

Fort Leonard Wood

Family and Morale, Welfare, & Recreation

Commercial Sponsorship & Advertising Guide

FY 25: October 1, 2024 – September 30, 2025



Working Together - Wins

Let's Chat!

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Welcome to Fort Leonard Wood, Missouri

OUR COMMUNITY ...

IS LOYAL: *64% of Service Members find brands more meaningful when they see their ads on an installation.

IS SMART: Service Members have access to the G.I. Bill, providing them and their families opportunities for further education.

HAS TIME FOR LEISURE: Service Members earn 30 vacation days a year.

HAS FINANCIAL FLEXIBILITY: Service Members typically have more disposable income due to a comprehensive benefits package including housing, medical, dental, etc.

Service Members
in Training

12%

Permanent Party

11%

Retirees

63%

Military & Civilian
Employees

14%

Fort Leonard Wood supports **186,000+ people** - cadre and staff, civilians, trainees, retirees, and family members - each day. Fort Leonard Wood is the Army Training Center with the second highest Basic Combat Training load. Hosting and training the largest Marine Corps Detachment on an Army base and the largest Air Force Squadron on an Army base. Fort Leonard Wood strives to inspire and develop leaders across multiple branches of the military.

Fort Leonard Wood has a huge impact to the region and state, not only in the large quantity of traffic – **33,000 vehicles** go in and out of the installation daily – but in economic impact – being the largest employer in the state of Missouri.

How does Family and MWR support the mission and installation?

By offering resources, recreational outlets, and activities, we promote resiliency and stability in the ever-evolving atmosphere that the military is.

How would the joined forces of Family and MWR and your organization benefit the Fort Leonard Wood Community?

Joining forces benefits the Fort Leonard Wood Community with increased attractions at events, additional resources and activities, and boost in morale while you gain exposure to the diverse community of Fort Leonard Wood.

Watch a video at youtu.be/Sj_aWx2svbg



How are you and your organization benefited?

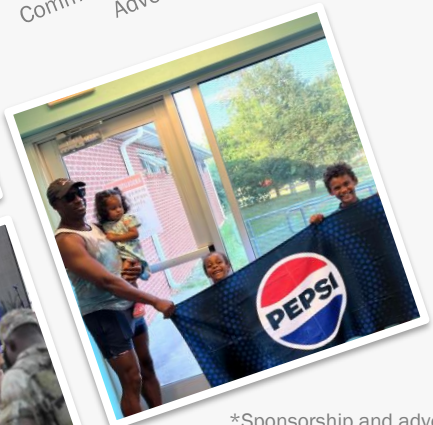
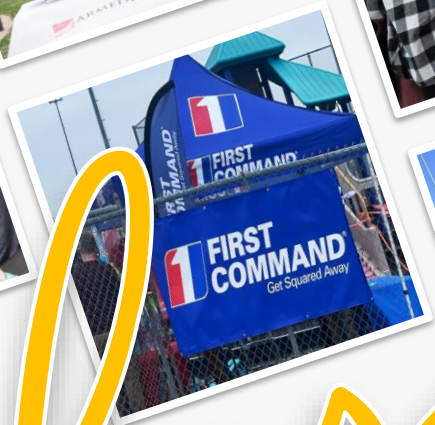
Nobody knows how to immerse your brand within the U.S. Army market better than our team. This is our terrain, and our audiences value authenticity and credibility of the brands that partner with us. Our mission is to help your brand develop meaningful and long-lasting relationships with the military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

By advertising and/or sponsoring with Family and MWR, your organization gains a front row seat to a motivated and eager audience who wants to immerse themselves into the Fort Leonard Wood Community and what it offers.

Be part of the

Family

Fort Leonard Wood MWR's partners become like family as we provide the community wholesome programming with a united effort.
Commercial Sponsorship Opportunities - starts on page 4
Advertising Avenues - starts on page 14



*Sponsorship and advertisement with MWR does NOT imply federal endorsement.

COMMERCIAL SPONSORSHIP

WHAT IS COMMERCIAL SPONSORSHIP?

A commercial business is given the opportunity to be a partner of Fort Leonard Wood MWR events and/or programs by paying a monetary and/or in-kind fee, in return for access to the attendees and the commercial potential associated with event(s).

Commercial sponsorship is not a donation or gift since it is a business-based exchange designed to enhance the event and the community's experience. Sponsorship support provided to MWR gets reinvested into programs and events to maintain the MWR mission in providing the highest quality of life programming to service members, families, retirees, and civilians. Commercial sponsorship may be used only for MWR events and programs.

WHAT CAN SPONSORSHIP DO FOR YOU?

