



FORT DRUM

SPONSORSHIP & ADVERTISING

F D R U M

Family and Morale, Welfare and Recreation



Commercial Sponsorship & Advertising Coordinator

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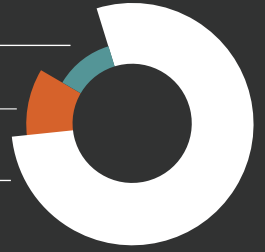


DEMOGRAPHICS

The Family and Morale, Welfare and Recreation (Family and MWR) Commercial Sponsorship and Advertising program offers you the opportunity to present your company's message in a variety of creative ways to our Army community. Sponsorship and advertising gives your business access to our Army community and helps you build goodwill, as well as brand recognition among this loyal and growing market. By partnering with the Fort Drum community, you are helping to expand our Family and MWR programs, events and services to a greater audience.

FORT DRUM POPULATION

DA CIVILIAN EMPLOYEES 1,726
 CIVILIAN EMPLOYEES 2,179
 MILITARY POPULATION 14,087



GENDER BREAKDOWN

FEMALE 1,672
 MALE 13,227



FORT DRUM FAMILIES ON POST vs OFF POST

FAMILY MEMBERS ON POST 8,533
 FAMILY MEMEBERS OFF POST 12,379



Fort Drum is the Home of the 10th Mountain Division (Light Infantry), located in northern New York's picturesque North Country. The installation is in the middle of one of the most historically unique and geographically beautiful areas of the United States. Fort Drum is approximately 30 miles from Canada, with the Great Lakes to the west, the Adirondack Mountains to the east, and the Saint Lawrence River and the Thousand Islands in between.

LOOK FOR YOUR TARGET MARKET



SOLDIERS



LEADERSHIP



SCHOOL AGE CHILDREN



CIVILIAN - RETIREES



FAMILY MEMBERS

BOSS SYMPOSIUM

Event Location: The Commons
Estimated Attendance: 800

APR  

The BOSS Symposium is a two-day event that combines Better Opportunities for Single Soldiers (BOSS) representatives and the Army Family Action Plan (AFAP). AFAP is a highly successful Army-wide program with a mission to improve the quality of life for all members of the Army community. The BOSS Symposium is a version of the AFAP process in which single Soldiers are given an opportunity to surface issues that affect their unique demographic and recommend policy changes to improve their experience in the Army. Soldiers also participate in a physical training (PT) competition.

Base Package Fee: \$500 (access to Fort Drum, on-site booth setup, one banquet table, two fold up chairs, on-site recognition.)



PREMIUM EVENTS

BOSS MOUNTAIN MUDDER

JUNE

Event Location: Monti Physical Fitness Center
Estimated Attendance: 1,000

The BOSS Mountain Mudder is an annual obstacle course and mud run designed to provide a fun fitness alternative for the Fort Drum community. As an untimed event, participants are encouraged to work together as a team to make their way through 5.5 miles of mud, water, and other challenging obstacles. Participants receive race entry, T-shirt and other goodies, and entry to our after party, where runners will enjoy music, games, and food and beverages after completing the course.

Base Package Fee: \$500 (access to Fort Drum, on-site booth setup, one banquet table, two fold up chairs, on-site recognition.)

Major Sponsor: \$2,000 (All benefits from above package plus, logo on back of t-shirt.)

Food Sponsor: \$5,000 (All benefits from other packages, and one year of digital advertising on official website and TV or marquee of choice.)





MOUNTAINFEST

JUNE

Event Location: Fort Drum Division Hill
Estimated Attendance: 15,000 – 20,000+

Our celebration of summer comes to Division Hill every June for Mountainfest! This annual event offers fun for the whole family, featuring military equipment displays, children's carnival games, face painting, bounce houses, ATV rides, archery shoots, Bubble Ball, rock wall climbing, food and beverage concessions, the BOSS Car and Motorcycle Show and Competition, and more. The afternoon wouldn't be complete without the 10th Mountain Division's Salute to the Nation, a community favorite. The evening then kicks off with live entertainment, featuring a nationally-known headliner, all capped off with a dazzling fireworks show. This yearly event is free and open to the public, and draws thousands!



