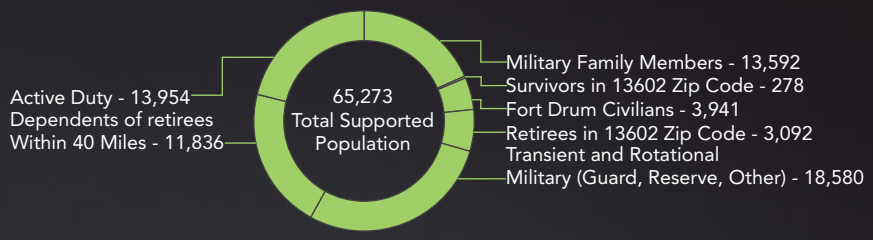
U.S. ARMY
MWR
SOLDIERS · FAMILIES · RETIREES · CIVILIANS

FORT DRUM, NEW YORK

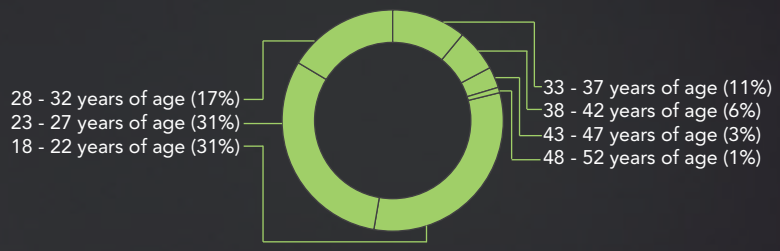
10TH MOUNTAIN DIVISION

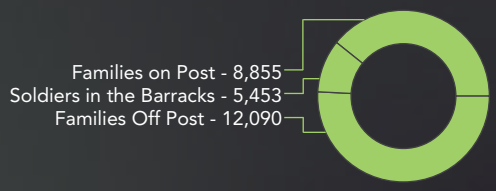
SPONSORSHIP & ADVERTISING GUIDE

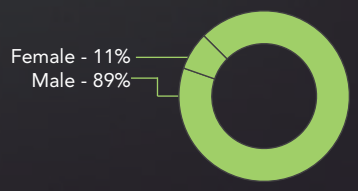
2018-2019



TOTAL FORT DRUM AGE BREAKDOWN





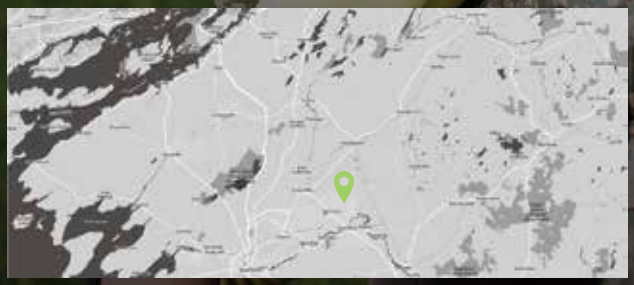


OUR BRAND FORT DRUM FAMILY AND MWR

Reach more than

65,273

Soldiers, Family Members, Retirees, and Civilians.



Fort Drum is located in northern New York's North Country. 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.

Fort Drum Family and MWR plans, produces, promotes, and manages world - class programs for those who serve, including a host of recreation, sports, entertainment, travel and leisure activities. When you join our ranks and reach these coveted target markets, you'll also directly support exceptional programs for military members and their families.

Millions of military service members, retirees, and their families count on our programs to boost their quality of life throughout the United States and around the world.

DIGITAL ADVERTISING

Reach on Social Media

17,509

www.drum.armymwr.com

45,000 Views per month

2:56
Average time spent on a page

WEBSITE

www.drum.armymwr.com is a one stop for all information regarding our programs, activities and facilities with over 200,000 views.

DIGITAL MEDIA DISPLAYS

With over 25 locations located in various Family and MWR facilities ads can be static, animated, GIF or commercial video without sound.

SOCIAL MEDIA POSTS

Share your story with a tag to our Facebook page as a way to engage new customers.

DIGITAL MARQUEES

3 digital marquees strategically placed around Fort Drum to maximize viewers on the road.

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WEBSITE

Family and 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.