BRANDING

Expose your brand to leadership and decision makers through MWR programs and special events. Provide visibility of your name and logo at events on signs, banners, programs, flyers, etc. Provide sample brand products or services at events to demonstrate brand attributes.

EXPOSURE

Engage with our unique customer base of service members, families, retirees, and civilians. Raise awareness of your product or service through various means of exposure including on-post flyers, posters, signage, in-person outreach, and much more.



TYPES OF SPONSORSHIP OPPORTUNITIES

EVENT SPONSORSHIP

Date specific partnership for an event.

Benefits include sponsorship recognition during the event, unique appearances and occasions, exclusive recognition, and in-person outreach to the Fort Leonard Wood Community.

Sponsorship for the following events & more:

- **Page 5** - Oktoberfest, Harvest Fest, Trunk or Treat, & Tree Lighting
- **Page 6** - Holiday Block Leave & Salute to the Service Wrestling Event
- **Page 7** - Month of the Military Child & FLW Egg Hunt
- **Page 8** - Fort Fandom & Independence Day Celebration
- **Page 9** - Back to School Bash, & Recurring events like Right Arm Night, Sunday Coffee Cruise-In, & more!

PROGRAM SPONSORSHIP

Long-term sponsorship and limited spaces available!

Benefits may include sponsorship recognition at all program events, flyer exposure at the facility up to a 12-month period, exclusive onsite participation opportunities, and exclusive sponsor spotlight.

Page 10 - 13, programs available for overall sponsorship:

- Piney Valley Golf Course [**#1** Golf Course in US Army Training & Doctrine Command (TRADOC)] - on par to reach **over 15,000 rounds** of golf in FY24.
- Rec Plex - average monthly attendance of nearly **5,000 customers**
- Daugherty Bowling Center - on track for **over 120,000 games** bowled in FY24
- Sports & Fitness - covering Davidson Fitness Center & Specker Gym - impacting **32,000+ patrons** monthly.
- BOSS - initiate brand loyalty early with Service Members while making an impact on their day-to-day lives. This program is community driven and volunteers **thousands of hours** annually – connect with them!
- Trips & Travel Events & Adventures - Leisure Travel Services connects with over **20,000 patrons** annually.
- Bruce C. Clarke Library - supporting **50,000+ patrons annually**
- Youth Sports & Teen - Activities, Camps, and Runs - serving **over 3,500 youth** and their families annually.

EVENT SPONSORSHIP



Oktoberfest and Volksmarch

October 4, 4 pm - 9 pm & 5, Noon - 9 pm, Colyer Park, Estimated attendance: 750 - 1,000

Join us for live music, dancing, food, contests, and cold beer!

Sponsorship options:

- \$500 - table onsite, logo on promotional materials for both events, social media shoutout, and logo on thank you signage
- \$350 - logo on promotional materials for both events and logo on thank you signage



FLW Trunk or Treat

October 25, 4 - 6 pm, Main Exchange Parking Lot, Estimated attendance: 1,000+

Halloween event for safe trick or treating.

Sponsorship options (in-kind preferred):

- \$400 - table onsite, logo on promotional materials, social media shoutout, and logo on thank you signage
- \$275 - logo on promotional materials, social media shoutout, and logo on thank you signage



Harvest Fest

October 26, 5:30 - 10 pm, Piney Valley Golf Course, Estimated attendance: 500 - 600

Hayride, haunted house, pumpkin decorating, costume dash, games, & more!

Sponsorship options:

- \$300 - table onsite, logo on promotional materials, social media shoutout, and logo on thank you signage
- \$175 - logo on promotional materials and logo on thank you signage



FLW Tree Lighting

December 6, Estimated attendance: 700 - 800

Kicking off the holly jolly season with activities, games, photos with Santa, and more!

Sponsorship options:

- \$300 - table onsite, logo on promotional materials, and logo on thank you signage
- \$200 - logo on promotional materials and logo on thank you signage



Trees for Troops

December 7, Auto Skills Center, Estimated attendance: 400

Holiday trees are distributed to the Fort Leonard Wood Community.

- Sponsorship (in-kind preferred): \$200 - table onsite, logo on promotional materials, and logo on thank you signage
- In-kind preferences: Hot chocolate, treats, and/or tree decorations



EVENT SPONSORSHIP

Holiday Block Leave - Holdover Festivities

Late December - Early January, Estimated attendance 150+

Supporting the Service Members who are unable to go home for the Holidays.

- Sponsorship (in-kind preferred): \$200 and up - recognition with the provided item(s) and at associated event(s)
In-kind preferences: Drinks, snacks, lunch, tickets to local events, etc.

National Missouri Day Giveaways

January 4 - 11, Fort Leonard Wood Facebook & Instagram, Reach: 80,000+

January 4 is National Missouri Day! Join us in showcasing the amazing things to do in Missouri with social media giveaways.

