



SPONSORSHIP
ADVERTISING



FORT LEAVENWORTH



INTRODUCTION

Thank you for your decision to seek information regarding sponsorship and advertising opportunities with Fort Leavenworth Family and MWR. Fort Leavenworth Family and MWR is committed to providing excellent services and high-quality programs to our Soldiers (Active Duty, Reserve and National Guard) and their Family Members, Department of Defense Civilians, Retirees, and the annually revolving student body at the Command and General Staff College and The Army Management Staff College.

Fort Leavenworth is "The Best Hometown in the Army", rich in tradition and history. Historic Fort Leavenworth, established in 1827, is one of the 8 Wonders of Kansas History because it is the oldest consecutively running U.S. Army post west of the Mississippi River.

Colonel Henry Leavenworth established Fort Leavenworth on May 8, 1827. During the Civil War Fort Leavenworth was an important command and control headquarters for the war in the far west as well as major supply transshipment point for western supplies to the east.

The fort has transformed into an integral part of the Army's Officer education system as well as a worldwide model for military corrections. Fort Leavenworth continues to be an active military post, home of the Combined Arms Center.

The Sponsorship & Advertising Program offers a wealth of opportunities to expand your reach through Fort Leavenworth. With more than 23 different programs serving a population of more than 30,000, the wide array of options we offer can fit any business and any budget.

Thank you again for your interest in supporting the first-rate programs and services we offer to our outstanding community members! We look forward to developing fulfilling partnerships with you and your company.

TO DISCUSS SPONSORSHIP AND ADVERTISING OPPORTUNITIES

CALL 717-245-4533



BY THE NUMBERS

SUPPORTED POPULATION: **45,200**

11,600

ACTIVE DUTY AND THEIR DEPENDENTS
IN THE SURROUNDING AREA

1,244

CGSC STUDENTS AND THEIR DEPENDENTS
IN THE SURROUNDING AREA

32,356

CIVILIANS AND THEIR DEPENDENTS IN
THE SURROUNDING AREA

47,470

RETIREES AND THEIR DEPENDENTS IN THE
SURROUNDING AREA

AT A GLANCE

NUMBER OF BOWLERS
PLAYING AT STRIKE ZONE
BOWLING CENTER EACH YEAR

6,000

NUMBER OF FOLLOWERS
OF FORT LEAVENWORTH MWR
FACEBOOK PAGE

11,600

NUMBER OF PATRONS USING
OUR FITNESS CENTERS EACH
YEAR

81,000

NUMBER OF GOLF ROUNDS
PLAYED AT TRAILS WEST GOLF
COURSE THIS YEAR

28,000

NUMBER OF VISITS TO
LEAVENWORTH.ARMYMWR.COM
EACH MONTH

17,000



PRINT ADVERTISING

T-SHIRTS

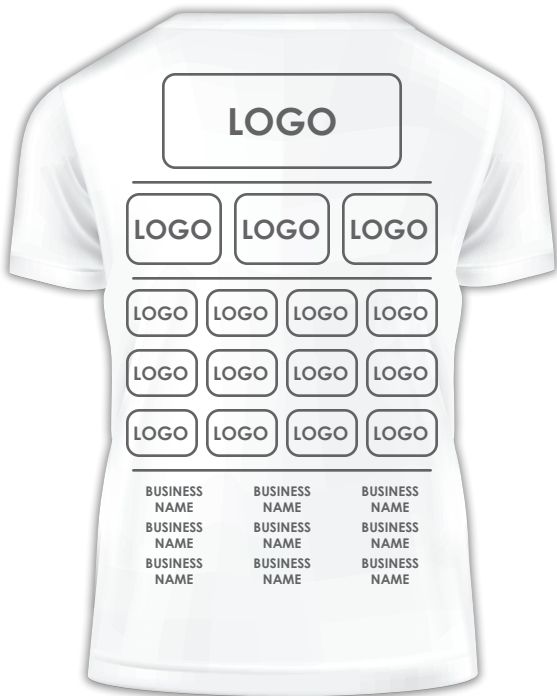
PRICE PER EVENT AND/OR PROGRAM
VARIOUS OPPORTUNITIES AVAILABLE

\$50 BRONZE - BUSINESS NAME

\$100 SILVER - BUSINESS LOGO

\$200 GOLD - BUSINESS LOGO

\$750 PLATINUM - BUSINESS LOGO



BANNERS - 3' x 6'