PLACEMENT	SPECIFICATIONS
Leaderboard	728 px by 90 px, min 72 dpi, JPEG, <95 KB
Sidebar	300 px by 250 px, min 72 dpi, JPEG, <95 KB
Bottom	180 px by 150 px, min 72 dpi, JPEG, <95 KB

DIGITAL MEDIA DISPLAYS

Reach your customers through our 25 digital media displays located in various Family and MWR facilities. Ads can be static, animated .GIF or commercial video without sound.

SPECIFICATIONS

1500 px by 844 px,
horizontal layout.
JPEG (preferred),
GIF or PNG. All indoor monitors are wide-screen format (16:9 aspect ratio).
Content not in this format may display differently than intended.
Ad plays for 15 seconds every 10 minutes.

SOCIAL MEDIA POSTS

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
Facebook Twitter Instagram	Recommended width of 720, 960, or 2048 px; JPEG; sRGB color profile Will be resized upon uploading; <5MB JPEG or PNG;<15MB GIF 1080 px by 1080 px; URLs do not display as hyperlinks. 2 posts on all Social Media outlets per month.

DIGITAL MARQUEES

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

SPECIFICATIONS

352 x 144 px, JPEG Horizontal layout.
One advertisement space per month per business.

PRINT ADVERTISING

Soldiers, Families, Retirees, and Cilvilians visit Fort Drum Family and MWR facilities. You can get the word out about your business inside our buildings. Advertising opportunities are avaliable through a variety of options inside and outside our facilities.

FLYERS

Placed in various Family and MWR facilities to give maximum exposure of your business.

POSTERS

Your ad will receive high visibility in the most highly-utilized facilities on the installation and maximize your brand exposure!

VEHICLE DECALS

Your logo will receive high visibility on a wide variety of Family and MWR vehicles. Highly-utilized on the road and maximize your brand exposure with moble advertising.

WINDOW CLINGS

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

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FLYERS

These full page advertising prints are given away to our customers to notice your business. Placed in various Family and MWR facilities to give maximum exposure of your business.

SPECIFICATIONS

8.5'' X 11''
100 per month

POSTERS

You can get the word out about your business throughout multiple Family and MWR facilites.

SPECIFICATIONS

24'' w X 36''h
Total 4 posters

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

24'' w X 12''h
For five vehicles

WINDOW CLINGS

Your brand will be seen on a wide variety of Family and MWR windows. Your logo will be seen by thousands.

SPECIFICATIONS

Window Cling :
24"x 36"

IN FACILITY ADVERTISING

BATHROOM STALLS

Placed in all Family and MWR facilities to give maxium exposure of your business.

BATHROOM MIRRORS

Your ad will receive high visibility. Advertise on the most highly-utilized facilities on the installation and maximize your brand exposure!

BANNERS

Banners are the best way to let everyone know who you are.

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BATHROOM STALLS

Bathroom advertising receives customers undivided attention for 30 seconds to 4 full minutes. Advertising in various Family and MWR facilities.

SPECIFICATIONS

8.5"w x 11"h up to 11''w x 17''h

BATHROOM MIRRORS

When customers' are looking in the mirror, they are truly focused. What better time and place to pitch a product to them? Place in various Family and MWR facilities.

SPECIFICATIONS

Lower left corner of mirror.
4'' h x 4'' w

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!

SPECIFICATIONS

8' w X 2.5' h

SPECIAL EVENTS SPONSORSHIP

Fort Drum Family and MWR gives Soldiers and Families a variety of entertainment options to participate in during their off-duty hours. From the small to large scale programs, they are designed to improve the overall quality of life for our Soldiers and their Families. Most events are open to the general public.

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MOUNTAINFEST

June
Division Hill
Estimated Attendance: 15,000 to 20,000

Thousands gather at Division Hill for all attractions and entertainment that make Mountainfest an annual must-attend event at Fort Drum.

HOLIDAY CELEBRATION

December
The Commons
Estimated Attendance: 1,200

Get in the holiday spirit with Family and MWR. Children will have a chance to meet Santa and receive a little something from his magical toy machine.

COLOR THE MOUNTAIN

July
Division Hill
Estimated Attendance: 500

Join us for the annual Color the Mountain Fun Run, and make your way through our 2-mile course of color bursts and explosions!

MOUNTAIN MONSTER MASH

October
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.

MONUMENT TO MEMORIAL

MEMORIAL TO MONUMENT RUN

September
Fort Drum - Watertown
Estimated Attendance: 1,000

In partnership with the City of Watertown, we invite all Soldiers, Family members, and civilians to participate in this unique run connecting Fort Drum and our neighboring communities.