- Sponsorship (in-kind preferred): \$300 and up - recognition on giveaway, tagged on social media, and logo on thank you signage
In-kind preferences: Hotel stay, attraction tickets, gift cards to local activities and/or eateries, etc.



Salute to Soldiers Wrestling Event

February 22, Davidson Fitness Center, Estimated attendance: 1,200

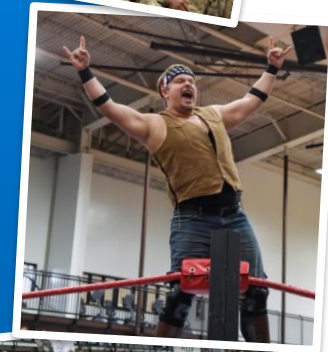
Superstar wrestlers come to town for an exciting night for our FLW Community!

Sponsorship options:

- **Presenting Sponsor** - \$1500 - Includes *2 months of web advertisement, *verbal recognition at the event, table presence at event, *2 social media shoutouts, *4 complimentary tickets for organization use or for hosted giveaway, *4 banners in Davidson Fitness Center for 1 month including during the event, logo included in promotional materials, and logo included in thank you signage.
- **Ringside Sponsor** - \$1000 - Includes *flyer placement on each ringside seat, table presence at event, 1 social media post, 2 complimentary tickets for organization use or for hosted giveaway, 2 banners in Davidson Fitness Center for 2 weeks including the event, logo included in promotional materials, and logo included in thank you signage.
- **Salute Sponsor** - \$800 - Includes table presence at event, 1 social media post, 1 banner in Davidson Fitness Center for 2 weeks including the event, logo included in promotional materials, and logo included in thank you signage.
- **Support Sponsor** - \$300 - Includes 1 banner in Davidson Fitness Center for 2 weeks including the event, logo included in promotional materials, and logo included in thank you signage.

*Exclusive benefits

Print recognition must have completed agreement prior to the print date.



EVENT SPONSORSHIP

Overall Month of the Military Child (MOMC) Sponsorship

Every April, we celebrate our military children, join us for the festivities with these bundled opportunities.

Recognition includes below events and more!

- MOMC Shirts Promotion, 800 shirts purchased in FY24
- MOMC Family Night Bowling, April 1, estimated 250+ attendees
- MOMC Color Run, April 5
- PT in the Woods, April 9, estimated 150 attendees
- Night at the Museum, April 11, estimated 100 attendees
- MOMC Dance Party, April 18
- Operation Megaphone, April 25, estimated 75 attendees
- MOMC Palooza, April 26, estimated 3,000+ attendees

NEW

Overall Sponsorship options:

- **Presenting Sponsor - 1 spot left!** - \$2000 - *Presenting sponsor for ALL MOMC events (print and web), *2 months of web advertisement, logo on 2025 MOMC shirts, *2 social media posts in April, Table presence at MOMC Palooza and *Family Bowling Night, 4 Complimentary MOMC shirts, 2 banners at MOMC Palooza, logo included in all promotional materials (web and print) for all events, and logo included in all thank you signage.
- **Palooza Sponsor** - \$1200 - Logo included on 2025 MOMC shirts, 1 social media post in April, table presence at MOMC Palooza, 2 Complimentary MOMC Shirts, 1 banner at MOMC Palooza, logo included in all promotional material (web and print) for all events, and logo included in all thank you signage.
- **Celebration Sponsor** - \$650 - Logo included in all promotional events on web, 1 social media shout out in April, table presence at MOMC Palooza, and logo included in all thank you signage.
- **Fest Sponsor** - \$300 - Logo included in all promotional events on web and logo included in all thank you signage.

*Exclusive benefits

Print recognition must have completed agreement prior to the print date.



FLW Egg Hunt

April 12, Sports Complex B, Estimated attendance: 700 - 800

Fun egg hunt event for the Fort Leonard Wood Community.

Sponsorship options:

- \$400 - table onsite, logo on promotional materials, social media shoutout, banner placement onsite, and logo on thank you signage
- \$250 - logo on promotional materials and logo on thank you signage

Travel & Tourism Giveaway

May 7 - 11, Fort Leonard Wood Facebook & Instagram, Reach: 80,000+

National Travel and Tourism Day is May 7! Join us providing lucky winner(s) an exciting getaway.

- Sponsorship (in-kind preferred): \$300 and up - recognition on giveaway, tagged on social media, and logo on thank you signage
- In-kind preferences: Hotel stay, attraction tickets, gift cards to local activities and/or eateries



Fort Fandom

May 17, Nutter Field House, Estimated attendance: 400 - 500

Bringing the community all their favorite fandoms - from wizards to superheroes - we cover it all!