\$450 EACH/QUARTER*

DISCOUNTS FOR ADDITIONAL QUANTITIES

POSTERS - 22" x 28"

\$300 EACH/QUARTER*

DISCOUNTS FOR ADDITIONAL QUANTITIES

TABLE TENTS - 4.25" x 6.5"

\$300 ONE SIDE/QUARTER* - ONE LOCATION

\$450 ONE SIDE/QUARTER* - TWO LOCATIONS

*materials provided by sponsor/advertiser

LAMP HEROES SPONSORSHIP

LAMP HERO ANNUAL SPONSOR - \$12,000

QUARTERLY/ 6 MONTHS - \$5,000

ONE MONTH - \$500

logo and recognition on top of main page, ad included in publication

WELCOME GUIDE

OUR ANNUAL PUBLICATION GIVEN TO ALL INCOMING STUDENTS. PUBLISHED JULY - AUGUST.

INSIDE FRONT COVER/PAGE 1

INSIDE BACK COVER/OUTSIDE BACK COVER

(8" x 10.875" with .125" bleed) - \$1250

INTERIOR FULL PAGE

(8" x 10.875" with .125" bleed) - \$750

1/2 PAGE

(7.25" x 4.75") - \$500

1/4 PAGE

(3.5" x 4.75") - \$350

1/2 PAGE

1/4
PAGE



DIGITAL ADVERTISING

GRANT MARQUEES

- \$750/QUARTER - ONE LOCATION
- \$1250/QUARTER - TWO LOCATIONS

DIGITAL DISPLAYS

10-SECOND STATIC AD

- \$300/QUARTER - ONE LOCATION
- \$900/QUARTER - FOUR LOCATIONS

30-SECOND COMMERCIAL

- \$500/QUARTER - POST THEATER

LOCATION OPTIONS:

- POST THEATER (1920 x 1080)
- Strike Zone Bowling Center (1360 x 768 - STATIC AD ONLY)

FORT LEAVENWORTH LAMP

BUSINESS CARD AD (558 x 315)

- \$75/ONE PUBLICATION
- \$225/FOUR PUBLICATIONS

½ PAGE AD (558 x 760)

- \$150/ONE PUBLICATION
- \$450/FOUR PUBLICATIONS

FACEBOOK POSTS

POST INCLUDES LINK AND IMAGE (1200 x 630)

- \$125/SINGLE POST
- \$200/FOUR POSTS

LEAVENWORTH.ARMYMWR .COM WEBSITE ADS

BANNER AD (728 x 90)

- \$500/QUARTER

SIDEBAR AD (300 x 250)

- \$500/QUARTER





TRAILS
WEST
GOLF
COURSE

ADVERTISING



DRIVING RANGE BALLS

\$2,000 - 500x BALLS

GOLF HOLE FLAGS

\$1,200/ANNUAL ROTATED

SCOREBOARD SIGN

\$600/ANNUALLY - 1x SIGN 12" X 12"

TEES

\$1,200 - 4,000x TEES

GOLF HOLE SPONSOR

\$1,500/ANNUALLY

RANGE YARDAGE SIGNS

\$750/ANNUALLY ROTATED MAGNETIC



EVENT SPONSORSHIP

Fort Leavenworth MWR holds numerous events each year. These events draw huge crowds and allow your business to be front and center to Military Families, DoD Employees, Retired Military, and the General Public. Each event has four levels of sponsorship and each level comes with various benefits. These benefits include: logos on participation shirts, banners, digital signs, Facebook posts, and MORE!



RUNS, BOWLING AND ROD AND GUN EVENTS

Throughout the year our facilities have a variety of events with sponsorship opportunities available. Whether it is bowling tournaments or leagues or the Kid's Fishing Derby, let us know what you are looking for, we are sure to have the events to reach your target.

GOLF TOURNAMENTS AND SCRAMBLES

We have a packed schedules of Golf Tournaments and Scrambles reaching a wide demographic of golfers. Ask for the list and opportunities.

MONTH OF THE MILITARY CHILD

Month of the Military Child is observed each April to honor and celebrate military children and youth for their service, commitment, and sacrifice in support of the Army's mission.

VOLUNTEER APPRECIATION CEREMONY

Hosted by Army Community Service and held at the Frontier Conference Center, this invitation-only event recognizes our volunteers for their hard work and dedication.

