U.S. ARMY FAMILY AND MWR
Fort Leavenworth, Kansas

MEDIA KIT

MWR Brand

Let us show you how to reach America's finest.

The U.S. Army Family and MWR Corporate Partnerships team can help you secure a measurable return on investment and influential access to well-educated, diverse and financially stable consumers.

Be part of something with value, purpose and reward. Align yourselves with something more. Make a meaningful difference. This is your opportunity to do well for those who have done so much.

U.S. Army Family and MWR plans, produces, promotes and manages world-class programs for those who serve, this includes a host of recreation, sports, entertainment, travel and leisure activities. When you join our ranks and reach these coveted target markets within the U.S. Army, 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.

- Align your brand with the Strength of the U.S. Army.
- Join other prestigious corporate partners like GEICO, Sprint and USAA.
- Reach more than 80 Army installations and more than 2.5 million Soldiers, Family Members, Retirees and Civilians.
- Support valuable programs for those who serve.

It's one thing to plot a course. It's another to navigate it.

Nobody knows how to immerse your brand within the U.S. Army market better than our team. This is our terrain, and our audiences value authenticity and credibility of the brands that partner with us. Our mission is to help your brand develop meaningful and long-lasting relationships with the military consumer market.

Create awareness and drive sales through customized marketing opportunities across multiple platforms:

- Event sponsorships, Mobile Tour and Turn-key Event Access
- Digital advertising (video screens, billboards and websites)
- Online Promotions
- Regional, National and Global media exposure

Army Demographics

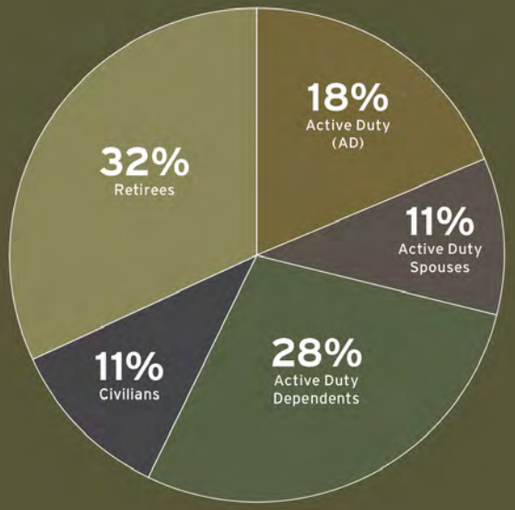
What makes our consumers so compelling?

The military community:

- Has time for leisure: Soldiers earn 30 vacation days a year.
- Has money to spend: Soldiers typically have more disposable income due to a comprehensive benefits package including housing, medical, dental, etc.
- Is young: Fifty-eight percent of Active Duty Soldiers are younger than 30, and the average age is 29.
- Is smart: Army Soldiers are well educated. The G.I. Bill provides them and their families opportunities for further education.
- Moves around: Approximately 29 percent of Armed Forces personnel[1] were geographically mobile between 2011 and 2012, versus 12 percent of employed civilians.

1 2010-2014 American Community Survey 5-Year Estimates (census.gov). 2 DMDC "Active Duty End Strength Profile" Set – June 2016. 3 DMDC "Custom Data" Provided – September 2016. Incentives include housing allowance.

Every sound strategy needs good intel.



Market Size

The Total U.S. Army Market[2]

Active Duty (AD)	469,685
Active Duty Spouses	255,345
Active Duty Dependents	713,150
Civilians	272,010
Retirees	798,446
Totals	**2,508,636**

Average Monthly Pay[3]

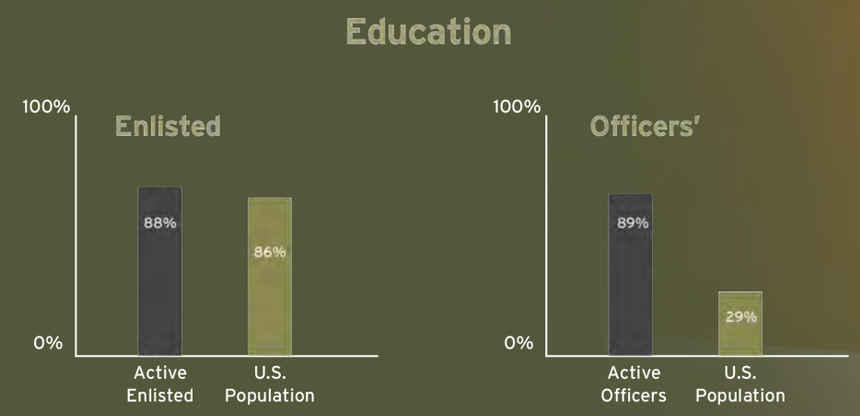
(including incentives)

