



Fort Lee Family and MWR

Corporate Sponsorship and Advertising





THE ARMY'S SUPPORT STARTS HERE

Family and Morale, Welfare, and Recreation (MWR) enhances the quality of life, supports readiness and promotes well-being of Soldiers, Families, Retirees and Civilians who have made personal sacrifices to protect our country and preserve our freedom. Family and MWR contributes to the Army's strength and readiness by providing first-choice support services and programs that reduce stress, build skills and self-confidence while fostering a strong esprit de corps. We are proof of the Army's commitment to care for the people who serve and stand ready to defend the nation.

Family and MWR is committed to providing services that are as outstanding as the people we serve. Our aim is to be there for every one of our customers and to meet their individual needs for:

- Exceptional Service - friendly, responsive and caring
- Information and Access - to our many unique services
- Consistent Quality and Value - in all Family and MWR programs worldwide

Fort Lee Family and MWR

We serve **over 90,000** authorized DoD ID Cardholders in the Fort Lee and surrounding communities, including 16, 000 Active Duty and Reserve personnel.

The 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 Lee community you are expanding our Family and MWR programs, events and services to a greater audience.

Family and MWR sponsorship and advertising is the financial or in-kind support of a Family and MWR program or activity, used primarily to achieve specified **business goals**.

Family and MWR sponsorship and advertising offers the possibility of achieving several goals at once. Your company can benefit from a Family and MWR partnership in many ways, such as:

- Differentiate yourself from competitors. The mere act of sponsoring a Family and MWR event, especially an exclusive sponsorship, is a significant way to create competitor differentiation. Your company name has the **opportunity to stand out** head and shoulders above the competition.
- Help with good "Corporate Citizen" role. Another powerful Family and MWR sponsorship objective allows your company to be viewed as an **"Army Supporter"**. Supporting the Fort Lee community and contributing to our morale, welfare and recreation development is extremely powerful and creates enormous goodwill. Most activities and events operated by the Family and MWR organizations are eligible for sponsorship support.



Fort Lee Fast Facts

Fort Lee is headquarters of the U.S. Army Combined Arms Support Command (CASCOM)/ Sustainment Center of Excellence (SCoE), the U.S. Army Quartermaster School, the U.S. Army Ordnance School, The U.S. Army Transportation School, the Army Logistics University (ALU), Defense Contract Management Agency (DCMA), and the U.S. Defense Commissary Agency (DeCA).



Fast Facts FORT LEE, VA

LAND & BUILDINGS

Total Land Acreage
5,907

Miles of Paved Road
119

Miles of Unpaved Road
76

Buildings
494

Training Areas
27

Training Ranges
8

Troop Housing Spaces
7,472 (Trainees/Others)
892 (Permanent Party)

Family Housing Units
1,506

UPDATED: March 16, 2021

DATA SOURCE: ASIP/DPW – Q1, FY21 (on-post)
DEERS – Sept. 30, 2019 (off-post)

CREATED BY: USAG Fort Lee Public Affairs
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SUPPORTED POPULATIONS

ON POST 28,613

Military (Permanent Party) 3,891
Army 3,203
Other Military 328
Students (ALU) 360

Military (Trainees/Others) 11,035
Students/Trainees 10,539
Army Reserve 455
Transient/Rotational 41

Civilian/Contractor Personnel 7,773
Army Civilians 2,164
Other DoD Civilians 2,927
Contractors 1,749
Students/Transient/Rotational 933

Active Duty Military Dependents 5,914

OFF POST* 68,988

Active Duty Military 577
Active Duty Military Dependents 4,785
Army Reserve 4,793
Army Reserve Dependents 5,311
Military Retirees 13,045
Military Retiree Dependents 40,477

* within a 40 mile radius of Fort Lee

MAJOR MILITARY/DEFENSE ORGANIZATIONS ON POST

U.S. Army Combined Arms Support Command

- U.S. Army Logistics University
- U.S. Army Ordnance School
- U.S. Army Quartermaster School
- U.S. Army Transportation School