Base Package Fee: \$500 (access to Fort Drum, on-site booth setup, tent coverage, one banquet table, two fold up chairs, on-site recognition, and sponsorship VIP area.)

Fireworks Show Major Sponsor: \$10,000 (Two spaces available, all benefits from other packages.)

Presenter Sponsor: \$15,000 (All benefits from other packages, and one year of digital advertising on official website.)



COLOR ME BOSS

PREMIUM EVENTS

JULY

Event Location: Divison Hill
Estimated Attendance: 1,000

Color Me BOSS is a fun run and walk that fires off in a blaze of color bombs, cannons, and mortars, all along a multi-toned course. We guarantee your outlook will be brighter after you hit our trail. This family-friendly event is untimed and open to all ages and abilities. Participants will receive entry to the race, t-shirt, sunglasses, and a color bomb right before the finish line to participate in the final color throw.



Base Package Fee: \$500 (access to Fort Drum, on-site booth setup, one banquet table, two fold up chairs, on-site recognition.)

Color Blaster Sponsor: \$1,000 (All benefits from above package and display area at two of the color points.)

T-shirt Major Sponsor: \$6,000 (All benefits from above package and logo on back of t-shirts.)

Food Sponsor: \$8,000 (All benefits from other packages, and one year of digital advertising on official website.)



MOUNTAIN MONSTER MASH

OCT



Event Location: Magrath Sports Complex
Estimated Attendance: 3,000

Prepare to be spooked at this ghostly night of fun at Magrath Sports Complex! The annual Mountain Monster Mash is open to all who seek ghosts, goblins, ghouls, witches, and all manner of creepy things!



Base Package Fee: \$500 (access to Fort Drum, on-site booth setup, one banquet table, two fold up chairs, on-site recognition.)

Major Sponsor: \$5,000 (Two spaces available, logo on goodie bags.)

Title Sponsor: \$8,000 (All benefits from other packages, and one year of digital advertising on official website.)

ZOMBIE 5K

PREMIUM EVENTS



Event Location: Magrath Sports Complex ^{OCT}
Estimated Attendance: 1,000

This is one race where your legs giving out are the least of your problems. Zombie 5K is one part 5K, one part obstacle course, one part escaping the clutches of Zombies — and all parts mind-blowing. Runners will navigate a series of challenging obstacles throughout a 5K course in an attempt to reach the finish line — all while avoiding Zombies.



Base Package Fee: \$500 (access to Fort Drum, on-site booth setup, one banquet table, two fold up chairs, on-site recognition.)

T-shirt Major Sponsor: \$5,000 (Two spaces available, logo on back of t-shirt.)

Food Sponsor: \$8,000 (All benefits from other packages, and one year of digital advertising on official website.)

TREE LIGHTING AND HOLIDAY CELEBRATION

DEC



Event Location: The Commons

Estimated Attendance: 1,200

Get in the holiday spirit with Family and MWR! Join us for this annual tradition of lighting the Fort Drum Christmas Tree and Menorah at the Commons. All are welcome to come sing holiday songs with the 10th Mountain Band and help welcome in the holiday season. After the lighting, Santa arrives with help from the Fort Drum Fire Department. Inside the holiday party, children will have the chance to meet Santa and receive a little something from his magical toy machine. Enjoy pizza, baked goods, and holiday crafts. This annual event is free and open to all DoD ID card holders.

Base Package Fee: \$500 (access to Fort Drum, on-site booth setup, one banquet table, two fold up chairs, on-site recognition.)

Santa's Helper Sponsor: \$2,000 (All benefits from other packages, and one year of digital advertising on official website.)

Food Sponsor: \$2,500 (All benefits from other packages, and one year of digital advertising on official website and TV.)

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RECREATIONAL SHOOTING COMPLEX TOURNAMENTS

YEAR ROUND

Event Location: Steve's SchützenPlatz Recreational Shooting Complex

This complex consists of a Rifle and Pistol Range, an Archery Range, and a Skeet Trap Range.