Sponsorship options:

- \$300 - table onsite, logo on promotional materials, social media shoutout, and logo on thank you signage
- \$175 - logo on promotional materials and logo on thank you signage

EVENT SPONSORSHIP



BBQ Cookoff & Festival

June 14, Colyer Park Estimated attendance: 500 – 600

Join us for a mouthwatering event with delicious food, exciting activities, and more!

Sponsorship options:

- \$300 - table onsite, logo on promotional materials, social media shoutout, and logo on thank you signage
- \$175 - logo on promotional materials and logo on thank you signage

Overall Independence Day Sponsorship

The largest events on Fort Leonard Wood! Independence Day festivities include the following:

- Color Run, July 4, estimated attendance 300+
- Independence Day Celebration, July 4, estimated attendance 15,000+
- Car Show, July 4, estimated car entries 75+ (combined w/Independence Day Celebration)
- Red, White, & Blue Golf Tournament, July 5, estimated attendance 120+
- Shooting for the Stars Trap Shoot, July 5 estimated attendance 50+



Sponsorship options:

- **Grand Finale Sponsor** - \$4000 - *Presenting sponsor for Independence Day Celebration, *Verbal recognition, *2 banners displayed on Gammon Field, *Opportunity to provide promo bags directly to Gold Star Families on Gammon Field, *3 months of web and Experience MWR Magazine advertisement, *Logo displayed on car show awards, Complimentary Golf Tournament entry, *2 social media shoutouts, VIP Parking Pass, Table Presence at Independence Day Celebration and *Color Run, Logo placement on all web and print promotional materials, & logo on all thank you signage
- **Star-Spangled Sponsor** - \$2000 - 1 banner displayed on Gammon Field, 1 month of web and Experience MWR Magazine advertisement, Complimentary Golf Tournament Entry, 1 social media shoutout, VIP Parking Pass, Table Presence at Independence Celebration, logo placement on all web and print promotional materials, & logo on all thank you signage.
- **Firecracker Sponsor** - \$750 - 1 banner displayed on Gammon Field, logo placement on all web and print promotional materials, & logo on all thank you signage.
- **Specialty sponsor** options:
 - Color Run - Swag Sponsor - \$500 - Branded in-kind items (bandanas and/or hats)
 - Independence Day Celebration - Cooling Sponsor - \$500 Branded in-kind items (fans, misters, hats, etc)
 - Red, White, & Blue Golf Tournament - Meal sponsor - \$400 for tournament meals

*Exclusive benefits

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**For more information,
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EVENT SPONSORSHIP

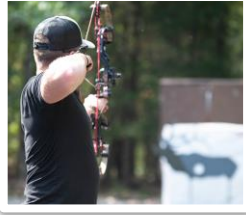


Back to School Bash

August 2, Bruce C. Clarke Library, Estimated attendance: 700 - 800
Families get their resources and school supplies prior to the school year!

Sponsorship (in-kind preferred):

- \$400 - table onsite, logo on promotional materials, social media shoutout, and logo on thank you signage
- \$300 - logo on promotional materials and logo on thank you signage



Hunting & Fishing Expo

September 13, Outdoor Adventure Center, Estimated attendance: 400 - 500
Outdoor enthusiasts get together to compete in friendly competitions, gain valuable resources, and learn more the outdoors!

Sponsorship options:

- \$250 - table onsite, logo on promotional materials, social media shoutout, and logo on thank you signage
- \$150 - logo on promotional materials and logo on thank you signage

RECURRING EVENTS



Right Arm Night

Held every 4th Friday of the month,
Pershing Community Center,
Estimated attendance: 200 - 300
Leaders network with other impactful military leaders.

Sponsorship options:

- \$250 per month - includes table onsite, logo recognition on promotional materials, and logo on thank you signage
- \$200 per month - includes logo recognition on promotional materials and logo on thank you signage

****Sponsor them all for a bonus rate!****



Sunday Coffee Cruise-In

Every 1st Sunday every month (April - November),
Auto Skills Center, Estimated attendance: 50 - 100
Where gearheads and car enthusiasts can meet up, chat,
and hang out.

Sponsorship options:

- \$50 per month - includes logo recognition on promotional materials and thank you signage.
- **Bundle them all for a banner at the Auto Skills Center & a bonus rate!****



**Waitlist Available
for Table Sponsors**

Newcomer Community Fair

Held every other Thursday, Fort Leonard Wood USO, Estimated attendance: Varies between 40 - 100+
Service members and their families learn about what the Fort Leonard Wood area has to offer.

Sponsorship options (in-kind only):

- Table Sponsor - (2) \$50+ prizes per month
 - General sponsor - (1) \$50+ prize per month
- In-kind suggestions: gift cards, PCS necessities, etc.

