

FORT DRUM, NEW YORK
10TH MOUNTAIN DIVISION



SPONSORSHIP & ADVERTISING

GUIDE
2020

TABLE OF CONTENTS



4

DEMOGRAPHICS & ANALYTICS

10

FALL SPONSORSHIP

6

DIGITAL ADVERTISING

8

PRINT ADVERTISING

12

WINTER SPONSORSHIP



14

SPRING SPONSORSHIP

18

YEAR-ROUND SPONSORSHIP

20

REVIEWS

16

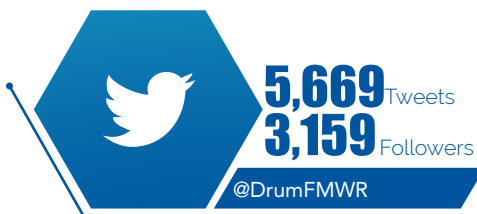
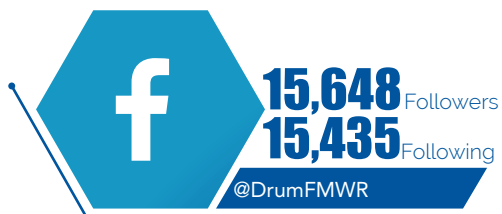
SUMMER SPONSORSHIP

22

PRICING GUIDE



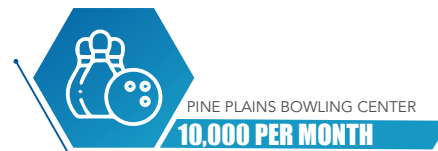
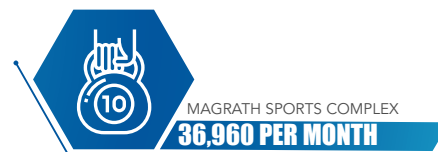
SOCIAL MEDIA & FACILITIES DEMOGRAPHICS & ANALYTICS



[19,541]
Reach on Social Media



[50,000]
Reach to our Visitors



FORT DRUM'S DIRECT ECONOMIC IMPACT FY2018:

\$1,483,210,851

REACH MORE THAN

81,111

Soldiers, Family Members,
Retirees, and Civilians

21,532,060.385

SQUARE FOOTAGE OF BUILDINGS ON FORT DRUM:

[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.]

[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.]

108,733 ACRES

TOTAL FORT DRUM SUPPORTED POPULATION

76,631

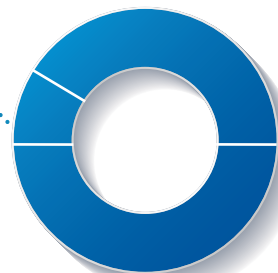
**TOTAL FORT DRUM
AGE BREAKDOWN**

28 - 32 years of age (17%)
23 - 27 years of age (31%)
18 - 22 years of age (31%)
33 - 37 years of age (11%)
38 - 42 years of age (6%)
43 - 47 years of age (3%)
48 - 52 years of age (1%)



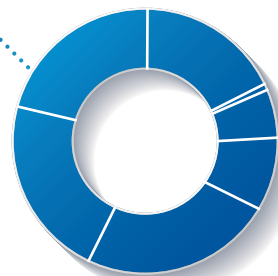
**LIVING LOCATION
BREAKDOWN**

Families on Post - 8,855
Families off Post - 12,090
Soldiers in Barracks - 5,453



**TOTAL SUPPORTED
POPULATION**

Active Duty - 15,154
Family Members - 17,171
Survivors in 13602 - 278
Fort Drum Civilians - 3,941
Retirees in 13602 - 3,092
Dependents of retirees
Within 40 Miles - 12,724
Transient and Rotational
Military (Guard, Reserve,
Other) - 18,580



**MARRIED
STATUS**

Married (52.07%)
Single (47.93%)



**GENDER
BREAKDOWN**

Female (11%)
Male (89%)





DIGITAL ADVERTISING OPPORTUNITIES

DIGITAL MEDIA DISPLAYS



25+
LOCATIONS

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

WEBSITE

drum.armymwr.com



45,000
PAGE VIEWS PER MONTH

Family and MWR website, 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.