Base Package Fee: \$3,000 (promotional tie-in on all material, and one year of digital advertising on official website.)



PREMIUM EVENTS



LEISURE TRAVEL SERVICES

YEAR ROUND

Event Location: Various locations

The helpful staff in the travel center can offer information and discounted tickets to a number of local and national attractions. The staff can also make reservations for cruises and vacations with Disney. Leisure Travel Services also offers a variety of day and weekend trips. Some of the more popular trips include New York City weekend trips, amusement park trips (Darien Lake and Water Safari), outlet shopping trips, and sporting event trips. Call Leisure Travel Services for details on the next exciting trip!



Base Package Fee: \$5,000 (promotional tie-in on all material, and one year of digital advertising on official website and TV.)



SPORTING EVENTS

PREMIUM EVENTS



YEAR ROUND

Event Location: Magrath Sports Complex, Softball Field, and Pine Plains Bowling Center.

All Intramural Events (WallyBall, Indoor Flag Football, Bowling, Dodgeball, Corn Hole, Basketball, Softball, Racquetball, Soccer, Badminton, Kickball, Disc Golf, Volleyball, Golf, Ultimate Frisbee, Runs, and Floor Hockey.)

Base Package Fee: \$2,000 (access to Fort Drum, on-site booth setup, one banquet table, two fold up chairs, on-site recognition.)



STORY TIME

YEAR ROUND

Event Location:

Robert E. McEwen Library

Estimated Attendance:

80 per week

Toddlers, preschoolers, and parents are invited to this twice-weekly event at the library. Share the magic of reading with your little ones.

Base Package Fee: \$1,000 (access to Fort Drum, on-site booth setup, one banquet table, two fold up chairs, on-site recognition and access to the Summer Reading Program.)



BOSS BOWLING

SEPT - MAY
TUESDAYS

Event Location: Pine Plains Bowling Center
Estimated Attendance: 50 – 300

The Better Opportunities for Single Soldiers offers free bowling to all the single Soldiers at Fort Drum every Tuesday night. Soldiers enjoy food, beverage and live DJ.

Base Package Fee: \$3,000 (access to Fort Drum, on-site booth setup, one banquet table, two fold up chairs, on-site recognition.)



PREMIUM EVENTS

FISHING DERBIES

MAY - OCT

Event Locations: Remington Park
Estimated Attendance: 25 – 100

Catch and release fishing derbies at Remington Park are a popular event for the whole family.

Base Package Fee: \$500 (access to Fort Drum, on-site booth setup, one banquet table, two fold up chairs, on-site recognition.)



HIKING CLUB



MAY - SEPT

Event Location: Local Community
Estimated Attendance: 300

The Fort Drum Hiking Club offers regional day hikes for all ages and abilities throughout the spring, summer, and fall.

Base Package Fee: \$2,000 (promotional tie-in on all material, and one year of digital advertising on official website.)



BOSS INVADES ATKINS

NOV - APR

Event Location: Atkins Functional Fitness Facility
Estimated Attendance: 50

This fitness challenge stirs up a competitive side of Soldiers, their Families, and DoD Civilians. Contenders sign up for a grueling course that pits them against fellow participants within male and female categories. Winners are chosen by speed through each of the physical challenges. The participants who finish all obstacles the fastest, win.

Package Fee: \$1,000 (promotional tie-in on all material, access to Fort Drum, on-site booth set up, one banquet table, two fold up chairs and on-site recognition.)



YOUTH CENTER AND YOUTH PROGRAMS AND ACTIVITIES



YEAR ROUND

YOUTH SPORTS AND FITNESS PROGRAM

YEAR ROUND

The Fort Drum Child and Youth Services Sports & Fitness Program emphasizes safety, participation, fun and good sportsmanship. All registered participants are evaluated, assigned to a team, issued a basic uniform and guaranteed a specific amount of playing time. Sports include: baseball, T-ball, Soccer, Flag Football, archery, basketball, agility camp, football, cheerleading, and wrestling.



Go Team Package Fee: \$1,000 (one sport with logo on back of jerseys.)

