

Commercial Sponsorship and Advertising



Why DFMWR Commercial Sponsorship?

DFMWR Commercial Sponsorship will increase your brand awareness through partnership. We are able to provide your brand exposure to target marketing with your funds directly impacting the Soldiers, Families, and Civilians of Joint Readiness Training Center and Fort Polk.

Your company or organization can support Fort Polk Soldiers, Families, and Civilians directly by providing monetary or in-kind support for events, services, or programs offered by FMWR that help to lower cost of programs and services. It is important to note that the Department of Defense permits only DFMWR Commercial Sponsorship Coordinator to solicit and accept Commercial Sponsorship for the installation.

Some organizations choose to donate instead of sponsor programs at Fort Polk. There are some major differences between Sponsorship and Donations.

Sponsorship

A business or individual who provides direct support of DFMWR events/programs can receive recognition and conduct on-site advertising during sponsored events or programs.



A Sponsor may choose any DFMWR program or event they wish to support. The Sponsor chooses which program to support with the stipulation that only the DFMWR Commercial Sponsorship Coordinator as defined in Army Regulation (AR) 215-1 may solicit and accept sponsorship.

Donations

Donors may not be officially recognized through media or publicity of events. a donation must be anonymous and offered unconditionally. The Department of the Army is prohibited from making public announcement of the gifts received (Army Regulation 1-101 paragraphs 7(4) and (5).)



The installation Commander, not the donor, decides which program



JOINT READINESS TRAINING CENTER AND FORT POLK *FY 16 Population*

TOTAL BASE POPULATION	31,873
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POPULATION – MILITARY (U.S. ARMY)	8,240
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Active Duty (On Post)	8,122
Reserve Component	118

OTHER MILITARY POPULATION	242
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US Air Force, TDY Students	
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TRANSIENT AND ROTATIONAL (Average Daily Load) w/Rotational Civilians	4,833
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MILITARY FAMILY MEMBERS	12,639
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CIVILIAN EMPLOYEES	5,919
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DA Civilians, NAF & Other Civilians	3,132
Contractors	2,787

Data Source: ASIP FY16 Q2 Locked Data 20160430

TOTAL RETIREE POPULATION (within 40 miles)	16,168
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RETIRED MILITARY PERSONNEL	12,877
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Retirees-DOD	2,738
Retiree Family Members	10,139

Data Source: ASIP FY15 - Other Supporting Population Report

RETIRED DOD CIVILIAN PERSONNEL	3,291
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Retirees-DOD	2,715
Retirees Survivors	576

Data Source: FY15 OPM Population

TRAINING CENTER OF EXCELLENCE		STRATEGIC DEPLOYABILITY FORSCOM UNITS						
								
JRTC Operations Group	3BCT 10th MTN Division	46th Engineer Battalion	519th MP Battalion	115 th Combat Support Hospital	US Army Garrison	Medical Activity	Dental Activity	
1,510	4 324	799	656	269	403	239	29	

Data Source: G1 Weekly Installation Strength Report dated 20160426

Donations:

All offers of gifts must be made in writing. This is so they may receive the appropriate (required!) legal review, and a written approval of acceptance.

There are five basic types of gifts or donations offers that the Army is most often asked about.

1. Gifts or Donations to Family and Morale, Welfare and Recreation (DFMWR) programs.

- The garrison DMWR Director may accept unconditional gifts of any amount up to \$50,000. The authority may not be further delegated. Garrison Commanders can accept up to \$100,000. IMCOM Region Directors, the Commanding General, Deputy Commanding General, or the FMWR Commander may accept gifts of up to \$250,000. Any gifts over that amount require the Secretary of the Army's approval.*

2. Gifts or donations for select Army Community Service (ACS) Programs, Family Readiness Groups (FRG), or the Soldier and Family Assistance Center (SFAC). These donations are subject to the same guidelines as DMWR programs as listed above.

- The FRG Supplemental Mission Account--- Established to accept unsolicited donations or gifts made to the Army and intended for FRG or military family support.*
- ACS's Supplemental Mission Overall Program Account--- Established to accept unsolicited donations or gifts intended for ACS programs. Another ACS Supplemental Mission Account for Army Family Action Plan (AFAP) and Army Family Team Building (AFTB) also exists; however, an exception to ACS policy for obtaining commercial sponsorship was made for these programs exclusively. Companies may now sponsor these programs and obtain advertising in exchange for their support.*

3. Gifts or donations intended for direct distribution to Soldiers

- Limited to goods and service (i.e. Soldier comfort kits, phone cards, food)*
- No dollar limit is placed on these sorts of goods offered*
- Cash contribution to Soldiers is prohibited*
- Donor is usually required to pay transportation costs of goods offered*
- Only the Senior Mission Commander and Garrison Commander have been delegated the authority to accept this category gift*