PROGRAM SPONSORSHIP

Limited spaces available!

Piney Valley Golf Course

Featuring 18-hole, par 72 championship course running through a beautiful valley along the Big Piney River. PVGC is open to the public and offers a truly exceptional golfing experience. New season starts in March. This is the **#1** Golf Course in US Army Training & Doctrine Command (TRADOC) and on par to reach **over 15,000 rounds** of golf in FY24.

12-month sponsorship options:

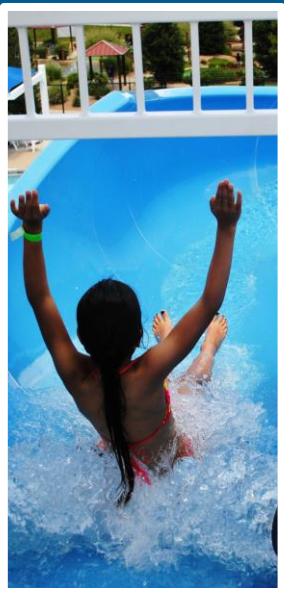
Sponsorship Benefits	Ace Sponsor \$2000	Eagle Sponsor \$1500	Birdie Sponsor \$800
EXCLUSIVE! Included in all PVGC event promotional materials (web and print*)	X		
EXCLUSIVE! Presenting sponsor for Club Championship	X		
Included in scorecard ad space*	X	X	
Social Media Advertising Space (Posted throughout PVGC season)	2 posts	1 post	
Complimentary entry for 1 scramble/tournament	X	X	
Banner placement at Piney Valley Golf Course through end of the season (<i>\$850 value!</i>)	X	X	
Logo displayed at PVGC for the season as Program Sponsor	X	X	X
Logo displayed on promotional materials (web and print*) for select PVGC event(s)		Par Three Shoot Out Active-Duty Golf Lessons Army Birthday Scramble Club Championship	Army Birthday Scramble Club Championship
Logo displayed on "Thank you to our sponsors!" signage at sponsored event(s)*	X	X	X

Rec Plex

Fort Leonard Wood's center for outdoor fun! It features an 18-hole miniature golf course, go-kart track, and the Wallace Outdoor Pool which has a 2-story double slide and the Splash Park! This program supports **nearly 5,000 patrons** each month! New season starts in May.

12-month sponsorship options:

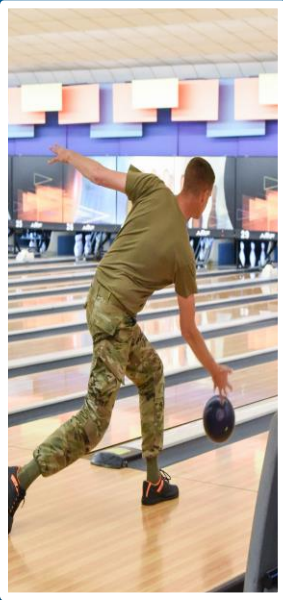
Sponsorship Benefits	Tidal Wave Sponsor \$2000	Splash Sponsor \$1550
EXCLUSIVE! Included in all Rec Plex event promotional materials (web and print*)	X	
Included in scorecard ad space*	X	X
Logo displayed in Rec Plex throughout the season as Program Sponsor	X	X
Social Media Advertising Space (Posted throughout season)	2 posts	1 post
Complimentary (4) All Day Access Passes	X	X
Banner placement at Rec Plex through (<i>\$1,500 value!</i>)	2 banners	1 banner
Logo displayed on promotional materials (web and print*) for select Rec Plex event(s)		Kickoff to Summer & End of Summer
Logo displayed on "Thank you to our sponsors!" signage at sponsored event(s)*	X	X



*Print recognition must have completed agreement prior to the print date.

PROGRAM SPONSORSHIP

Limited spaces available!



Daugherty Bowling Center

Featuring 40 lanes of fun! Our state-of-the-art facility is a wonderful place to enjoy friendly competition, family fun, or a night out. Open all year! This program is on track for well **over 120,000 games bowled** in FY 24! 12-month sponsorship options:

Sponsorship Benefits	Perfect Game Sponsor \$2500	Turkey Sponsor \$2000
EXCLUSIVE! Included in all Daugherty Bowling Center event promotional materials (web and print)	X	
EXCLUSIVE! Tabling Opportunities	X	
Social Media Advertising Space (Posted throughout 12-month period)	3 posts	1 post
Complimentary 1-hour of bowling + shoe rental for up to 6 people	X	X
Banner placement at Daugherty Bowling Center for 12-month period (\$2,100 value!)	X	X
Logo displayed in Daugherty Bowling Center for 12-month period as Program Sponsor	X	X
Logo displayed on promotional materials (web and print*) for select DBC events		X-tremely Spooktacular Bowl Bowling Egg-stravaganza Hot Wing Challenge
Logo displayed on "Thank you to our sponsors!" signage at sponsored event(s)	X	X