2:56 **AVERAGE MINUTES
SPENT ON A PAGE**

DIGITAL MARQUEES

**245
TIMES**

**YOUR AD WILL BE
SHOWN A DAY**

Fort Drum Family and MWR Marketing has large-format digital outdoor marquees throughout the installation.



SOCIAL MEDIA POSTS

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



f   
19,541
REACH ON SOCIAL MEDIA



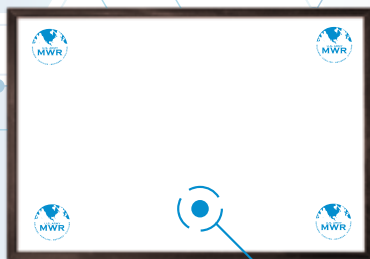
PRINT ADVERTISING OPPORTUNITIES

POSTERS & FLYERS



These full-page advertising prints are placed in various Family and MWR facilities and given away to customers to maximize exposure of and advertise your business.

WINDOW CLINGS & BATHROOM MIRRORS



When customers are looking in the mirror, they are truly focused. What better time and place to pitch a product to them? Placed in various Family and MWR facilities, your brand will be seen on a variety of Family and MWR windows and mirrors.

BANNERS



We will place your banner in our high-traffic facilities to maximize visibility of your brand.

PODCAST



Tune in and stay connected with our new podcasts, Mic Drop with Gene and Jen! / Morning Coffee with FMWR. Listen for news on current events, upcoming programs, and more with two of our most beloved FMWR employees, Mr. Gene Spencer and Ms. Jen Berry, and their guests.

YARD SIGNS



Yard signs are effective for increasing awareness of your brand, company, or organization in any setting. Yard signs are ideal for outdoor applications.



FALL SPONSORSHIP OPPORTUNITIES

MOUNTAIN MONSTER MASH



MAGRATH SPORTS COMPLEX

Prepare to be spooked at this ghostly night of fun at Magrath Sports Complex. Our annual Halloween event is open to our military Families who seek ghosts, goblins, ghouls, and witches. Enjoy games, crafts, bounce houses, entertainment and attractions, and the haunted house, if you dare!

EST ATTENDANCE **3,000**

BOSS THANKSGIVING



COATES OVERVIEW LODGE

Join us as we celebrate the season of giving with a free traditional Thanksgiving feast for our single Soldiers. Our Home for the Holidays meal is a popular annual event that provides food and fellowship for our Soldiers who cannot return home for the Thanksgiving holiday. Sponsors have the opportunity to feed hundreds of Soldiers, and to give back to those who continue to serve.

EST ATTENDANCE **500**

MEMORIAL TO MONUMENT RUN

HAYS HALL

In partnership with our neighbor, the City of Watertown, we invite you to participate in the annual Memorial to Monument Run. The 11-mile run will kick off at Fort Drum Memorial Park. Enjoy a beautiful course along the Black River as you make your way to the 10th Mountain Division Monument in the City of Watertown Thompson Park.

EST ATTENDANCE **5,000**

ARMY TEN-MILER

WASHINGTON, DC

ARMY TEN-MILER
WASHINGTON, D.C.

Support the Fort Drum Team! Started in 1985, the Army Ten-Miler (ATM) takes place each October in Washington, D.C. to promote the Army, build esprit de corps, support Army fitness goals, and enhance community relations. All race proceeds benefit Soldier MWR programs.

EST ATTENDANCE **50,000**



WINTER SPONSORSHIP OPPORTUNITIES

HOLIDAY CELEBRATION

FORT DRUM

Spread some cheer and join us for a Holiday Celebration to welcome the Christmas season! Enjoy cozy fires and horse and buggy rides, visit with Santa, and top the night off with the lighting of the Christmas tree.