The Fort Drum Youth Center offers a variety of leisure, developmental, and sports programs to middle school and high school students in grades 6–12. The Youth Center provides comprehensive, supervised services with after school, weekend, and summer programs such as Life Skills; Citizenship & Leadership Opportunities; Arts; Recreation & Leisure Activities; Sports; Fitness & Health Options.

Title Package Fee:
\$2,000 (promotional tie-in on all material, and one year of digital advertising on official website.)



PREMIUM EVENTS



SOCIAL AND DINING EVENTS

PREMIUM EVENTS



Event Location: The Commons

YEAR ROUND

All social and dining events (Right Arm Nights, Valentine's Day Dinner, Mother's Day Celebration, Easter Brunch, St. Patrick's Day Lunch, Family Nights, Oktoberfest, NFL Sunday ticket, special observations, luncheons.)

Base Package Free: \$5,000 (access to Fort Drum, on-site booth setup, one banquet table, two fold up chairs, on-site recognition.)



ANNUAL VOLUNTEER RECOGNITION CEREMONY



Event Location: Commons

Attendance: 300 – 500

Every April, Army Community Service hosts an evening of elegance honoring our volunteers. Volunteers enjoy an elegant dinner, are recognized individually, and receive a framed certificate of appreciation and small gift to thank them for all they do!

APR

Base Package Fee: \$1,000 (access to Fort Drum, on-site booth setup, one banquet table, two fold up chairs, on-site recognition.)



ARMY FAMILY TEAM BUILDING

YEAR ROUND

Fort Drum AFTB is a volunteer-based program. Volunteer instructors teach other Family members about the military lifestyle and resources, providing the tools and skills needed to become vital members of their community. In addition to instructing positions, we offer a variety of volunteer opportunities. AFTB Instructors are available upon request to conduct classes or separate modules for individual units, organizations, and family readiness groups on a contract-style basis.



PREMIUM EVENTS

Base Package Fee: \$1,000 (access to Fort Drum, on-site booth setup, one banquet table, two fold up chairs, on-site recognition.)



MAY

Event Location: Remington Park
Estimated Attendance: 500

The Army recognizes and appreciates the positive impact spouses have on our Soldiers and the Army. They are an essential part of the Army Family and contribute to readiness by allowing Soldiers to remain focused on their missions. As such, ACS honors this vital component of our military community at an annual picnic in Remington Park. Free lunch, children's games and bounce houses, climbing wall, giveaways, and tunes from the DJ are all part of the event.

MILITARY SPOUSE APPRECIATION DAY

Base Package Fee: \$1,000 (access to Fort Drum, on-site booth setup, one banquet table, two fold up chairs, on-site recognition.)



Base Package Fee:
\$500 (access to Fort Drum, on-site booth setup, one banquet table, two fold up chairs, and on-site recognition.)



ACS BIRTHDAY

JULY

Event Location: ACS
Estimated Attendance: 100 – 200

Army Community Service has been in existence for over 50 years. That's more than 50 years of service to the Army's Soldiers, Family members, and civilian employees. Each year in July, we celebrate these years of service with a party at ACS. All are invited for food, carnival games, bounce houses, cake, and more!



BABY PALOOZA

APR

Event Location: The Commons
Estimated Attendance: 85 – 150

A component of the Army Community Service's Family Advocacy Program (FAP) is New Parent Support. As such, FAP hosts an annual Baby Palooza, celebrating all things baby. The event offers seminars and mini workshops, Q&A sessions, demonstrations, and more, all designed to support new parents as they learn to cope with the everyday demands of parenthood.



Base Package Fee: \$500 (access to Fort Drum, on-site booth setup, one banquet table, two fold up chairs, on-site recognition.)

BOWLING TOURNAMENTS



YEAR ROUND

Event Location: Pine Plains Bowling Center
Estimated Attendance: 75

Fort Drum's 24-lane bowling center features automated, computerized score keeping consoles and overhead scoring monitors. The center features a snack bar, with hot snacks and beverages available for purchase. Six or more bowling tournaments hosted per year.