4. Gifts or donations offered to the SFAC, which in turn supports Wounded Warriors and their Families

- Applies to active duty service members DOD employees who incurred illness/injuries as a result of armed conflict or other circumstances while on active duty on or after 11 Sep 2001 and their Families*
- Wounded Warriors and Families may not solicit donations*
- Wounded Warriors and Families offered unsolicited donations/gifts should speak with an Ethics Counselor to ensure legality.*

5. Gifts or donations offered directly to the Department of the Army

- Established so that the Secretary of the Army can accept offers over \$1000 and for the gifts to the Fisher Houses. This includes real or personal property or gifts with a monetary value. These are subject to AR 1-100.*

The Fort Polk Directorate of Family Morale, Welfare and Recreation is committed to help facilitate the gift giving process if you choose the Commercial Sponsorship of DMWR programs. We will help steer you through the process; and while giving is not difficult, there are certain parameters that have to be followed. The Fort Polk Directorate of Family and Morale, Welfare and Recreation Commercial Sponsorship Program provides sponsor recognition in accordance with AR125-1, Ch. 11-6 thru 11-17.

Bronze Package

\$5,000

Louisiana Hay Ride

Snowflake Festival

Installation Volunteer Awards Ceremony

Military Spouse Appreciation Day

Warrior Swamp Mud Run

Newcomer's Orientation

Website Banner (180 x 150 in pixels)

Banner at Wheelock Fitness Center

*LCD Screen Display Advertising (for 6 months of
7 second static spots)*

Silver Package

\$7,000

Freedom Fest

Louisiana Hay Ride

Snowflake Festival

Amazing Race

Dye Hard Warrior 5k Color Fun Run

2 Right Arm Nights

Warrior Swamp Mud Run

Installation Volunteer Awards Ceremony

Military Spouse Appreciation Day

Newcomer's Orientation

1 banner at the Soldiers Complex

1 Banner on MWR Website (300 x 250 pixels)

*LCD Screen Display Advertising (6 months of
7 second static spots)*

Gold Package

\$10,000

Freedom Fest

Louisiana Hay Ride

Snowflake Festival

Amazing Fort Polk Race

Dye Hard Warrior 5k Color Fun Run

Warrior Swamp Mud Run

2 Monthly Movie Nights

3 Right Arm Nights

1 Links on MWR Website (300 x 250 & 180x150 pixels)

Installation Volunteer Awards Ceremony

Military Spouse Appreciation Day

Newcomer's Orientation

1 Commanding General's Golf Tournament

3 banners located:

Wheelock (main room)

JRTC Functional Fitness Center

Strike Zone Bowling Center

Klubs & Karts

*LCD Screen Display Advertising (for 12 months of
7 second static spots)*

(Sponsor must supply all advertising i.e. banners,web ads, digital ad, logo and Splash Page ad.)

Platinum Package

\$15,000

Freedom Fest - Logo on T-shirts

Louisiana Hay Ride

Snowflake Festival

Amazing Fort Polk Race

DYE hard warrior 5k color run

Warrior Swamp Mud Run

Holiday Tree Lighting Ceremony

4 Monthly Movie Night

Installation Volunteer Awards Ceremony

Military Spouse Appreciation Day

4 Right Arm Nights

Newcomer's Orientation

Friday Freebie

1 Golf Course Tee Marker

Intramural Sports Sponsor (full year)

4 Banners at Authorized MWR Facilities

1 Banner on MWR website (300 x 250 pixels)

1 Commanding General's Golf Tournament

BOSS Program

Wednesday Night Scramble (March - September)

60 days of Splash Page for MWR WI-FI

*LCD Screen Display Advertising (12 months of 7
second static spots or 30 second motion spots -
no audio)*

Any and all Grand Opening Events of MWR Facilities!

over \$25,000 value if priced seperatly

NEW!!

LCD Digital Displays

*We have screens located in
over 29 locations
on Fort Polk and channel 3 on all
Ft. Polk televisions.*

*Static Slides as vector files: .ai, .eps, .pdf (all layered, font
outlines) as raster files: .png, .psd, .jpg
(no transparencies)*

-Layout - 16:9 ratio, 1500X900 at 96 pdi, RGB

*-All Slides must include a 20-pixel safe area at the
edges (Corel, PowerPoint, and Publisher Files
are not accepted)*

3 Months - \$1300

6 Months - \$2000

12 Months - \$3,500

1 Month - \$450



7 Second Static Spots

Website Banner Ad

The Fort Polk MWR website is up to date on all FMWR activities, programs, and events. The website averages over 36,000 visitors a month! The ads are fixed to the website, are various sizes and can be hyperlinked to your page.

