the North Country, this event is open to the public and military personnel for a fee. The course, 5.5 miles and 27 obstacles, starts and ends at the Peak Event Venue and winds through scenic Remington Park on the installation.

Sponsors can support the after party or staff a booth throughout the event or even sponsor an obstacle with signage. Obstacles include a rope swing, water slide and mud crawl.

Estimated attendance: 850 - 1,200



BACK TO SCHOOL BASH

Our annual party to celebrate one last gasp of summer before school begins for a new academic year. Guests enjoy outdoor and indoor games, arts and crafts, and live music with door prizes and giveaways provided by our sponsors.

Estimated attendance: 125 - 180



FORT DRUM FMWR GOLF CLASSIC

Annual golfing event to support Fort Drum FMWR programs with prizes and food and beverages provided by sponsors.

Additional sponsorship opportunities for this event include tee-marker signage, vinyl banners, and golf cart wraps.

Estimated attendance: 100 - 150



TRUNK OR TREAT

Our annual Halloween event is open to all military families, with themed “trunks” provided by local businesses and organizations. Partnered with USO for this event, FMWR offers a one-stop event for traditional candy giveaways to support Fort Drum families while providing exposure for local businesses and products.

Estimated attendance: 2,500 - 3,000





HOME FOR THE HOLIDAYS

Authentic Thanksgiving experience for Soldiers who are away from home. The focus is on the BOSS program for Single Soldiers. Each year we provide up to 800 meals to soldiers who could not make it home for the holiday!



Estimated attendance: 600-800

TREES FOR TROOPS

This is our annual tree giveaway event that brings holiday joy to Fort Drum Soldiers and their Families. We partner with Trees For Troops, who provide the trees, and FedEx, who ship the trees to us for free! Soldiers and their families can choose their tree, enjoy some complimentary refreshments, and make a fun day of it!

Estimated attendance: 2,500 - 3,000



HOLIDAY TREE LIGHTING

Our annual event to kick off the holiday season. This event is open to military families and includes a visit with Santa Claus, traditional holiday festivities and giveaways!

Estimated attendance: 500 - 750

PROGRAM ADVERTISING AND SPONSORSHIP OPPORTUNITIES

LIBRARY PROGRAMS



Visitors to the Robert C. McEwen Library use the facility for continued education, reading programs, learn a new language, participate in free family activities or simply gain access to our extensive collection of print and non-print materials.

Sponsorship opportunities include:

- ◇ Logo and brand integration on Library social media channels and platforms
- ◇ Vinyl banner on-site
- ◇ Inclusion in all marketing materials for sponsored events, including flyers, posters, etc.
- ◇ Leaderboard or sidebar advertising on Library website landing pages
- ◇ Announcement and branding at all sponsored Library events and programs
- ◇ Opportunity for in-library, company-staffed booth and product displays
- ◇ Digital signage opportunity covering the Library and all MWR facilities
- ◇ Title sponsorship program for popular Summer Reading Program (May-September)

RUN SERIES

Secure brand visibility at all installation runs during the calendar year, or single out individual themed runs to sponsor that match your company messaging and targets.

Sponsorship opportunities include:

- ◇ On-site branding at events
- ◇ Company-staffed booth space at events
- ◇ Logo on all event web landing pages, flyers and other marketing materials
- ◇ Social media advertising and logo integration across all channels
- ◇ Sampling opportunities at select events



BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS) PROGRAM



Serving Single Soldiers on Fort Drum. The Fort Drum BOSS program enhances the morale and welfare of soldiers by hosting a variety of events each year, such as its Hike Club, monthly Social, trips to area sporting events, an annual Thanksgiving Meal, and more.

Sponsorship opportunities include:

- ◇ Vinyl banner inside the BOSS Center facility
- ◇ Opportunity for company engagement at BOSS Council meetings and events
- ◇ Company-staffed booth with sampling opportunities at select BOSS events
- ◇ Logo inclusion on all collateral marketing materials associated with select BOSS event(s)
- ◇ Branding/logo included in organic posts across BOSS social media channels

The Fort Drum BOSS Center includes dedicated gaming computers as well as the latest PlayStation and Xbox gaming systems. Every year, dozens of events at the center include Esports Tournaments, Game Nights, and much more!