JULY FOURTH AND SALUTE TO THE UNION

This is a FREE Community Event held each year on July 4th. With music, vendors, bounce houses, games and an incredible fireworks display coordinated with music, this is a memorable event for all. We start with music and vendors, at 8 pm we commemorate all 50 States and our territories, in order of their acceptance into the union with canon shots fired by our special troops battalion. Once the Salute is over the music and fun continues until dusk when the fireworks begin.

PAIR DAY - POST ACTIVITIES INFORMATION AND REGISTRATION

This is a Fort Leavenworth EXCLUSIVE Event. Offered in both April, in conjunction with our Kid's Fest, and again in August, after our new Families have arrived, PAIR Day is 4 hours of fun, vendors, activities, information and getting to know the greater Fort Leavenworth Area. PAIR Day is held at Harney Sports Complex, both inside and in tents, and we meet/see 2500-3000 people coming through on that day.

OKTOBERFEST

On the last Thursday in September, Merritt Lake is transformed into a Bavarian festival! This event features authentic German fare (along with a variety of other food options), a live band, and fun for the whole family.

TREE LIGHTING CEREMONY

Held the first Friday in December, this annual community event is the perfect kickoff to the Holiday Season on Fort Leavenworth. The tree lighting includes a visit from Santa, caroling, horse drawn carriage rides, refreshments, and LOTS more.

312TH ARMY BAND HOLIDAY CONCERT

The annual Holiday Concert is held at the Lewis and Clark Building in the Eisenhower Auditorium. This beautiful location is especially fitting for a beautiful concert full of Holiday favorites performed by the 312th Army Band. This is a free event for all to attend and it is open to anyone with access to Fort Leavenworth.



SPONSORSHIP **ADVERTISING**

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 you develop meaningful and long-lasting relationships with the military consumer market.

Create awareness and visibility through customized marketing opportunities across multiple platforms. Contact us today to find out more on how you can become a partner.

Fort Leavenworth MWR
Sponsorship, Advertising &
LAMP
600 Thomas Ave
Fort Leavenworth, KS 66207



FORT LEAVENWORTH

SPONSORSHIP LETTER OF INTEREST

SPONSOR INFORMATION

COMPANY/ORGANIZATION NAME _____

CONTACT PERSON'S NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ CELL _____ FAX _____

EMAIL _____ WEBSITE _____

SPONSORSHIP

- | | |
|--|--|
| <input type="checkbox"/> GOLF | <input type="checkbox"/> PAIR DAY |
| <input type="checkbox"/> GYMS | <input type="checkbox"/> CAC JUBILEE |
| <input type="checkbox"/> BRUNNER RANGE/ROD AND GUN | <input type="checkbox"/> OKTOBERFEST |
| <input type="checkbox"/> RUNS | <input type="checkbox"/> KIDS HALLOWEEN FUN RUN |
| <input type="checkbox"/> VOLUNTEER APPRECIATION CEREMONY | <input type="checkbox"/> TURKEY EVENTS, GOLF, BRUNNER, RUN |
| <input type="checkbox"/> MR STINKY FEET CONCERT | <input type="checkbox"/> JOB FAIRS |
| <input type="checkbox"/> KIDS FEST | <input type="checkbox"/> HOLIDAY TREE LIGHTING CEREMONY |
| <input type="checkbox"/> MOMC | <input type="checkbox"/> 312TH ARMY BAND CONCERT |
| <input type="checkbox"/> JULY 4TH | |

ADVERTISING

- SPORTS PROGRAM T-SHIRTS
- BANNERS
- POSTERS
- NAPKIN DISPENSERS
- LAMP NEWSPAPER
- DIGITAL DISPLAYS
- FACILITY BANNERS
- MWR FACEBOOK PAGE
- MWR WEBSITE
- TRAILS WEST GOLF COURSE

APPROVAL

If sponsorship is approved, Fort Leavenworth MWR will work with your organization to complete a formal agreement and obtain necessary artwork and further information.

SIGNATURE

DATE

SUBMISSION

Please submit this form to:
Fort Leavenworth
MWR Marketing Office
600 Thomas Ave
Fort Leavenworth, KS 66027

QUESTIONS?

For questions about sponsorship and advertising opportunities and to discuss availability, please contact us at 717-245-4533. Interested in a sponsorship or advertising opportunity not listed or do you have a unique idea to add to one of our events? If so, contact us to discuss your ideas. We look forward to working with you and your organization.

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717-245-4533