Sports & Fitness – Davidson Fitness Center & Specker Gym

Davidson Fitness Center and Specker Gym host fitness challenges and other fitness events multiple times a year! These two programs impacting **over 32,000 patrons** monthly. These facilities are open all year! 12-month sponsorship options:

Sponsorship Benefits	Gold Sponsor \$3000	Silver Sponsor \$2500
EXCLUSIVE! Included in all fitness event promotional materials (web and print*) for 12-month period	X	
EXCLUSIVE! Tabling Opportunities	X	
Logo displayed in both Davidson Fitness Center and Specker Gym as a sponsor for 12-month period as Program Sponsor	X	X
Social Media Advertising Space (Posted throughout 12-month period)	2 posts	1 post
Banner placement within Davidson Fitness Center for 12-month period (\$2,400 value!)	X	X
Logo placement on promotional materials (web and print*) for limited Sports & Fitness event(s)		Army vs Navy Flag Football Game 500/1000lb Club
Logo displayed on "Thank you to our sponsors!" signage at sponsored event(s)	X	X

For more info, contact Nia Dickinson, Marketing Manager at (573) 337-2649 or nia.koreen.m.dickinson.naf@army.mil

PROGRAM SPONSORSHIP

Limited spaces available!



Better Opportunities for Single Service Members (BOSS)

Better Opportunities for Single Service Members (BOSS) program represents the voice of the Single Service Member. BOSS is open to Single Service Members in all Military Branches. Join the positive community outreach that BOSS is achieving. **Active efforts all year!** 12-month sponsorship options:

Sponsorship Benefits	Community Sponsor \$1500	Support Sponsor \$900
EXCLUSIVE! Included in all BOSS event promotional materials (web and print*) 12-month period	X	
EXCLUSIVE! Opportunity for your promotional items to be distributed at BOSS table displays	X	
EXCLUSIVE! Presenting sponsor for BOSS Haunted House/Harvest Fest	X	
22"x28" Poster displayed in BOSS Corner (\$600 value!)	X	X
Logo displayed in BOSS Corner for 12-month period as a Program Sponsor	X	X
Tabling Opportunity	BOSS Haunted House/Harvest Fest	BOSS Haunted House/Harvest Fest
Logo placement on promotional materials (web and print*) for limited BOSS event(s)		BOSS Board Study Cooking Classes BOSS Haunted House/Harvest Fest
Logo displayed on "Thank you to our sponsors!" signage at sponsored event(s)	X	X



NEW

Trips & Travel Events & Adventures

Leisure Travel Services is the hub for tours, getaways, and local staycations! Their program impacts **over 20,000 adventurers** throughout the year. Supporting this program not only directly engages your organization with those customers but it also supports the trips and adventures hosted throughout the year.

12-month sponsorship options:

Sponsorship Benefits	Excursion Sponsor \$1300	Trip Sponsor \$900
EXCLUSIVE! Included in all LTS trip events promotional materials (web and print*) 12-month period	X	
EXCLUSIVE! Opportunity for your promotional items to be distributed during the sponsored trips	X	
EXCLUSIVE! Verbal recognition in sponsored event(s)	X	
EXCLUSIVE! Brochure placement within Leisure Travel Services and handed out at each trip	X	
22"x28" Poster displayed in Leisure Travel Services (\$725 value!)	X	X
Logo displayed in LTS for 12-month period as a Program Sponsor	X	X
Logo displayed on "Thank you to our sponsors!" signage at sponsored event(s)	X	X



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PROGRAM SPONSORSHIP

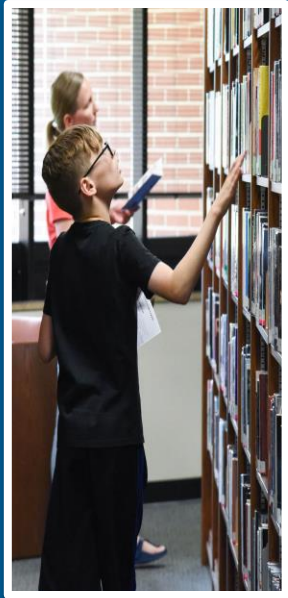
Limited spaces available!

Bruce C. Clarke Library

Provides services to the entire military community that enhance military readiness and quality of life. Open all year – supporting over 50,000 library users.