728x90 pixel Leaderboard \$3600

300x250 pixel Right Side Bar \$1600

180x150 Bottom Row \$1100

Banners at Facilities

Banners are welcome at our facilities. We have many opportunities to choose.

All banners must be standard 3'x5' and provided by the Sponsor. Listed impressions are based monthly:

- Wheelock Fitness Center, 27,000 impressions \$650*
- Soldiers Athletic Complex, 9,000 impressions \$400*
- Klubs & Karts, 24,000 impressions \$600*
- Crossfit Gym, 5,000 \$250*

Perez Field Fence Signs \$600

Fence signs are a great opportunity to reach our Fort Polk Families. Sponsor will provide the artwork to be displayed. DFMWR will provide the signage. 10,000 impressions.

EVENTS & PROGRAMS

Freedom Fest \$4000

Fort Polk's celebration of America's Independence averages over 15,000 attendees. We have a 50 cannon

"Salute to the Nations" and the largest fireworks display in West Central Louisiana. This annual event is held for the Soldiers and their Families as well as the local communities. We have food vendors, games, inflatables, fireworks and live entertainment.

**Opportunity for "First Right of Refusal" the following fiscal year.*

Commanding General's Golf Scramble \$500

Right Arm Night \$500

Snowflake Festival \$1250

Military Spouse Appreciation Day \$500

Amazing Fort Polk Race \$200

Camp Warrior \$200

Dye Hard Warrior 5K Color Fun Run \$1500

Wednesday Night Scramble (Golf) \$200

Louisiana Hay Ride \$1250





Sponsor

\$3,000

Better Opportunity For Single Soldiers (BOSS) supports the quality of life of Single Soldiers. This Sponsorship allows attendance to BOSS events (if possible) and also logo/name placement on outgoing media.

Sponsorship is for one (1) year.

Newcomer's Orientation

\$1,750

Newcomer's Orientation is a mandatory brief for all incoming Soldiers held on Thursdays. Family Members are encouraged to attend. Attendees are able to meet with sponsors. Sponsors may engage in giveaways via prize drawing to build a direct mail contact list.

Sponsorship is for one (1) year.



Facebook Freebie

\$500 3months

Sponsor receives recognition for the bi-weekly Facebook Question for 6 weeks. We currently have over 13,500+ Facebook Fans, this is an excellent opportunity to reach a large audience of Soldiers, family members and retirees.

STRIKE ZONE BOWLING CENTER & SPARE TIME LOUNGE

Our on post bowling destination has numerous advertising opportunities within.

Over 4,500 Soldiers and Families utilize this facility every month.

Strike Zone Bowling Center opportunities:

24 digital monitors- 1500x900 pixels; still PNG or JPEG \$700

24 sweeps- 2 3/4" by 4' sticker to be placed on all 24 sweeps \$650

Banner- 3'x5' size will hang inside bowling center \$450

Window clings

1.) Located by front desk

44" by 68" window cling \$450 (1 available)

2.) Located by Proshop (1 available)

71 1/2" x 43" wide \$550

24 Napkin dispensers- 3 1/2" Tall x 6 1/2" \$340

Spare Time Lounge

Vertical Banner Opportunities - 5' x 3' size will hang in Spare Time Lounge \$250

Counter wraps opportunity if interested contact (337)531-1787, Family and MWR Commercial Sponsorship.

(All prices listed are for one year of advertising)

*Strike Zone
Bowling Center
&
Spare Time
Lounge*



*Bowling Pin Decoration Contest \$150
New Year's Eve Extravangaza \$150
SUPERBOWL PARTY XXXX !! \$200*

Sponsor will have opportunity to set up a booth at the event.

Sponsors name and logo will appear in advertisements.

This is not the comprehensive list of opportunities or events.

RIGHT ARM NIGHT

JUNE 1 • 4:30 PM

WARRIOR COMMUNITY CENTER

BRING YOUR RIGHT ARM, BATTLE BUDDY, OFFICE, & FRIENDS TO ENJOY FREE HORS D'OEUVRES

WIN GREAT DOOR PRIZES TO INCLUDE:

**AMAZON ECHO • YETI COOLER • IPAD
FITBIT • TV • AND MUCH MORE**

PROUDLY BROUGHT TO YOU BY

ALFORD MOTORS • USAA • PAPA JOHN'S PIZZA • CORVIAS MILITARY LIVING
171 CHRYSLER, DODGE, JEEP & RAM • CANDICE SKINNER REAL ESTATE
171 NISSAN • LAKE CHARLES/SOUTHWEST LOUISIANA CONVENTION & VISITORS BUREAU
FIRST COMMAND FINANCIAL SERVICES • RENEGADE HARLEY DAVIDSON
BARKSDALE FEDERAL CREDIT UNION • SABINE STATE BANK
WALKER AUTOMOTIVE • K & R FURNITURE • SOUTHWEST BEVERAGE