EST ATTENDANCE

3,000



NEW YEAR'S EVE

PINE PLAINS BOWLING CENTER

Bowl in the new year right on post! Help our Soldiers and families celebrate as they enjoy music and family fun.

EST ATTENDANCE

200



VALENTINE'S DAY DINNER

THE COMMONS

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

ESTIMATED ATTENDANCE

200



BOSS INVADES ATKINS



ATKINS FUNCTIONAL FITNESS FACILITY

Come show us what you've got. BOSS Invades Atkins is a functional fitness challenge open to all Soldiers, Family members, and DoD ID card holders ages 18 and up. Get through our course with the fastest time and you win. There will be male and female categories. For those who have competed in the past, the courses are altered every time for a new challenge with each competition. Start training now!

EST ATTENDANCE

150

BOSS BOWLING



PINE PLAINS BOWLING CENTER

The BOSS program takes over the Bowling Center. Every Thursday night, single Soldiers get to eat, drink and bowl while they are meeting new people.

EST ATTENDANCE

5,000



SPRING SPONSORSHIP OPPORTUNITIES

MILITARY SPOUSE APPRECIATION DAY



REMINGTON PARK

This event is a chance for the community to honor our military spouses. Families enjoy food, entertainment and good company.

EST ATTENDANCE

800

YOUTH COLOR RUN



CHILD AND YOUTH SERVICES SPORTS CENTER

Child and Youth Services Sports and Fitness program hosts an annual Color Run for all youth and parents to participate in. A blast of color makes everyday better.

EST ATTENDANCE

400

MOTHER'S DAY CELEBRATION



THE COMMONS

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

EST ATTENDANCE

100



BOSS ANNUAL SYMPOSIUM



THE COMMONS

When the Fort Drum Better Opportunities for Single Soldiers representatives gather once a year during their symposium, they have one thing on their mind: trying to make every Soldier's life better.

EST ATTENDANCE

200

VOLUNTEER CEREMONY



THE COMMONS

The annual Army Volunteer Corps ceremony celebrates the volunteers who make a meaningful difference in the lives of Soldiers and their Families every day. Our sponsors provide the opportunity for a celebratory meal and awards presentation.

EST ATTENDANCE

200

MONTH OF THE MILITARY CHILD



FORT DRUM

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

EST ATTENDANCE

2,000



SUMMER SPONSORSHIP OPPORTUNITIES

MOUNTAINFEST



DIVISION HILL

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

EST ATTENDANCE

20,000

ACS BIRTHDAY



ARMY COMMUNITY SERVICE

Our annual Army Community Services birthday celebration takes place in July and features free family fun including ice cream and cupcakes, face painting, pinatas, popcorn, games, and more. ACS proudly has served our U.S. Army Soldiers and Families for more than 50 years.

EST ATTENDANCE

200

5K FUN RUN



MAGRATH SPORTS COMPLEX

A fun way for our fitness-focused Soldiers to engage with family and community members, we hold several 5K events throughout the year.

EST ATTENDANCE

3,000

MOUNTAIN MUDDER



MONTI PHYSICAL FITNESS CENTER

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.

EST ATTENDANCE

1,000+

PRE-K GRADUATION



CHILD DEVELOPMENT CENTERS

Celebrate with our Fort Drum Families as their children reach another milestone - graduating Pre-K. This joyous occasion is one for the scrapbooks as students walk down the aisle in their cap and gown to receive a diploma.

EST ATTENDANCE

500

SUMMER READING CLUB



MCEWEN LIBRARY

Participants explore new adventures through the pages of books during this annual summertime program. A kick-off party is held and includes games, snacks, prizes, and more!