Base Package Fee: \$2,000 (access to Fort Drum, on-site booth setup at all tournaments, one banquet table, two folding chairs, and on-site recognition.)

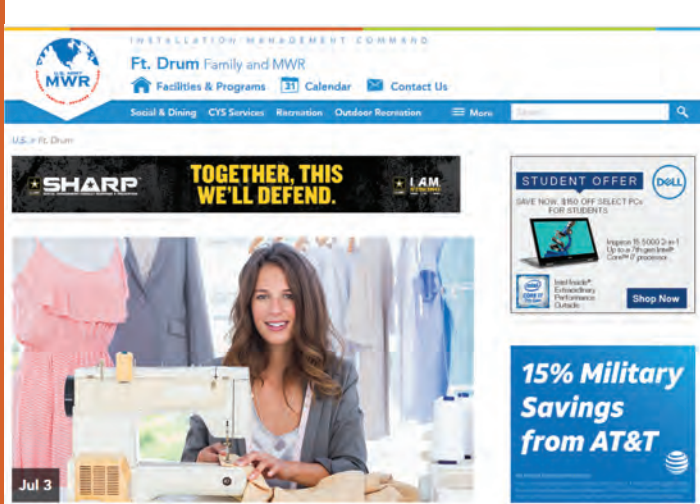


PREMIUM EVENTS

Please ask about any new events or programs being established with Fort Drum Family and, Morale, Welfare and Recreation. There is always something new for Soldiers and their Families to enjoy year round.



ADVERTISING OPPORTUNITIES



WEBSITE

Family & MWR website, www.drum.armymwr.com is the one stop shop for all information regarding our programs, activities, events, facilities, FAQs, closures and delays, and much more. This is the only website that Fort Drum uses to advertise to Soldiers and Families. Over 45,000 page views per month and the average time spent on a page is 2:56.

www.drum.armymwr.com

| Placement | Specifications | 1 Month Pricing | 3 Months Pricing | 6 Months Pricing | 9 Months Pricing | 12 Months Pricing |
|-------------|--|-----------------|------------------|------------------|------------------|-------------------|
| Leaderboard | 728 px by 90 px, min 72 dpi, JPEG, <95 KB | \$350 | \$600 | \$1,100 | \$1,350 | \$1,900 |
| Sidebar | 300 px by 250 px, min 72 dpi, JPEG, <95 KB | \$300 | \$550 | \$1,050 | \$1,300 | \$1,850 |
| Bottom | 180 px by 150 px, min 72 dpi, JPEG, <95 KB | \$250 | \$500 | \$1,000 | \$1,250 | \$1,800 |

SOCIAL MEDIA



Become a #DRUMMWR Advertiser and reach over 10,000 MWR Facebook, Twitter & Instagram followers on a monthly basis. Social Media advertising offers instantaneous uploads and the ability to engage and interact with followers.

| Social Media | Specifications | 1 Month Pricing |
|--------------|---|---|
| Facebook | Recommended width of 720, 960, or 2048 px; JPEG; sRGB color profile | \$350 2 posts on all social media outlets. |
| Twitter | Will be resized upon uploading; <5MB JPEG or PNG;<15MB GIF | |
| Instagram | 1080 px by 1080 px; URLs do not display as hyperlinks | |

Have you ever wondered how much time you spend standing in line? Well, standing in line now has its perks at Family & MWR facilities. Your ads can be seen on our indoor digital signs while customers stand in line. These displays are located in various Family & MWR facilities including The Commons, Monti Physical Fitness Center, Youth Center, Outdoor Recreation, Atkins Functional Physical Fitness Center and Soldier Support Center.



INDOOR DIGITAL SIGNS ADVERTISEMENTS

ADVERTISING OPPORTUNITIES

| Specifications | 1 Month Pricing | 3 Months Pricing | 6 Months Pricing | 12 Months Pricing |
|---|-----------------|------------------|------------------|-------------------|
| 1500 px by 844 px, horizontal layout JPEG (preferred), GIF or PNG. | \$200 | \$550 | \$1,000 | \$1,900 |
| Ad plays for 15 seconds every 10 minutes | | | | |

All indoor monitors are wide-screen format (16:9 aspect ratio). Content not in this format may display differently than intended.