Sponsorship opportunities include:

- ◇ Co-branded naming rights at BOSS with logo or branded signage (banners)
- ◇ Company-staffed booth with sampling at select BOSS events
- ◇ Logo inclusion on all collateral marketing materials related to gaming
- ◇ Branded messaging included across BOSS social media channels pertaining to gaming
- ◇ Website, gaming landing page leaderboard or sidebar advertising
- ◇ Branded merchandise giveaways at select events

ESPORTS GAMING PROGRAM



CHILDREN AND YOUTH PROGRAMS, SPORTS AND EVENTS



Our Youth Sports program is dedicated to offering a variety of sports to children from 3 to 18 years of age. Youth Sports offers sports camps and clinics as well as seasonal sports leagues and other fitness programs aimed at keeping youth active. Sponsor the entire Youth Sports program or specific individual events like the Youth Color Run, Family Fun Nights or tournaments for soccer, basketball, hockey and more.

Sponsorship opportunities include:

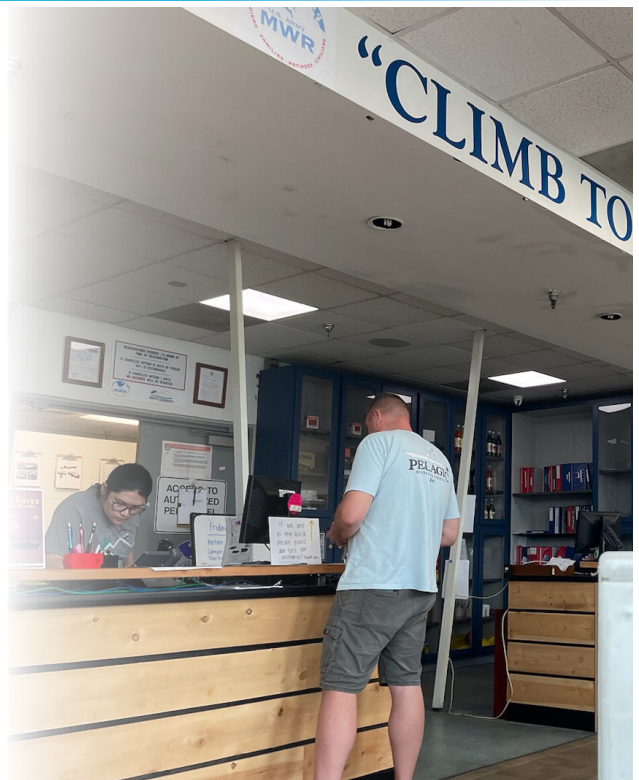
- ◇ Vinyl banner at specific Children Centers and Youth Sports facilities
- ◇ Company-staffed booth, sampling at specific Youth Program and Youth Sports events
- ◇ Logo inclusion on Children and Youth marketing materials by event or program
- ◇ Branded messaging included on Children and Youth social media channels and posts

LEISURE TRAVEL SERVICES

Fort Drum's Leisure Travel Services offers a variety of day and weekend trips for Soldiers and their Families as well as discounts on many popular trips and destinations. Those include New York City weekend trips, amusement park trips, outlet shopping trips, and sporting event trips.

Sponsorship opportunities include:

- ◇ Vinyl banner at Leisure Travel desk
- ◇ Company-staffed booth, sampling at Leisure Travel registration desk during high-traffic or specific-event scheduling times
- ◇ Logo inclusion on Leisure Travel marketing materials by event
- ◇ Branded messaging included on FMWR social media channels and travel-related posts
- ◇ Branded messaging on giveaways at ticketing office for targeted events or groups



RECREATIONAL SHOOTING RANGE

Indoor and outdoor archery ranges, skeet and trap range, 100-yard shooting range and firearm safety classes offered at this state-of-the-art shooting facility.

Sponsorship opportunities include:

- ◇ Vinyl banner at Shooting Range
- ◇ Company-staffed booth, product sampling at specific shooting events
- ◇ Logo inclusion on all shooting event marketing materials
- ◇ Branded messaging included on all social media channels and posts related to Shooting Range activities and events



FITNESS CENTER PROGRAMS AND TOURNAMENTS



Fort Drum FMWR offers three fitness centers to keep military personnel fit and mission ready.

Whether you choose to sponsor a specific sporting or fitness event or the entire program, your company or organization will gain valuable exposure and visibility to thousands of service members daily.