EST ATTENDANCE

300



YEAR-ROUND SPONSORSHIP OPPORTUNITIES

GAMING TOURNAMENTS



BOSS CENTER

Each month the BOSS program hosts a gaming tournament at their BOSS Center where they also provide a safe, alcohol and drug-free environment for Soldiers to enjoy themselves.

EST ATTENDANCE

500

BOSS COUNCIL MEETINGS



BOSS CENTER

All BOSS representatives are invited to attend this monthly meeting. Topics to include upcoming events, issues/concerns, and more.

EST ATTENDANCE

300

STORY TIME



MCEWEN LIBRARY

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

EST ATTENDANCE

300

YOUTH SPORTS & FITNESS

CHILD AND YOUTH SERVICES

Child and Youth Services Sports & Fitness Program emphasizes safety, participation, fun, and good sportsmanship. Support our Child and Youth Services sports teams.

EST ATTENDANCE

10,000



SPORTS TOURNAMENTS

MAGRATH SPORTS COMPLEX

Throughout the year the Intramural Sports Program offers state-of-the-art tournaments for 19 years of age and older.

EST ATTENDANCE

7,000





PROGRAM REVIEWS & CONTACTS

BOINGO WIRELESS

I manage 24 Army, Air Force and Marine Corps installations for Boingo. This includes working with various organizations on each base including MWR, FSS and MCCS. I can truly say that Fort Drum MWR is one of the best programs and teams to work with. When I get a new MWR marketing contact at an installation I always reference your program and office. As a sponsor it's important that MWR knows their clients and needs. Boingo has a specific demographic which can be challenging for MWR to place us where we need to be whether it's through sponsorship or advertising. You know our demographic and we work together to enhance the event for all parties involved. (MWR, BOSS and Boingo) What's great is your program works with us to get creative, even if it's something that hasn't been done before. I do believe working with MWR has made a difference for our business on Fort Drum.

Respectfully,

 Lisa Hicks
Regional Marketing Manager, East
Boingo Wireless, Inc

CARTHAGE AREA HOSPITAL

We've been very happy with it honestly. I enjoy the billboards and other advertising opportunities. I also appreciate you contacting me when there's a new opportunity on the horizon in case we're interested. It gives us another opportunity to reach soldiers and families to let them know they have options when it comes to healthcare.

Respectfully,

 Taylour Lynn Scanlin, MBA
Foundation & Marketing Executive Director
Carthage Area Hospital

FACEBOOK FOLLOWER

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!!

Respectfully,

 Marina W
Facebook User

KIDSPeACE

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!!

Respectfully,

 Chris
National Customer Relations Liaison
KidsPeace

RUNNINGBOARDS

Thank you so much for having us there! I heard it was an awesome time from a few of my friends who attended and through social media! That's awesome to see that 7 news was there to cover the run as well!

Congratulations on a huge success!!

 Jon and Kevin
Runningboards
Digital Marketing Sales and
Client Care Specialist

MICHELLE WINTER



MARKETING MANAGER

US Army Fort Drum
Family and Morale, Welfare and Recreation
10783 Chapel Drive
Fort Drum, New York 13602

Michelle.m.winter3.naf@mail.mil
(315) 772-0789

KATHY MONTGOMERY



ADVERTISING & SPONSORSHIP SPECIALIST

US Army Fort Drum
Family and Morale, Welfare and Recreation
10783 Chapel Drive
Fort Drum, New York 13602

Kathleen.r.montgomery2.naf@mail.mil
(315) 772-5370

SOCIAL MEDIA



LIKE - FOLLOW - SUBSCRIBE - HIT THE BUTTON

- @DrumFMWR
- @fortdrumfmwr
- Fort Drum Family and MWR
- @DrumFMWR
- Fort Drum FMWR
- drum.armymwr.com

HOURS OF OPERATION

Monday
Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday
U.S. Holidays

8 a.m. - 4:30 p.m.
8 a.m. - 4:30 p.m.
8 a.m. - 4:30 p.m.
8 a.m. - 4:30 p.m.
8 a.m. - 4:30 p.m.
Closed
Closed
Closed