U.S. Army Garrison – Fort Lee

U.S. Army Software Engineering Center – Fort Lee

U.S. Army Network Enterprise Center – Fort Lee

Kenner Army Health Clinic

Global Combat Support System (U.S. Army)

Defense Commissary Agency

Defense Contract Management Agency

Defense Military Pay Office

Fort Lee Military Entrance Processing Station

U.S. ARMY UNITS

23rd Quartermaster Brigade

- 244th Quartermaster Battalion
- 262nd Quartermaster Battalion
- 266th Quartermaster Battalion

59th Ordnance Brigade

- 16th Ordnance Battalion
- 832nd Ordnance Battalion

94th Division (U.S. Army Reserve)

217th Military Police Detachment

ALU Support Battalion

Mortuary Affairs

- 54th Quartermaster Company
- 111th Quartermaster Company

TRADOC Band Detachment

OTHER MILITARY UNITS

U.S. Air Force 345th Training Squadron

U.S. Marine Corps Detachment



HOME.ARMY.MIL/LEE

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS

The mission of the Better Opportunities for Single Service Members (BOSS) program is to **enhance the morale and welfare of military personnel**, increase retention, and sustain combat readiness. The BOSS program is open to single, single with dependents, and geographically dispersed Soldiers. The Fort Lee BOSS program provides networking, volunteer, and leisure trip opportunities for single service members stationed at Fort Lee.

BOSS is facilitated through three core components aimed at maintaining a balance life: leisure and recreation, community service, and quality of life. In efforts to lower the “out-of-pocket” costs for eligible BOSS participants, the BOSS program conducts fundraising opportunities throughout the year geared towards lowering the cost that the Service Member must pay to attend a BOSS leisure and recreation trip.

The BOSS program participates in recreation and leisure activities such as paint parties, zip-lining adventures, and open mic nights...just to name a few!



Cardinal Golf Club

Fort Lee's Cardinal Golf Club features a 27-hole course, practice range, putting and chipping greens, practice bunker, and pro shop. The original 18 holes, were built in 1947 are a masterpiece of traditional layout. The third nine, opened in 2002, was designed by Ault, Clark and Associates.

The gentle rolling hills and mature, tree-lined fairways make it a favorite among Soldiers, Retirees, Civilians, and Family Members.

There are numerous advertising opportunities available to reach your target market. The Cardinal Golf Club is a year-round operation and averages **over 35,000 rounds** of golf each year.

Customized sponsorship opportunities are also available for the monthly club tournaments.



TenStrike Bowling Center

Fort Lee's TenStrike Bowling Center is a premier bowling center in the community. Each event held at TenStrike Bowling Center offers something fun for the whole family, like Bowling Leagues and themed bowling nights. TenStrike offers people a place to come together with friends, for food, beverages, and, of course, fun! TenStrike Bowling Center sees **500 unique daily users** and **over 536,000 games played** every year!

Your ad is above it all at Fort Lee's TenStrike Bowling Center. Fort Lee's 32-lane bowling center is equipped with 42" flat-panel monitors. Your advertisements rotate on the monitors that are not in play, providing **coverage** across the bowling center.

Continue to grow your brand awareness across the customers at TenStrike Bowling Center with advertising on our digital monitor network, flyer placement in the facility, and sponsorship of our bowling leagues.