MILITARY SPOUSE APPRECIATION

May
Remington Park
Estimated Attendance: 500

The Army recognizes and appreciates the positive impact spouses have on our Soldiers and the Army. This day we honor our military community at a picnic in Remington Park.

NEW YEAR'S EVE

December 31st
The Commons
Estimated Attendance: 200

Send the year off in style with us! Join us at The Commons for a special New Year's Eve.

ACS BIRTHDAY

July
Army Community Service
Estimated Attendance: 200

ACS has been in existence for over 53 years. That's more than 50 years of service to the Army Soldiers, Family members, and civilian employees. ACS invites you to enjoy food, games, cake and more!

SEASONAL ACTIVITES

Year Round
Fort Drum
Estimated Attendance: 1,000+

The Fort Drum Outdoor Recreation facility offers a number of recreational opportunities for Soldiers and Family members in the Fort Drum community throughout the year.

BOSS SPONSORSHIP

Better Opportunities for Single Soldiers (BOSS) is a Family and Morale, Welfare, and Recreation program for single Soldiers. This program is Soldier-driven, with a foundation in giving single service members an avenue to surface issues and recommend policy changes that will enhance the overall quality of life, to participate in recreation and leisure activities of their choice, and to contribute to and participate in their local communities. This program provides an opportunity to assist in the development of single Soldiers and leaders.

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MOUNTAIN MUDDER

June
Monti Physical Fitness Center
Estimated Attendance: 1,000+

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.

COUNCIL MEETINGS

Monthly
BOSS Center
Estimated Attendance: 60

A monthly meeting with BOSS representatives from every brigade and battalion throughout the installation to discuss quality of life issues and future events.

BOSS GOT YOU COVERED

Throughout the year
BOSS Center
Estimated Attendance: 200

BOSS provides bedding, hygine, and miscellaneous items for servive members returning from deployment.

BOSS BOWLING

September - May | Weekly
Pines Plains Bowling Center
Estimated Attendance: 150

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.

BOSS INVADES ATKINS

September - May
Atkins Functional Fitness Center
Estimated Attendance: 100

Come show us what you got! BOSS Invades Atkins is a functional fitness challenge. Get through our course with the fastest time and you win!

ANNUAL SYMPOSIUM

April
The Commons
Estimated Attendance: 800

Single Soldiers are given the opportunity to surface issues that affect their unique demographics and recommend policy changes to improve their experience in the Army.

GAMING TOURNAMENTS

Monthly
BOSS Center
Estimated Attendance: 50

Come be a BOSS at gaming and join one of the best growing gaming communities. We are looking for some of the most skilled players to compete in our tournaments.

THANKSGIVING

November
BOSS Center
Estimated Attendance: 300

The Better Opportunities for Single Soldiers offers free Thanksgiving dinner for Soldiers that are on duty or that live in the barracks. Evening filled with food and camaraderie.

5K FUN RUN

April - September
Magrath Sports Complex
Estimated Attendance: 1,000

Each month BOSS hosts a themed 5K event. These runs are for fun and to give you a different alternative for PT.

CHILDREN AND FAMILY SPONSORSHIP

Having fun things to do with kids is always important to parents. Fort Drum Family and MWR helps keep kids active through the year with programs and events.

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COLOR RUN

April
School Age Center/ Youth Sports
Estimated Attendance: 180

Child and Youth Services Sports and Fitness program hosts an annual Color Run for all youth and parents to participate in.

STORY TIME

Year Round
Robert C. McEwen Library
Estimated Attendance: 20

Parents and toddlers are invited to come and share the magic of reading. Children will have the opportunity to sing songs, dance, and explore books.

SUMMER READING CLUB

June -August
Robert C. McEwen Library
Estimated Attendance: 200

This is a self-paced program that revolves around work schedules and family vacations.

BABY PALOOZA

April
The Commons
Estimated Attendance: 300

Join us to learn an easy method to soothe your fussy baby, make homemade baby food, speak to healthcare workers about any questions you might have concerning your baby, and much more.

FAMILY NIGHT

September - April
The Commons
Estimated Attendance: 100

Join us for a night of family fun! A different theme and menu for each month.

VALENTINE'S DAY DINNER

February
The Commons
Estimated Attendance: 500

Love is in the air. Celebrate Valentine's Day with your special someone at The Commons. Choose from several delicious entrées on the hand-crafted menu.