Sponsorship opportunities include:

- ◇ Logo inclusion on FMWR fitness-related ads and flyers
- ◇ Brand integration on social media fitness-related posts by program or event
- ◇ Vinyl banners and wall and window clings at various fitness facilities
- ◇ Locker room mirror clings with branded messaging at one or more fitness facilities
- ◇ Company-staffed booth at fitness facilities or select fitness-related events
- ◇ Title sponsor for the Army STRONG B.A.N.D.S. nutrition and strength program, with logo and messaging across all marketing channels, online landing pages, and printed materials
- ◇ Your logo and brand messaging on “team uniforms” for a variety of seasonal sporting events and tournaments

OUTDOOR RECREATION



The Outdoor Recreation program at Fort Drum offers a variety of outdoor activities and special events as an alternative to traditional fitness outlets, including hikes, ATV races, seasonal sport activities, skeet shooting tournaments and trips to various outdoor venues throughout the surrounding area. The center also provides a variety of equipment for rent for outdoor activities for all seasons.

Sponsorship opportunities include:

- ◇ Vinyl banner at Outdoor Recreation facilities and Remington Park facilities
- ◇ Company-staffed booth, product sampling at specific Outdoor Recreation events
- ◇ Logo inclusion on all Outdoor Recreation marketing materials
- ◇ Branded messaging included on Outdoor Recreation social media channels



RECREATIONAL LODGING

Fort Drum's premier lodging area offers lodges, cabins, pavilions and an RV Park for rent for individual Soldiers and their Families or for community and battalion events.

Sponsorship opportunities include:

- ◇ Tabletop tents and brochures in lodging facilities and common area
- ◇ Banners or posters in common areas for all rental facilities
- ◇ Product sampling opportunities at registration office
- ◇ Inclusion in digital sign package for branding and advertising messaging
- ◇ Branded messaging included on lodging website landing pages, social media channels and posts
- ◇ Sponsor brand integration or custom sponsor offer in guest reservation emails and communications



AUTOMOTIVE SKILLS CENTER

Fort Drum's state-of-the-art Automotive Skills Center offers towing services, vehicle maintenance classes and other vehicle-related services for Soldiers and their Families.

Sponsorship opportunities include:

- ◇ Vinyl banner at Automotive Skills facility
- ◇ Company-staffed booth, product sampling at classes and other Automotive Skills Center events
- ◇ Logo inclusion on all Automotive Skills marketing materials
- ◇ Branded messaging included on FMWR social media channels and posts related to Automotive Skills



PINE PLAINS BOWLING CENTER

Popular Fort Drum Bowling Center with 24 lanes, digital scoring and information screens, a restaurant and bar, as well as meeting rooms available to rent. In addition to traditional bowling, the Center offers its popular Hyper Bowling as well as bowling leagues, promotional events and discounts for families and children and youth.

Sponsorship opportunities include:

- ◇ Logo inclusion at the facility and across all Bowling Center marketing materials
- ◇ Vinyl banner on-site
- ◇ Digital messaging on all or some of the 24 lanes, plus bar/restaurant-area TV screens
- ◇ Tabletop tents and branded beverage coasters in restaurant and bar area
- ◇ Company visits and product sampling opportunities
- ◇ Links to branded products through the Bowling Center online footprint

DIGITAL ADVERTISING

OUTDOOR DIGITAL BILLBOARDS

Eight (8) Outdoor LED Billboards offering 15-second and 30-second ad spaces at high vehicle traffic points across the installation, with Opportunity to View 24 hours per day.

Estimated impressions: 150,000+ per month



INDOOR DIGITAL TV SCREENS/MONITORS

50 Indoor LCD Screens/TV Monitors across Fort Drum MWR facilities with high visibility and foot traffic (daycare centers, gymnasiums, Outdoor Recreation Center, the Peak Event Center, Pine Plains Bowling Center, Sip of GLory Coffeehouse, and others). Offering 15-second or 30-second ad spaces in rotation, with Opportunity to View up to 14 hours per day.

Estimated impressions: 120,000+ per month

ELECTRONIC MEDIA ADVERTISING



SOCIAL MEDIA

- ◇ Social Media Posts on all FMWR Channels, more than 13,650 engagements per month
- ◇ Advertise your brand on FMWR Facebook, Instagram, X, and other channels.
- ◇ Content-rich posts that educate, engage and inspire audiences with a call-to-action
- ◇ Utilize multi-media components (videos/photos) to maximize engagement

 23.2K

 2.3K

 2.7K



WEBSITE

- ◇ More than 24,000 page views per month
- ◇ Webpage Ad Integration: leader boards and sidebar advertising on specific landing pages
- ◇ Links to websites, branded product pages and product sampling events



E-NEWSLETTER

- ◇ More than 1,200 weekly subscribers
- ◇ Your brand messaging or special offer sent directly to subscriber email boxes every week
- ◇ Great for seasonal offerings or discounts and promotions specifically targeting military personnel and their families

