



SPONSORSHIP

JRTC & FORT POLK INSTALLATION MWR

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We are committed to providing the best Soldier and Family experience.

Thank you for considering us!

RELATIONSHIPS.
SUPPORT.
BRANDING.
MARKETING.

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About our installation

FORT POLK & JRTC BY THE NUMBERS

TOGETHER WE BUILD STRONGER COMMUNITIES

Through our partnership, we will continue to provide quality programs, services and activities for the Fort Polk Community.

31873
total base
population

8240
ACTIVE DUTY PERSONNEL

4833
TRANSIENT POPULATION
with rotational civilians

THE SOLDIER IS THE ARMY.

No Army is better than its soldiers. The soldier is also a citizen.

In fact, the highest obligation and privilege of citizenship is that of bearing arms for one's country.

George S Patton

12639
total military
family members

Fort Polk offers:

STATIONARY UNITS
Our stationary population is more than triple the surrounding community population.

ROTATIONAL UNITS
The Joint Readiness Training Center hosts 11 rotations each year, cycling 66185 troops and civilians through Fort Polk.

SURROUNDING RETIREE POPULATION
Fort Polk retirees and their families make up a significant portion of the surrounding communities.

If the Army were a city, it would be the 10th largest in the United States

Business Insider

16168
surrounding area
retiree population



Our home

ABOUT OUR INSTALLATION

JRTC & FORT POLK -- HOME OF HEROES

Fort Polk is located in beautiful west-central Louisiana and is also the home of the premier joint training facility - Joint Readiness Training Center (JRTC). Our mission is to provide installation support for power projection, combat readiness and mission execution for all tenant units as well as JRTC rotational units; provide quality services and facilities, all the while optimizing our resources, sustaining our environment and enhancing the overall well-being of the Fort Polk community – the best “hometown” in the Army!

Today, Fort Polk is home to the 3rd Brigade Combat Team, 10th Mountain Division, 519th Military Police Battalion, the 115th Combat Support Hospital and the 46th Engineer Battalion. These units, along with the U.S. Army Garrison all carry a tangible legacy of the men and women in uniform who have served Fort Polk and our country throughout the years. That legacy is carried in the hearts and minds of our veterans, our Soldiers, our Families and the community in which we live.

What we do

ENGAGE YOUR TARGET MARKET THROUGH MWR SPONSORSHIP



COMMUNITY RELATIONS

Be a part of something with value, purpose and reward. Align your brand with something more and make a meaningful difference. Our mission is to help your brand develop meaningful and long-lasting relationships within the military consumer market. Supporting the Army community and contributing to its morale, welfare and recreational development is extremely powerful and creates enormous goodwill.

BRAND AWARENESS

No one knows how to immerse your brand within the Fort Polk market better than our team. Create awareness and

visibility through customized marketing opportunities across multiple platforms: event sponsorships, digital advertising, online promotions, and media exposure. The simple act of sponsoring an MWR event or advertising on Fort Polk is a significant way to create competitor differentiation. Your brand is showcased by creating positive publicity and heightened visibility.

ENGAGEMENT

We'll put you on the front lines for market segments that are primed to hear what you have to say. We cover the spectrum: from newly enlisted Soldiers through retirement, family members, and Department of Defense Civilians.

OUR VISION

Committed to service - Enhancing Readiness - Foundation of the Army Culture



MWR COMMERCIAL SPONSORSHIP MISSION

Our mission is to support vital military MWR events and programs by obtaining private sector funding, services or supplies in exchange for advertising & promotional opportunities within the military community.



DEFINITION OF SPONSORSHIP

Commercial sponsorship is a monetary and/or in-kind fee paid to MWR for an event or property, in return for access to the exploitable commercial potential associated with that property, such as public recognition or advertising promotions, event promotion, and so forth.



SPONSORSHIP IS

An exchange of values for promotional opportunities. It is a business-based decision, and a way for corporate America to directly reach the military consumer market in a targeted, focused approach that is mutually beneficial.



BOSS program

\$3000

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS

The BOSS program represents the voice of the single service member and is based on three program pillars:

Quality of Life
Community Service
Recreation and Leisure

BOSS Single Service members coordinate and participate in community service projects; organize recreation and leisure activities; and actively support the quality of life needs of single Service members. Sponsors are invited to attend many events and can provide giveaways.



Intramural sports

\$3000

The Fort Polk Intramural Program is an action-packed competitive sports program.