DIGITAL MARQUEES

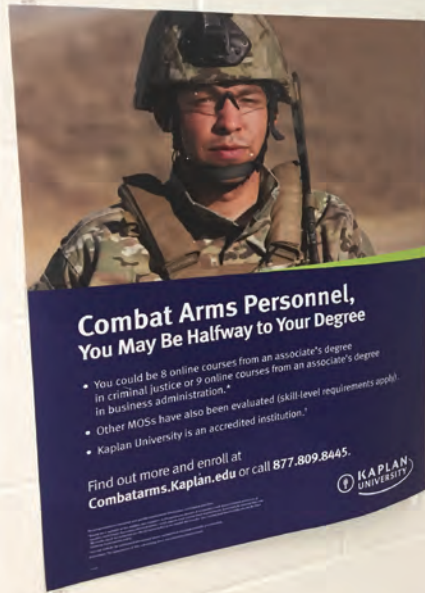
Fort Drum Family & MWR Marketing has three large-format digital outdoor marquees, located at Magrath Sports Complex, Outdoor Recreation, and Child and Youth Services Administrative Building.



| Specifications | 1 Month Pricing | 3 Months Pricing | 6 Months Pricing | 9 Months Pricing | 12 Months Pricing |
|--------------------------------------|-----------------|------------------|------------------|------------------|-------------------|
| 352 x 144 px, JPEG Horizontal layout | \$1,000 | \$2,400 | \$4,200 | \$6,200 | \$8,300 |

One advertisement space per month per business.

ADVERTISING OPPORTUNITIES



POSTERS

Various placements are priced according to locations, campaign flight dates and availability. Available Facilities: Army Community Services, Soldier Family Assurances Center, Chapel Drive Child Development Center, Memorial Child Development Center, Child and Youth Services Outreach Services, Po Valley Child Development Center, South Riva Ridge Child Development Center, School Age Center, Child and Youth Services Sports and Fitness, Youth Center, Pine Plains Bowling Center, BOSS Center, Atkins Functional Fitness Facility, Outdoor Recreation, Auto Skills Center, Robert E. McEwen Library, Magrath Sports Complex, Monti Fitness Facility.

| Specifications | 1 Month Pricing | 3 Months Pricing | 12 Months Pricing |
|----------------------------------|-----------------|------------------|-------------------|
| 24" w X 36" h Total 4 posters | \$150 | \$380 | \$1,500 |

BANNERS

Banner Placement (2.5'x8') with five (5) locations around Fort Drum, your ad will receive high visibility. Advertise on the most highly-utilized facilities on the installation and maximize your brand exposure!

Monthly Traffic:

Magrath Sports Complex: 47,580

Monti Physical Fitness Center: 13,080

Atkins Functional Fitness Facility: 4,440

Better Opportunities for Single Soldiers: 300

| Specifications | 1 Month Pricing | 3 Months Pricing | 12 Months Pricing |
|----------------|---------------------------|-------------------------------|--------------------------------|
| 8' w X 2.5' h | \$750 One MWR Facility | \$3,750 Two MWR Facilities | \$6,000 Four MWR Facilities |

Sport Complex SSG Truman Cool Fields Signage: Advertise your business on the amphitheater at the SSG Truman Cool Fields. Make your presence known during all special events, and PT (physical training) hours by advertising your business 5x10' full color ad here!

Seasonal April - December

1 Month: \$500



VEHICLE DECALS

Your brand will be seen on a wide variety of Family and MWR vehicles. While these vehicles will be driving around on and off the installation. Your logo will be seen by thousands.



| Specifications | 1 Month Pricing | 3 Months Pricing | 12 Months Pricing |
|-----------------------------------|-----------------|------------------|-------------------|
| 24" w X 12"h For Five Vehicles | \$500 | \$1,250 | \$4,800 |

WINDOW CLINGS

Be the first thing they see as they open the front door to a high-traffic facility on the installation.