12-month sponsorship options:

Sponsorship Benefits	Innovation Sponsor \$1300	Imagination Sponsor \$700
EXCLUSIVE! Included in all Library event promotional materials (web and print*) for 12 months	X	
EXCLUSIVE! Presenting sponsor for Wizard Birthday Bash	X	
Social Media Advertising Space (Posted throughout a 12-month period)	2 posts	1 post
Logo displayed within the Library for a 12-month period as Program Sponsor	X	X
Tabling Opportunities at large library events	Trick or Treating Story Walk Space Wars Wizard Birthday Bash Winter Wonderland	Space Wars Wizard Birthday Bash
Logo placement on promotional materials (web and print*) for limited Library event(s)		X
Logo displayed on “Thank you to our sponsors!” signage at sponsored event(s)	X	X



NEW

Youth Sports & Teen - Activities, Camps, and Runs



It's time to *flex – no cap!* We know the next year is going to be *lit* and *low key* know it'll be *bussin'*.

(The teens clearly influence the direction of the program.) Dru Pippin Youth Center and Youth Sports & Fitness are combined for this program sponsorship opportunities. The Youth Center activities are geared toward Youth grades 6 – 12 and Youth Sports & Fitness programs focuses on youth ages 3 - 18. Together, these programs impact **over 3,500 youth and their families** every year.

12-month sponsorship options:

Sponsorship Benefits	G.O.A.T. Sponsor \$2200	High Key Sponsor \$1700
EXCLUSIVE! Included in all Youth Sports & Fitness Camps and Runs, along with all Dru Pippin Youth Center event promotional materials (web and print*) for 12 months	X	
EXCLUSIVE! *Presenting Sponsor for Armed Forces Day Superhero Run, Ugly Sweater Run, & Teen Pool Party	X	
Social Media Advertising Space (Posted throughout a 12-month period)	2 posts	1 post
Logo displayed within the Youth Center and Youth Sports & Fitness for a 12-month period as Program Sponsor	X	X
Tabling Opportunities at Youth Sports and Youth Center events	Armed Forces Day Superhero Run Teen Pool Party	Teen Pool Party
Banner placement on the Youth Sports Fenceline for 12-month period (\$1,550 value!)	X	X
Logo placement on promotional materials (web and print*) for limited program event(s)		X
Logo displayed on “Thank you to our sponsors!” signage at sponsored event(s)	X	X

*This sponsorship does not include the MOMC events.





ADVERTISING

with
Family and MWR

Market your brand's products or services to the Fort Leonard Wood Community through events, promotions, ad campaigns, and more! Advertising with us allows you to build your brand presence to an exclusive audience.

We offer an array of customizable advertising packages for measurable return on your investment.

Contact us today to start building your custom advertising package!

Nia Dickinson, Marketing Manager

(573) 337-2649 or niakoreen.m.dickinson.naf@army.mil

WINDOW CLINGS

ADVERTISING

Advertise with this showstopper of a presence at the entrance of our facilities.



Window Clings	6 months	12 months
Davidson Fitness Center – Entrance windows	\$2000	\$3600
Specker Gym – Entrance windows	\$2400	\$4200

**- FULL -
WAITLIST AVAILABLE**

WEBSITE & SOCIAL MEDIA ADVERTISING

WEBSITE VIEWS: 50,000+

The Fort Leonard Wood Community – military and civilians – relies on our website for information for each MWR facility, upcoming events details and registration, general inquiries, links and information for valuable resources, and more.

Advertise with us on leonardwood.armymwr.com for an average of 50,000 views per month! Your advertisement can include a link directly to YOUR web page linking customers directly to YOU.

Leaderboard Ad – 720 x 90 pixels

\$350 / 1 month
\$900 / 3 months
\$1350 / 6 months
\$2100 / 12 months

**Large Tile Ad
 300 x 250 pixels**

\$400 / 1 month
\$975 / 3 months
\$1500 / 6 months
\$2400 / 12 months



Scan QR code to visit leonardwood.armymwr.com

SOCIAL MEDIA REACH: 80,000+

Single Post Rate	\$200
3 Posts Rate	\$450
6 Posts Rate	\$800
12 Posts Rate	\$1500



Facebook
 Fort Leonard Wood MWR



Instagram
 @FLWMWR

With over 22,000 total followers and a consistent 80,000+ monthly reach in FY 2024, get your ad instantly to our followers!

Effortlessly connect with the Fort Leonard Wood Community by advertising your campaign through our channels. By associating your ad with a social media giveaway, you easily grab the attention of our followers. Giveaways can be a thoughtful gift basket, tickets to local events, and/or other creative avenues. These giveaway items count towards your payment, which is also known as in-kind payment.



PRINT ADVERTISING



Sometimes referred to as “The Blue Book” because of its recognizable cover, “Experience MWR Magazine” is produced in-house by the Fort Leonard Wood Marketing Department.