MOTHER'S DAY CELEBRATION

May
The Commons
Estimated Attendance: 500

You can treat your Mom to an elegant meal at the Mother's Day Brunch Buffet. Everything from Danish, omelet station, and hot dishes.

PRE-K GRADUATION

June
Child Development Centers
Estimated Attendance: 500+

I learned my A, B, C's and 1, 2, 3's, to tie my shoes and when to say "please". It's time to move on, I've had lost of fun but look out, Grade One here I come!

MONTH OF THE MILITARY CHILD

April
Fort Drum
Estimated Attendance: n/a

Fort Drum celebrates our military children with a variety of events and programs. Military children make up a very special part of our nation's population.

SPORTS AND FITNESS SPONSORSHIP

Fort Drum's Family and MWR Fitness Centers and Intramural Sports Programs offer state-of-the-art facilities and programs in support of mission readiness, preparing and keeping our community healthy in both mind and body.

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ARMY TEN-MILER

October
Washington, DC
Estimated Attendance: 40

Support the Fort Drum running team.

LEAGUES

Year Round
Magrath Sports Complex
Estimated Attendance: Varies

Basketball, Softball, Cornhole, Flag Football, Disc Golf.

TOURNAMENTS

Year Round
Magrath Sports Complex
Estimated Attendance: Varies

Softball, Basketball, Flag Football, Golf, Wally Ball, Bowling, Badminton, Dodgeball, Corn Hole. . . if it is a sport, we have a tournament for it.

5Ks

Seasonal
Magrath Sports Complex
Estimated Attendance: 1,000+

5K fun runs for all DoD ID card holders.

YOUTH SPORTS & FITNESS

Year Round
Youth Sports and Fitness Center
Estimated Attendance: 60

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.

HOMERUN DERBY

September
Magrath Sports Complex
Estimated Attendance: 300

Who can hit the most home runs? Show us what you got.

3 POINT SHOOT

December
Magrath Sports Complex
Estimated Attendance: 100

Let's see who can make the most 3-point shots on the Magrath Sports Complex basketball courts.

WHITEWATER RAFTING

June - August
Local Community
Estimated Attendance: 40 per week

A summertime favorite for Soldiers and Family members! We provide free transportation and registration every week to a local rafting hotspot.

DISC GOLF

Year Round
Magrath Sports Complex
Estimated Attendance: 60

Players throw a disc at a target on a course of 9 or 18 holes. The one with the lowest score wins.

OUR REVIEWS

Thank you for supporting Fort Drum Soldiers and their Families!

Michelle Winter
US Army Fort Drum
Family and Morale, Welfare and Recreation
10783 Chapel Drive
Fort Drum, New York 13602
(315)772-0789
michelle.m.winter3.naf@mail.mil

STAR REVIEW

4.5
OF 5 STARS

MARINA W

Thanks to the Fort Drum MWR I was able to give my son a great party, that otherwise may have been boring, with the inflatable slip and slide and for an amazing price there's absolutely nothing to complain about when you can get an amazing deal and your children have the time of their lives. I already have my daughter asking for it again on her birthday I see many trips back to the MWR. Thank you again!!

INSTAGRAM

llalpacawearl - love your profile energy! :)
tinaschwind - Awesome concert last night!!
americucreditunion - Thank YOU for all you do!
amykolan2 - We will be there! Can't wait!
janella_luccia_my_love - Thanks so much

KATIE

Thanks so much for the kind words, we really had a good time! There were so many valuable insights that we took away regarding what the BOSS program is looking for and what single soldiers are looking for. I also really appreciated the opportunity to interact with the soldiers in a less formal setting- they were such a nice group!

Marketing Manager
Boingo Wireless, Inc.

CHRIS

Thank you!! We had a great day at Fort Drum, made some good connections, had many conversations with folks regarding our programs. I am looking forward to next year already!!

National Customer Relations Liaison | KidPeace

WINYTER DESIGNS

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make an
IMPRESSION
GRAPHIC DESIGN & PRODUCTION SERVICES

logo creation and brand development
print and web advertising art
brochures - flyers - business cards
photo editing and restoration
in-house large format printing and scanning
fleet graphics and vehicle wraps
business and informational signage
banners - posters - menus - flags

inkwell graphix

315.788.2621 / inkwellgraphix.com / 135 eastern boulevard / watertown