Eighteen sports are offered, featuring both team and individual competition. Intramural sports also conducts all post-level championships and tournaments in tennis, horseshoes, racquetball, 10K runs cross-country, bowling and golf, to name a few.

Intramural Sports coordinates field/gym assignments, provides officials, administers rules, offers coaches clinics, and supports league coordinators for the five major leagues: basketball, slow pitch softball, flag football, soccer and volleyball.

Sponsors can attend events and can even participate in those events open to the public, such as our annual Turkey Trot or Jingle Bell 5K.

Opportunities to provide uniforms, sports gear, and more may exist. Don't hesitate to ask if you'd like to see your branded gear provided for athletes.



INTRAMURAL SPORTS

Jingle Bell 5K RUN

NOV 27 @ 6:30 AM

MWR

HUELOCK

FITNESS CENTER

FESTIVE ATTIRE ENCOURAGED!!

OPEN TO ACTIVE DUTY, FAMILY MEMBERS,

RETIREES, & DOD CIVILIANS 18 YEARS & OLDER

REGISTER ONLINE OCT 27 @ POIK.ARMYMWR.COM

PROUDLY SPONSORED BY:

CHRISTUS Health Plan

USAA

"Driven to be the Best."

Programs & events

FreedomFest

CELEBRATE OUR NATION'S INDEPENDENCE

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. Food vendors, games, inflatables and live entertainment make this a must-do event. Sponsors are provided set-up space and may distribute give-aways or product sampling.

Event: \$4000



Snowflake Festival

OUR HOLIDAY CELEBRATION

This holiday festival, with crafts, contests, games, photos with Santa and refreshments, is a Fort Polk favorite. This event also includes our renowned "Trees for Troops," where Soldiers can pick up Christmas trees at no cost to them. The culminating event is our tree lighting ceremony, right in the heart of South Fort Polk. Sponsors are provided set-up space and may distribute give-aways or product sampling.

Event: \$1250



Dye Hard Warrior 5k Color Fun Run

COLOR YOURSELF HAPPY

This is one of our biggest events each year, with an average attendance of 2000+ attendees. Participants run a 5k route around South Fort Polk while periodically getting blasted with a harmless color powder. Entrants receive a t-shirt with sponsor logos on the back of the shirt. Sponsors are provided set-up space and may distribute give-aways or product sampling.

Event: \$1500



Louisiana Hay Ride

FORT POLK FALL FESTIVAL

This family-focused event brings hay rides, a petting zoo, pony rides, games & crafts and more. Food vendors will be on-site to provide fall favorite treats, and kids can decorate free pumpkins to take home. Sponsors are provided set-up space and may distribute give-aways or product sampling.

Event: \$1000



Programs & events

Fort Polk Golf Scramble

MONTHLY GOLF SCRAMBLE

Formerly known as the Commanding General's Golf Tournament, this monthly event offers 36 teams the opportunity to compete for prizes. Sponsors are provided set-up space and may distribute give-aways or product sampling. Tournament entry for 2 players is also provided.

Event: \$500



Right Arm Night

A QUARTERLY EVENT

Leaders come together with those standing to their right to build relationships while mixing and mingling with other leaders and their "right arms." Sponsors are provided set-up space and may distribute give-aways or product sampling. Average attendance is 300.

Event: \$500



Military Spouse Appreciation Day

APPRECIATION LUNCHEON

This event is an appreciation luncheon for military spouses. Sponsors are provided set-up space and may distribute give-aways or product sampling.

Event: \$500



Amazing Fort Polk Race

JUST LIKE THE REALITY SHOW

Participants race around South Fort Polk and perform activities to win a clue to the next destination. Teams are awarded prizes. Sponsors are provided set-up space and may distribute give-aways or product sampling. Entrants receive a t-shirt with sponsor logos on the back of the shirt.

Event: \$200



Programs & events

Wednesday Night Scramble

MONTHLY GOLF SCRAMBLE

This monthly golf scramble is open to the public. Sponsors will be listed as Title Sponsors of the event. Sponsors may be provided entry for two (2) players, if space allows. Sponsor logos will be featured on MWR produced media and advertisement.

Event: \$300



Camp Warrior

YOUTH LEADERSHIP CAMP

Children's Youth Services registered children in grades 4-12 enjoy nature and summer camp activities, fully supervised by Fort Polk DFMWR staff and Soldier/Civilian volunteers from the installation. Sponsors will receive recognition on MWR printed media and on participant t-shirts.