OUT-OF-HOME ADVERTISING

LITERATURE ON DISPLAY

On-site kiosks showcasing your company programs and product literature at select facilities. Placement available at the facilities listed below:

- ◇ Fitness facilities
- ◇ McEwen Library
- ◇ BOSS Center for Single Soldiers
- ◇ Children and Youth facilities
- ◇ Recreational Lodging Rental facilities
- ◇ Outdoor Recreation Center
- ◇ Automotive Skills Center
- ◇ FMWR Headquarters



OUTDOOR FENCE BANNER ADVERTISING



Align your brand with our state-of-the-art sports facilities, with four baseball and softball fields, two soccer fields, one turf football field, as well as outdoor and indoor basketball courts. Home to various intramural leagues, the fitness facilities receive exposure during countless PT hours and to hundreds of softball, soccer and football players. Your field sponsorship package can include complete field branding by the season or for one year.

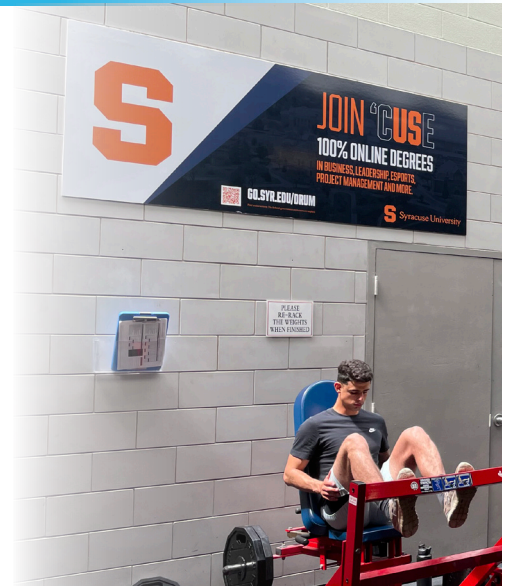
Fence Banner placement available at the locations listed below:

- ◇ Baseball/Softball/Football Fields at Magrath Sports Complex
- ◇ Soccer Fields at Monti Physical Fitness Center
- ◇ Youth Sports Fields, Chapel Drive

INDOOR FACILITY BANNER ADVERTISING

Banner placement available at the following facilities:

- ◇ Magrath Sports Complex
Monthly Average Traffic (28,000 - 32,000)
- ◇ Monti Fitness Center
Monthly Average Traffic (14,000 - 20,000)
- ◇ Atkins Functional Fitness Center
Monthly Average Traffic (2,600)
- ◇ BOSS Center and Gaming Zone
Monthly Average Traffic (4,390)
- ◇ Youth Center and Gym
Monthly Average Traffic (1,600 - 2,000)
- ◇ Pine Plains Bowling Center
Monthly Average Traffic (1,100)



VEHICLE/EQUIPMENT WRAPS



- ◇ 15-Passenger Vans
- ◇ 20-Passenger Limo Buses
- ◇ MWR Cars and Panel Trucks
- ◇ MWR Equipment Trailers
- ◇ Donated Vehicles – Fort Drum FMWR is currently seeking donation of new or used 12- or 15-passenger vans that will serve as the main source of transportation for Soldiers to and from trips on and off the installation. Sponsor can wrap the vehicles in their own branding and messaging. Gain maximum exposure of your brand through daily visibility on and off the installation!

WINDOW/ENTRANCE CLINGS AND COUNTER WRAPS

Make a statement at our most popular facilities with strategically placed window and wall clings or front counter wraps at our most visible locations. Be front and center at the entrance of a popular MWR destination on base or by taking up an entire wall inside! That's only possible with our window and wall wrap options.

Window/entrance cling placement available:

- ◇ Magrath Sports Complex
Monthly Average Traffic (28,000 - 32,000)
- ◇ Monti Fitness Center
Monthly Average Traffic (14,000 - 20,000)
- ◇ Atkins Functional Fitness Center
Monthly Average Traffic (2,600)
- ◇ BOSS Center and Warrior Zone
Monthly Average Traffic (4,390)
- ◇ Pine Plains Bowling Center
Monthly Average Traffic (1,100)