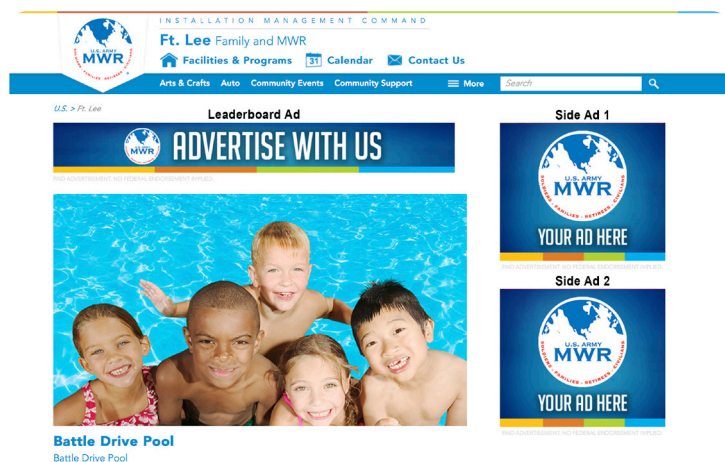


ADVERTISING OPPORTUNITIES

Interactive Solutions

Family and MWR Website - www.lee.armymwr.com

An ad on the Family and MWR website is a site link from our website to yours, directly connecting our visitors to your website. The Fort Lee Family and MWR website receives **over 250,000 page views annually**.



Length	Rate (Per location. Leaderboard or Side Ad)
1 month	\$500
3 months	\$800
6 months	\$1,000
12 months	\$1,800

Social Media Platforms

Become a Fort Lee social media advertiser and reach over 9,000 Facebook and Instagram followers on a monthly basis. Social Media advertising offers instantaneous uploads and the ability to engage and interact with our followers.



Occurrence	Rate
3 posts	\$450
6 posts	\$900
12 posts	\$1,800
24 posts	\$3,600

Brand Recognition

Premium Print Placement

If you're looking for **longevity**, we offer numerous high-traffic banner locations throughout Fort Lee allowing for maximum consumer exposure.

Banner locations include: Adult & Youth Sport Fields, Child & Youth Care Facilities, Clark Fitness Center, Dog Park, MacLaughlin Fitness Center, and Strength Performance Center

Brochure/Flyer locations include: Child & Youth Care Facilities, Clark Fitness Center, Community Library, Fort Lee Hotel - Sustainer's Pub, Leisure Travel Office, MacLaughlin Fitness Center, and TenStrike Bowling Center

Brochure/Flyer			
	3 months	6 months	12 months
1 location	\$250	\$400	\$650
2 locations	\$450	\$750	\$1,200
3 locations	\$600	\$1,000	\$1,750

Banner			
	3 months	6 months	12 months
1 location	\$600	\$1,000	\$1,750
2 locations	\$1,125	\$1,850	\$3,300
3 locations	\$1,600	\$2,750	\$4,800



Brand Recognition

Fort Lee Pocket Guide

The Fort Lee Family and MWR Pocket Guide is a free, full-color publication for Soldiers, Retirees, DoD Civilians, and their family members. The Pocket Guide highlights facilities, services, and programming available to the Fort Lee community. The guide is distributed to all new Soldiers and is available for the community at all Fort Lee Family and MWR facilities. Roughly **10,000 copies** of the Pocket Guide are printed annually.



Ad Size	Rate Per Quater	Rate Per Year
Half Page	\$500	\$1,500
Full Page	\$1,000	\$3,000

*Publication is printed quarterly starting in January. Advertising deadlines: March 1, June 1, September 1, and December 1.

Digital Screens

Carefully placed in high traffic and high dwell locations throughout Fort Lee, Family and MWR maintains over 45 digital screens that constantly rotate Family and MWR events, programs, and corporate partner ads. You can expect your advertisement to be **seen by thousands of patrons daily**.



Length	Rate
1 month	\$500
3 months	\$1,350
6 months	\$1,900
12 months	\$2,700

Lucky Clover 4-Miler

March 12, 2022

Partner with Family and MWR for our first Lucky Clover 4-Miler. This event will begin and end at the HideAway. Participants are encouraged to dress in their favorite St. Patrick's Day attire! After the run, the party begins with a band playing!