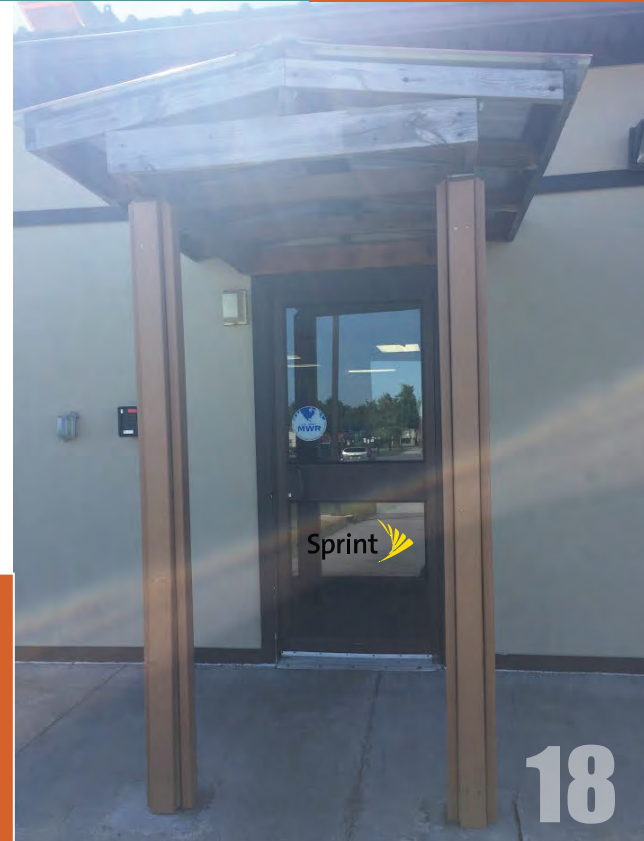
Various placements are priced according to location, campaign flight dates and availability. Rates are per location.

Available Facilities:

- Army Community Service
- Soldier Family Assistance Center
- Chapel Drive Child Development Center
- Memorial Development Center
- Child and Youth Services Outreach Services
- Po Valley Child Development Center
- South Riva Ridge Child Development Center
- School Age Center
- Child and Youth Services Sports and Fitness
- Youth Center
- Pine Plains Bowling Center

- BOSS Center
- Atkins Functional Fitness Facility
- Outdoor Recreation
- Auto Skills Center
- Robert E. McEwen Library
- Magrath Sports Complex
- Monti Physical Fitness Center

| Specifications | 1 Month Pricing | 3 Months Pricing | 12 Months Pricing |
|----------------------------|---------------------------|-----------------------------|--------------------------------|
| Window Decal : 24"x 36" | \$100 One MWR Facility | \$250 Two MWR Facilities | \$1,800 Four MWR Facilities |



ADVERTISING OPPORTUNITIES

SPONSORSHIP OPPORTUNITIES: ADVERTISING OPPORTUNITIES:

WISH LIST

Michelle Roden
(315) 772-0789

- BOSS Symposium
- BOSS Mountain Mudder
- Tree Lighting And Holiday Celebration
- Color Me BOSS
- Mountain Monster Mash
- Zombie 5K
- Mountainfest
- Recreational Shooting Complex Tournaments
- Leisure Travel Services
- Sporting Events
- Story Time
- BOSS Bowling
- Fishing Derbies
- Hiking Club
- BOSS Invades Atkins
- Youth Center and Youth Programs and Activities
- Youth Sports and Fitness Program
- Social and Dining Events
- Annual Volunteer Recognition Ceremony
- Military Spouses Appreciation Day
- Army Family Team Building
- ACS Birthday
- Baby Palooza
- Bowling Tournaments
- New Opportunities / Programs
- In Kind Product Sampling

-
- Website
 - Social Media
 - Indoor Digital Signs
 - Digital Marquees
 - Posters
 - Banners
 - Window Clings
 - Vehicle Decals

Please check the appropriate box(es) to indicate which sponsorship and/or advertising opportunities your company is interested in.

**Thank you
for supporting
Fort Drum Soldiers and their
Families!**