With 7,800+ copies made annually, this publication highlights the social and recreational activities planned especially for our Fort Leonard Wood Community. It is free and located at every MWR Facility, distributed directly to consumers at Newcomer briefings, Leadership Courses, and more!

Include your ad in this sought after resource through one of the following ad placements.

Experience MWR Magazine	3 months	6 months	12 months
Full Center Page	\$1050	\$1950	\$3600
Full Page	\$375	\$690	\$1260
Half Page	\$195	\$360	\$660
Quarter Page	\$150	\$275	\$495

Full Page: 8”x5”, Half Page: 4”x5”, Quarter Page: 2”x2.5”
New ads must be provided and reviewed prior to mid-month for the next edition.

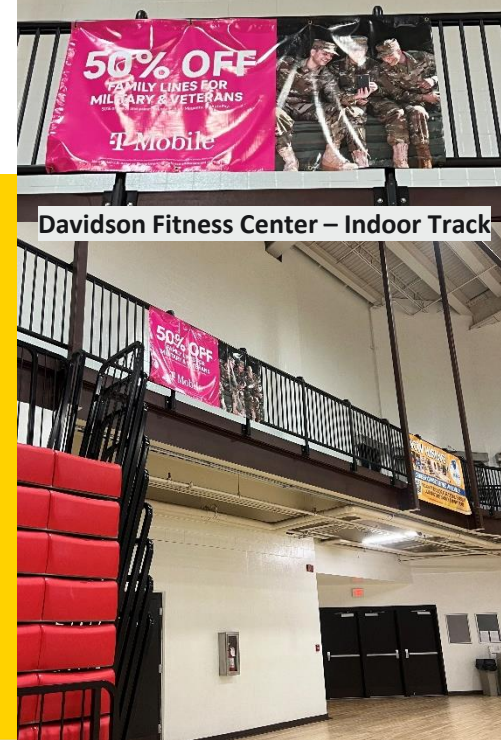
With some of the most trafficked facilities on the installation, place your ad in one or more these hot spots.

Poster (22” x 28”)	3 months	6 months	12 months
Auto Skills Center – Front desk area	\$150	\$275	\$500
BOSS Corner – Meeting area	\$225	\$375	\$600
Davidson Fitness Center – Basketball court	\$450	\$750	\$1200
Daugherty Bowling Center – Check out area	\$425	\$700	\$1150
Leisure Travel Services – Entrance area	\$300	\$450	\$725
Outdoor Adventure Center – Check out area	\$375	\$600	\$1080
Piney Valley Golf Course – Check out area	\$225	\$360	\$600
Specker Gym – Entrance	\$475	\$800	\$1375



BANNER ADVERTISING

Aim for a bigger presence with banner advertisements inside and/or outside of our facilities, sizing may vary from 6' x 3' all the way to 16' x 8' mounted banners!



Davidson Fitness Center – Indoor Track

Indoor Banners (6' x 3')	3 months	6 months	12 months
BOSS Corner – Meeting area	\$600	\$1050	\$1800
Davidson Fitness Center – Indoor track	\$750	\$1350	\$2400
Daugherty Bowling Center – Side wall by exit	\$675	\$1200	\$2100
Outdoor Adventure Center – Store area	\$300	\$450	\$725
Specker Gym – Entrance	\$525	\$900	\$1500

Auto Skills Center – Car Wash (10' x 10')



Sports Complex – Street Facing (6' x 3')



Outdoor Banners	3 months	6 months	12 months
*Auto Skills Center – Car Wash (10' x 10')	\$800	\$1400	\$2400
Auto Skills Center – Fenceline (6' x 3')	\$400	\$700	\$1200
*BOSS Corner – Sidewall (8' x 8')	\$700	\$1200	\$2100
Youth Sports - Fenceline (6' x 3')	\$525	\$900	\$1550
*Davidson Fitness Center – Street Facing Wall (16' x 8')	\$1500	\$2550	\$4325
*Daugherty Bowling Center – Street Facing	WAITLIST AVAILABLE \$1500	\$2550	\$4325
Outdoor Adventure Center – Archery Area (6' x 3')	\$375	\$675	\$1175
Paw Park – Fenceline (6' x 3')	\$200	\$325	\$600
Piney Valley Golf Course – Clubhouse Patio (6' x 3')	\$300	\$500	\$850
Rec Plex – Mini Golf Fence (6' x 3')	\$500	\$875	\$1500
*Specker Gym – Main Parking Lot (8' x 8')	\$700	\$1200	\$1700
Sports Complex – Street Facing (6' x 3')	\$500	\$900	\$1500

*Mounted banners – New installs require additional \$250 materials and install fee.

STAY CONNECTED