Title Sponsor - \$400

As a title sponsor, you will receive:

- Logo integration on all event branding, to include print, digital, and website marketing materials
- "Top billing" for all advertising, promotional materials, and on-site signage
- On-site presence during Lucky Clover
 - On-site exposure includes a reserved table, banner placement, and verbal recognition of the sponsorship

Event Supporter - \$250

As an event supporter, you will receive:

- Public recognition on website marketing
- On-site presence during Lucky Clover
 - On-site exposure includes a reserved table, banner placement, and verbal recognition of the sponsorship



Fourth at the Fort

July 2022

Partner with Family and MWR to celebrate our independence at Fort Lee's annual Fourth at the Fort celebration, as we welcome **over 10,000 military and civilian community members**. This year, we will have music, food, a beverage tent, KidZone, and of course, fireworks!

Title Sponsor - \$4,500

As a title sponsor, you will receive:

- Logo integration on all event branding, to include print, digital, and website marketing materials
- "Top billing" for all advertising, promotional materials, and on-site signage
- On-site presence during Fourth at the Fort
 - On-site exposure includes a reserved table, banner placement, and verbal recognition of the sponsorship

Event Supporter - \$2,500

As an event supporter, you will receive:

- Public recognition on website marketing
- On-site presence during Fourth at the Fort
 - On-site exposure includes a reserved table, banner placement, and verbal recognition of the sponsorship



Run for the Fallen

September 10, 2022

This event honors fallen service members and their families. Along with the 5K, the event includes a powerful ceremony with a guest speaker. Runners run amongst photos of those who have given the ultimate sacrifice. The event is open to the surrounding community. Roughly **8,000 people** run and participate in this event annually.

Title Sponsor - \$3,000

As a title sponsor, you will receive:

- Logo integration on all event branding, to include print, digital, and website marketing materials
- “Top billing” for all advertising, promotional materials, and on-site signage
- On-site presence during Run for the Fallen
 - On-site exposure includes a reserved table, banner placement, and verbal recognition of the sponsorship during the event

Event Supporter - \$1,500

As an event supporter, you will receive:

- Public recognition on website marketing
- On-site presence during Run for the Fallen
 - On-site exposure includes a reserved table, banner placement, and verbal recognition of the sponsorship during the event

Table Only Sponsor - \$500

As a table only sponsor, you will receive:

- Reserved table during the event
- Verbal recognition of the sponsorship during the event



Oktoberfest

October 15, 2022

The annual Oktoberfest celebration features German food, beverages, entertainment, and music! This event is open to the Fort Lee and surrounding communities and will have **between 800-1,000 people in attendance.**

Title Sponsor - \$750

As a title sponsor, you will receive:

- Logo integration on all event branding, to include print, digital, and website marketing materials
- “Top billing” for all advertising, promotional materials, and on-site signage
- On-site presence during Oktoberfest
 - On-site exposure includes a reserved table, banner placement, and verbal recognition of the sponsorship

Event Supporter - \$500

As an event supporter, you will receive:

- Public recognition on digital and website marketing
- On-site presence during Oktoberfest
 - On-site exposure includes a reserved table, banner placement, and verbal recognition of the sponsorship



Grand Illumination

December 1, 2022

This annual family event begins with the lighting of the installation Holiday Tree. We offer many holiday activities including pictures with Santa, various children's games, family building activities, performances, and other entertainment. **Between 600-700 people** attend this event.

Title Sponsor - \$1,000

As a title sponsor, you will receive:

- Logo integration on all event branding, to include print, digital, and website marketing materials
- "Top billing" for all advertising and promotional materials, and on-site signage
- On-site presence during Grand Illumination
 - On-site exposure includes a reserved table, banner placement, and verbal recognition of the sponsorship

Event Supporter - \$500

As an event supporter, you will receive:

- Public recognition on website marketing
- On-site presence during Grand Illumination
 - On-site exposure includes a reserved table and verbal recognition of the sponsorship



SPONSORSHIP OPPORTUNITIES

Cork & Canvas

Date: 4th Saturday of the Month

Location: Frame Shop

Expected Attendance: 20-25 people

Value: \$100 per month

Once a month, the Cork and Canvas attendees create a charming piece of art with the guidance of trained artists while enjoy wine and snacks with friends.