ADVERTISING & SPONSORSHIP WISH LIST

MOUNTAIN MONSTER MASH
BOSS THANKSGIVING
MEMORIAL TO MONUMENT RUN
ARMY TEN-MILER
HOLIDAY CELEBRATION
NEW YEAR'S EVE
VALENTINE'S DAY DINNER
BOSS INVADES ATKINS
BOSS BOWLING
MILITARY SPOUSE APPRECIATION DAY
YOUTH COLOR RUN
MOTHER'S DAY CELEBRATION
BOSS ANNUAL SYMPOSIUM
VOLUNTEER CEREMONY
MONTH OF THE MILITARY CHILD
MOUNTAINFEST
ACS BIRTHDAY
5K FUN RUN
MOUNTAIN MUDDER
PRE-K GRADUATION
SUMMER READING CLUB
GAMING TOURNAMENTS
BOSS COUNCIL MEETINGS
STORY TIME
YOUTH SPORTS & FITNESS
SPORTS TOURNAMENTS

WEBSITE
DIGITAL MEDIA DISPLAYS
SOCIAL MEDIA POSTS
DIGITAL MARQUEE
FLYERS
POSTERS
VEHICLE DECALS
WINDOW CLINGS
BATHROOM STALLS
BATHROOM MIRRORS
BANNERS
YARD SIGNS
PODCASTS
EVENT SPONSORSHIP

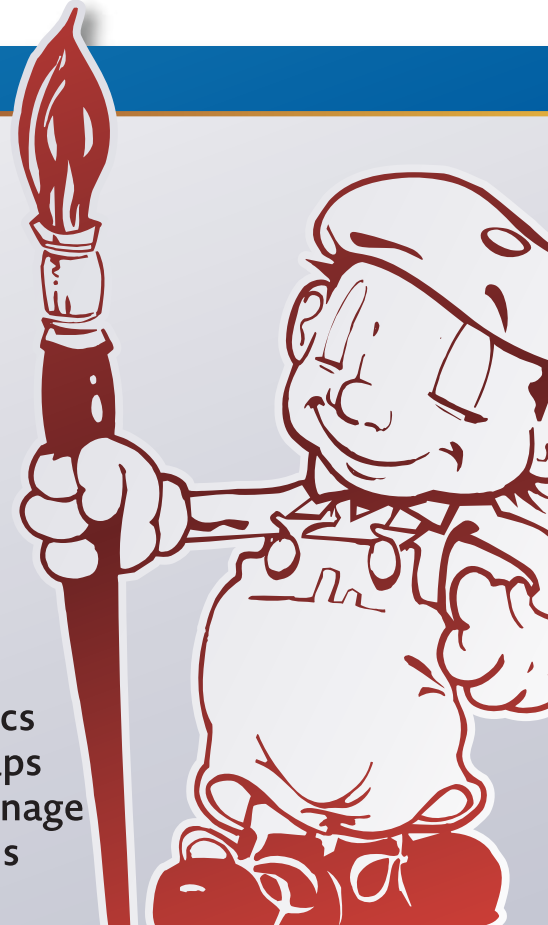
"Thank you for the support of the
fort drum community"

MWR Family

MAKE AN *Impression*

Graphic Design & Production Services

- Logo Creation
- Brand Management
- Advertisement Layouts
- Business Card Printing
- Brochures & Flyers
- Photo Editing
- Print-Ready File Creation
- Large Format Printing
- 36" Roll Scanning
- Banner & Poster Printing
- Commercial Fleet Graphics
- Full & Partial Vehicle Wraps
- Business ID & Job Site Signage
- Feather Flags & Yard Signs





“Stopping advertising to save money
is like stopping your watch to save time.”

Henry Ford

“Marketing without design is lifeless,
and design with marketing is mute”

Von R. Glitschka