Enlisted Soldiers	$4,329
Officers	$8,812

Education Level – Active Duty vs. Civilian

Active Duty Enlisted	88% High School Diploma[4]
U.S. Population	86% High School Diploma[5]

Active Duty Officers	89% College Degree[4]
U.S. Population	29% College Degree[5]



Average Monthly Pay[6] (including incentives)

Enlisted Soldiers	$4,329
Officers	$8,812

[4]DMDC "Active Duty End Strength Profile" Set - August, 2016;
[5] US Population http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=bkmk
[6] DMDC "Custom Data" Provided - September, 2016;

Wherever Soldiers and their Families go, your brand can go with them.

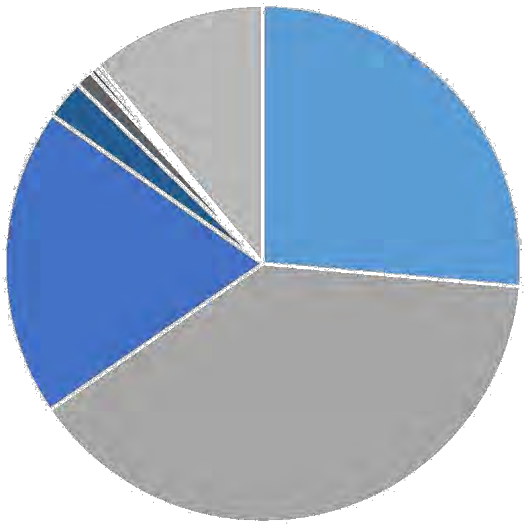
What makes Fort Leavenworth unique?

Fort Leavenworth is the oldest continuously active military reservation west of the Mississippi River. Founded in 1827, it hosts a variety of historic buildings and a rich history of serving the Military.

Fort Leavenworth is a training installation, hosting classes of the Command and General Staff College (CGSC). School for Command Preparation and the Army Management Staff College for Civilian Employees annually. In addition Fort Leavenworth is host to the United States Disciplinary Barracks and the Joint Regional Correctional Facility. Because of our training mission, each year we experience a 50% change in our active duty population, bringing in an entirely new demographic. The officer/students leaving Fort Leavenworth are on track to become the future leaders of the military across the world.

POST POPULATION

statistics



- Military
- Army/Air Force Exchange Service
- Non-Appropriated Fund Employees
- Military Housing Privatization
- Family Members (on post)
- Contractors
- Department of the Army/DOD Civilians
- Defense Commissary Agency Employees

Post Population total: 14,460

Population Residing Off-Post (including Retirees): **32,356**

Visitors to Post: 71,113

U.S. ARMY FORT LEAVENWORTH INSTALLATION

ADVERTISING SPECIFICATIONS

GARRISON WEBSITE *(DESKTOP)*

ADS CHANGE EACH TIME PAGE IS REFRESHED 10 AD SLOTS PER PAGE.

(ABOVE FOLD)

LEADERBOARD
728 x 90 (Every page)

MEDIUM SQUARE AD

MEDIUM SQUARE AD

2 MEDIUM SQUARE ADS
300 x 250 px
(Every Page)

NOV 23

Berlin Express
All Day
Outdoor Recreation

(FOLD)

(BELOW FOLD)

NOV 23
Glacier Ski Express
All Day
Outdoor Recreation

NOV 23
Prague Express
All Day
Outdoor Recreation

DEC 15
Valkenburg Caves and Aachen ...
All Day
Outdoor Recreation

CONTENT

DEC 28 - JAN 3
New Years - Austrian Ski Week
All Day
Outdoor Recreation

DEC 15
Cologne Christmas Market
All Day
Outdoor Recreation

DEC 28 - JAN 3
New Year - Austrian Ski Week
All Day
Outdoor Recreation

SQUARE AD

SQUARE AD

SQUARE AD

3 SMALL RECTANGLES
180 x 150 (Every page)

*Ads at 750 x 421 px need web copy for a page within.