WWW.POLK.ARMYMNR.COM
FOR MORE INFORMATION PLEASE CALL 337-233-7965
SPONSORSHIP DOES NOT IMPLY ENDORSEMENT BY THE US ARMY

FREEDOMFEST

MAREN MORRIS

JULY 1

GATES OPEN AT 5PM
Hdq FIELD • FORT POLK

MILITARY DISPLAYS
FOOD VENDORS
SALUTE TO THE NATION
LARGEST FIREWORKS SHOW IN WEST CENTRAL LOUISIANA

FREE & OPEN TO THE PUBLIC

Presented by
Alford Motors

CHEVROLET GMC

SPONSORED BY

CORVIAS • USAA • PAPA JOHN'S PIZZA
171 NISSAN • 171 CHRYSLER, DODGE, JEEP & RAM • GEICO
SOUTHWEST BEVERAGE • NORTHWESTERN STATE UNIVERSITY • WALKER AUTOMOTIVE
MCNEESE STATE UNIVERSITY • BARKSDALE FEDERAL CREDIT UNION
LAKE CHARLES/SOUTHWEST LOUISIANA CONVENTION & VISITORS BUREAU
KVVP 185.7/KRCK 95.7/KUMK 366.7
FIRST COMMAND FINANCIAL SERVICES • CENTRAL MICHIGAN UNIVERSITY
SKINNER REAL ESTATE • RENEGADE HARLEY DAVIDSON • SABINE STATE BANK
FURNITURE • OMNI FINANCIAL • HOLIDAY INN EXPRESS OF LEESVILLE
HAMPTON INN OF LEESVILLE

FOR MORE INFORMATION PLEASE VISIT
WWW.POLK.ARMYMNR.COM

FREE Louisiana HAYRIDE

JOIN US FOR SOME FAMILY FUN

SATURDAY OCTOBER 21ST

FROM 11 AM - 4 PM
HOME OF HEROES RECREATION
CENTER PARKING LOT

PETTING ZOO, PONY RIDES,
AND HAYRIDE
KIDS CRAFTS AND INFLATABLES
FREE GO-KART RACING, SWIMMING AND
FOOTBALL FROM 11 AM - 4 PM

PROUDLY BROUGHT TO YOU BY

Corvias • Alford Motors • USAA

171 NISSAN • 171 CHRYSLER, DODGE, JEEP & RAM • GEICO
SOUTHWEST BEVERAGE • NORTHWESTERN STATE UNIVERSITY • WALKER AUTOMOTIVE
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FOR MORE INFORMATION, PLEASE CALL 337-233-7965
WWW.POLK.ARMYMNR.COM

AMAZING Fort Polk RACE

March 4 8:00 am

Showboat Theatre

Registration is February 13 - March 7 at Allen Memorial Library or Home of Heroes Recreation Center

Limited to the FIRST 1000 entries and 1000 spectators. Spectators to be seated.

Race around South Polk and perform activities for a while due to the road destination.

Wishes of the community include POW, heroes to be honored.

Challenger may be physical fitness or 1700 ft. climbing activities.

All teams will be awarded prizes.

For more information, call 337-233-7965

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171 CHRYSLER, DODGE, JEEP & RAM • CANDICE SKINNER REAL ESTATE
171 NISSAN • LAKE CHARLES/SOUTHWEST LOUISIANA CONVENTION & VISITORS BUREAU
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BARKSDALE FEDERAL CREDIT UNION • SABINE STATE BANK
WALKER AUTOMOTIVE • K & R FURNITURE • SOUTHWEST BEVERAGE

2-PERSON GOLF SCRAMBLE

APRIL 28 1130

Register at the Warrior Hills Golf Course

9 holes

FREE

Open to all authorized MWR users 18 and over

INTRAMURAL SPORTS

Sponsored by:

Alford Motors • USAA
McNeese State University
Northwestern State University
Corvias Military Living
171 Nissan

Call 331-2056 for more information

Sponsorship does not imply endorsement by the US Army

Interested in Supporting JRTC and Fort Polk Soldiers, Families, Civilians, and Retirees by becoming a sponsor?

Would you like to advertise your company or organization to the Soldiers, Families, Civilians and Retirees at Fort Polk?

We can match our opportunities to meet the needs of your organization.

Give our Sponsorship and Advertising Office a call or email today:

*Linnetta grubbs
Sponsorship and Advertising Sales Manager
linnetta.k.grubbs.naf@mail.mil
337-531-1787*