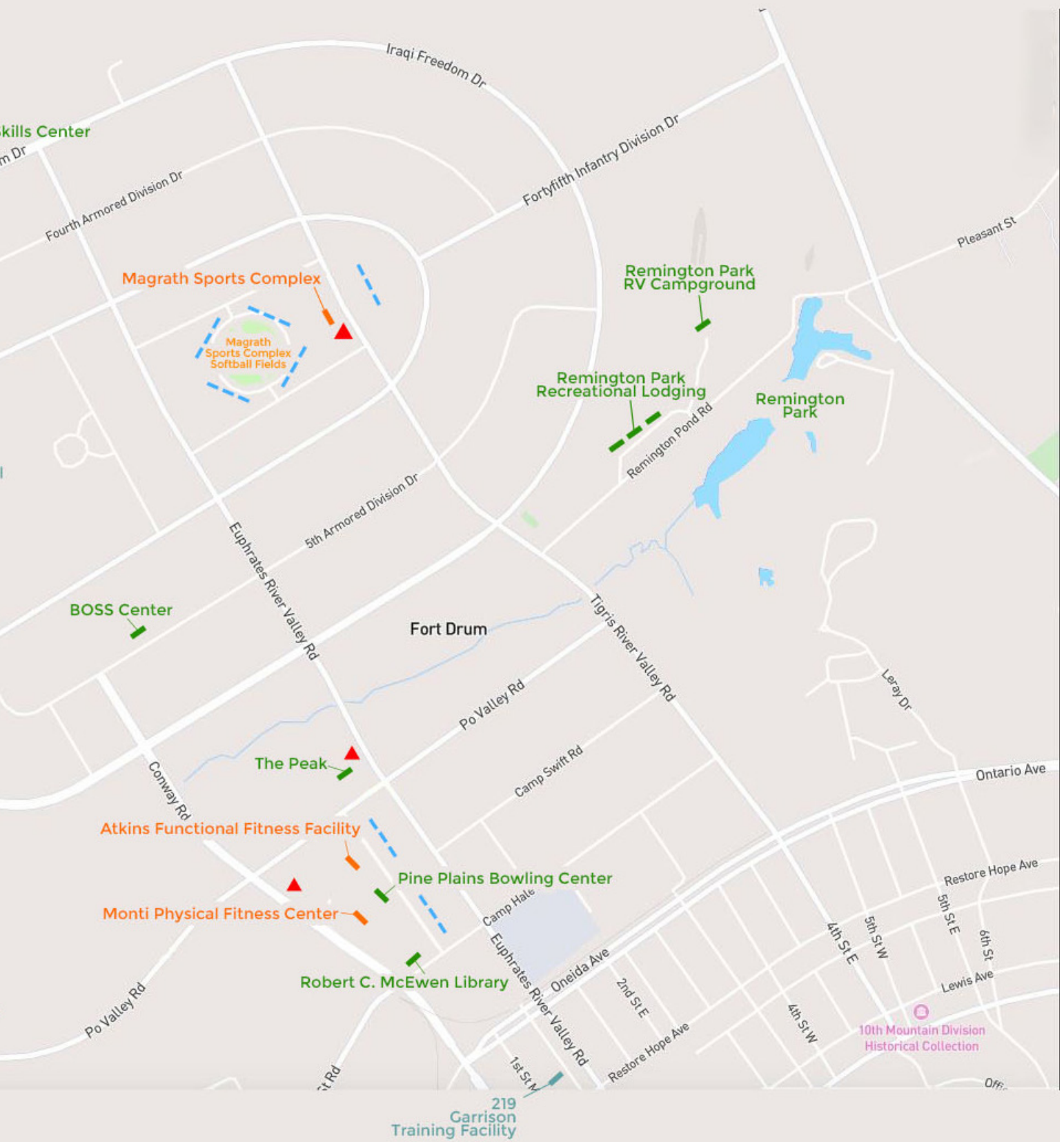




Fort Drum FMWR F



Facilities & Marquees



BECOME A PARTNER TODAY!

LET US INTRODUCE YOUR BRAND TO SOLDIERS AND FAMILIES WHERE THEY LIVE, WORK AND PLAY!



KIRK DAVIS

Marketing Chief

☎ 315-772-0789

☎ 315-836-6048

✉ kirk.c.davis5.naf@army.mil



JASMINE WLOCH

Graphics Production Assistant

☎ 315-772-5686

☎ 315-955-2976

✉ jasmine.wloch.naf@army.mil



BEHARE TAYLOR

Commercial Sponsorship & Advertising Specialist

☎ 315-772-5370

✉ behare.taylor.naf@army.mil

Our mission at Fort Drum FMWR is to provide programs and activities that support the readiness of our Soldiers and their Families.

📍 10783 Chapel Drive, Fort Drum, NY 13602