INDOOR MARQUEE

TELEVISION
1920 x 1080 (16:9)

OUTDOOR MARQUEES

ADS CHANGE EACH TIME PAGE IS REFRESHED 10 AD SLOTS PER PAGE.

COMMISSARY
160 x 64 px

GRANT GATE
175 x 80 px

SPONSORSHIP OPPORTUNITIES

CHILD & YOUTH

Child include events include; Youth Sports, Month of the Military Child, Kids Fest, Mr. Stinky Feet concert, etc. (avg. 2500-3000 attendees)

OKTOBERFEST

Annual German Tradition includes; festival tents, authentic food, music and entertainment, open to all post personnel. (avg. 2000-2500)

4TH OF JULY

One of our largest events that allows off post attendees to be a part of the festivities. Fireworks, music and food. (avg. 8000-10,000)

FUN RUN

Running event sponsors will have their logo on run t-shirts as well as the opportunity to attend running events. (avg. 100-400)

GOLF

As a golf sponsor, you have the option to sponsor a hole in one, tee or a scorecard, as well as your logo on flyers for golf tournaments. (avg. 75-100 players)

FACILITY

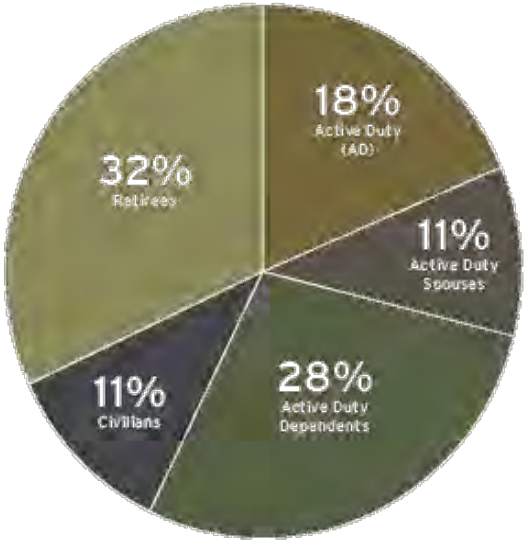
The sponsorship opportunity includes your logo/signage to be featured in one of our MWR facilities with great exposure and name recognition, example (gyms, bowling, etc.)

HUNTING

From annual Fun Shoots to Fall and Spring events. We have a variety of outdoor opportunities for your business.

SHOWCASE YOUR BRAND TO THE ARMY COMMUNITY

Reach The Military Market Through Sponsorship Of Army Family Morale, Welfare And Recreation Events At More Than 75 Army Installations



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* DMDC "Active Duty End Strength Profile" Set — June 2016

SPONSORSHIP OPPORTUNITIES

Promotions/Events

- Gain prominent exposure by targeting the brand-loyal military market
- Leverage your brand's assets and develop sustainable promotional efforts
- Create buzz, build brand awareness, drive traffic and repeat purchases

Child and Youth Programs

Better Opportunities for Single Soldiers (BOSS) Program

U.S. Army World Class Athlete Program (WCAP)

Army Birthday Ball

Online Promotions (AFRC Great Getaways)

Customizable Activations

No U.S. Army endorsement of Sponsors/Advertisers implied.

2020 INFO SHEET

FAMILY & MWR FACILITIES

- 3 SWIMMING POOLS
- 3 OUTDOOR RECREATION CENTERS
- 2 OUTDOOR SPORTS COMPLEXES
- 3 PHYSICAL FITNESS CENTERS
- 5 CHILD DEVELOPMENT CENTERS
- 4 CATERING AND EVENTS CENTERS
- 1 ARMY LIBRARIES
- 1 RIDING STABLES
- 1 BOWLING AND FAMILY FUN CENTERS
- 1 LEISURE TRAVEL OFFICES
- 1 GOLF COURSES

ANNUAL TRAFFIC

71,000 UNIQUE VISITORS

SOCIAL MEDIA

8,109 FACEBOOK FOLLOWERS

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

other sponsorship opportunities...

In addition to events, we also offer our sponsors the opportunity to proudly display their logo around post at various locations

- Grant Avenue Marquee (main road through post)
- Logo or ad on the Bowling Center Displays
- Signage at facilities
- Ad or logo before movies at the Post Theater

U.S. Army Family & MWR
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U.S. ARMY INSTALLATION MANAGEMENT COMMAND

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