Monthly Theme Nights @ The HideAway

Date: Monthly

Location: Hideaway Bar

Expected Attendance: 100-200 people

Value: \$400 per event, \$3,500 for all events

The Hideaway Bar will host monthly parties, that include corn hole tournaments, door prizes, and complimentary food.

January - New Year Kickoff

April - Grease (50s)*

July - Murder Mystery

October - Halloween* & Oktoberfests After Party

December - Tacky Christmas Sweater*

February - Hollywood Night

May - Fiesta Party*

August - Lost at Sea

March - Saint Patrick's Day*

June - 90s Party*

September - Heros & Villians

November - Hunt or be Hunted*



Beer of the Month

Date: 1st Wednesday of the month
Location: Hideaway Bar
Expected Attendance: 75-150 people
Value: \$150 per event

Virginia's finest craft breweries are bringing their uniquely-crafted lagers, ales, stouts and pilsners to Fort Lee's Hideaway Bar. The Hideaway Bar will feature a special Virginia Brewery on tap every month, with a sampling event the first Wednesday of the month. The Fort Lee community is invited to come out to the Beer of the Month tasting event to enjoy the best beers the state's breweries have to offer.

Super Bowl Party

Location: Sustainer's Pub
Expected Attendance: 100-300 people, depending on the location
Value: \$375 per location, \$950 for all locations

Every February, Fort Lee hosts free Super Bowl watching parties at several Family and MWR facilities. Food and beverage specials and door prizes are offered throughout the event.

Mother/Son & Father/Daughter Dances

Date: Mother/Son - May 14; Father/Daughter - October 1 (both 5 pm - 8 pm)
Location: The Youth Center
Expected Attendance: 150 people
Value: \$400 per event

This great event for parents and their children will be a formal dinner dance with a DJ, games and giveaways.

Right Arm Nights

Date: Quarterly
Location: Overtime Sports Bar
Expected Attendance: 100-125 people
Value: \$200 per quarter

Every quarter Soldiers will take their "right arm" man or woman from the field and gather at the Overtime Sports Bar. The event builds camaraderie across the ranks and fosters an environment where Soldiers can take it easy after a long day's work.

Easter Extravaganza Egg Hunt

Expected Attendance: 500-700 people
Value: \$500

The Fort Lee Better Opportunities for Single Soldiers (BOSS) enjoy putting on this event for the Fort Lee Community each year. Separated by age group, children run about to see who can collect the most eggs. We bring out a DJ, games and of course the Easter Bunny.

Month of the Military Child (MOMC)

Date: April 2 - Run Run for Autism; April 23 MOMC Extravaganza
Expected Attendance: 600-700 people
Value: \$400 per event or \$750 for both

CLASSIFICATION: UNCLASSIFIED

The Army recognizes the Month of the Military Child (MOMC) as an opportunity to honor the commitment, contributions and sacrifices Army children and youth make to our nation through the strength they provide our Soldiers and Families. The month kicks off with the proclamation signing. Each program hosts multiple special events in their respective programs. On April 2, CYS will also be hosting a Color Run for Autism Awareness. This will be an event where participants can do a 5K or 1 mile walk/run. On April 23, CYS will host a MOMC Extravaganza which will be a post wide event. The extravaganza is a outdoor event with vendors, games, sports, music, and activities. This event is geared towards bringing CYS and the Fort Lee Community together for an afternoon of games, activities, and prizes.



World Wide Day of Play (Fun Run)

Date: September 24

Expected Attendance: 175-250 people

Join us for our first World Wide Day of Play. This program will include a one mile run and various fitness activities for the entire family.

Value : \$400

We also welcome in-kind sponsorship of this event for items such as water bottles, sports drinks, granola bars, fruit, etc.

Youth Bowling League

Expected Attendance: 250 youth

Value: \$450

Every Saturday, between September and March, 200-250 youth bowlers will meet to compete! Not only do they bowl and practice at TenStrike, but they also travel around Central Virginia to compete at city and state levels.





Megan Green

Fort Lee Marketing Manager

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