Event: \$250



MWR Family Movie Night

A MOVIE ON THE LAWN EVENT

MWR hosts six movies a year. Patrons are treated to a recent release family movie shown on an outdoor theater-size screen. MWR serves free movie-night treats. Sponsors are provided set-up space and may distribute give-aways or product sampling. Average attendance is 300+.

Event: \$500

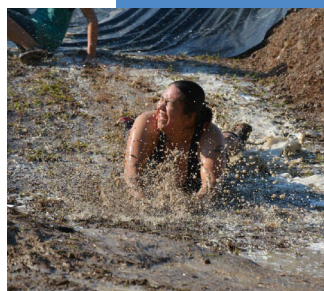


Warrior Swamp Mud Run

THE NAME SAYS IT ALL

Participants negotiate mud and obstacles along a 5k trail. Entrants receive a t-shirt with sponsor logos on the back of the shirt. Sponsors are provided set-up space and may distribute give-aways or product sampling. This event is open to the local communities. Average attendance is 1200-1300.

Event: \$750



Programs & events

Newcomers Orientation

A WEEKLY EVENT

The Newcomers Orientation is a mandatory briefing for all incoming Soldiers. Their family members are also encouraged to attend. Sponsors are provided set-up space and may distribute give-aways or product sampling.

Event: \$1750



Facebook Freebie

RECOGNITION

Every other Friday, MWR gives away \$50 Amazon gift cards to random participants. Sponsors receive recognition (which includes an ad linked to the sponsor's website) for the bi-monthly Facebook Freebie question. Sponsors receive recognition for 3 months. We currently have 14,000+ followers. **This event is sold solely as part of our Title tier Sponsor packages.**

Event: \$500



12 Days of Giving

GIVE A LITTLE, GET A LOT

For twelve days during the month of December, MWR gives 12 days of presents. Giveaways include items like 55" smart TVs, Yeti coolers, \$500 gift cards and more. Sponsors receive Facebook and MWR produced media recognition for this event. **This event is sold solely as part of our Title Premiere Sponsor packages.**

Event: \$1500



Advertise on Ft Polk

DESCRIPTION	AMOUNT
LCD DIGITAL ADVERTISING <i>30 locations throughout North and South Fort Polk. Images are displayed as 7 second static images and must be supplied by sponsor in a 16:9 ratio, 1500x900 at 96 pdi, RGB format and a 20-pixel safe area at the edges. Files must be vector images in one of the following formats: .ai, .eps, .pdf (all layered, font outlines), .png, .psd, or .jpg</i>	
3 months	\$1300
6 months	\$2000
12 months	\$3500
POLK.ARMYMWR.COM ADVERTISING <i>The Fort Polk MWR website is updated daily for all MWR activities, programs and events. The website averages over 36,000 visitors monthly. Ads can be hyperlinked to your website.</i>	
728 x 90 pixel leaderboard <i>(Available only as part of the Title Premier Package)</i>	\$3600
300 x 250 pixel right sidebar	\$1600
180 x 150 pixel bottom row	\$1100

Advertise on Ft Polk

DESCRIPTION	AMOUNT
BANNERS <i>Sponsor provides banners. All banners must be 3'H x 5'W heavy duty outdoor rated vinyl with reinforced grommets in four corners. Banners must display the following disclaimer: Sponsorship does not imply endorsement by the US Army and/or JRTC & Fort Polk. Impressions are monthly.</i>	
Wheelock Fitness Center (27,000 impressions)	\$650
Soldiers Athletic Complex (9,000 impressions)	\$400
Klubs & Karts: This is a full fence wrap. (28,000 impressions)	\$700
JRTC Functional Fitness Center (5,000 impressions)	\$250
Strike Zone Bowling Center (4,500 impressions)	\$450
Spare Time Lounge	SOLD OUT
Perez Youth Sports Complex Fence Signs <i>These are heavy-duty fence signs traditionally found on baseball outfield fences. Sponsor provides artwork; MWR produces signage.</i>	\$800 \$700
MISCELLANEOUS <i>Our on-post bowling designation has numerous advertising opportunities. Over 4,500 Soldiers and their families utilize this facility each month.</i>	
24 Napkin dispensers (3.5"H x 6.5"W)	SOLD OUT
Window Clings (44"H x 68"W and 71.5"H x 43"W)	check availability
24 Digital Monitors (1500 x 900 pixel, static .jpg or .png)	\$700
Counter Wraps	check availability

our packages

SHOWCASE YOUR COMPANY WITH OUR BASIC PACKAGES

Whether you're a local small business with a minimal marketing budget, or a corporate-level company, we can meet your marketing needs.



SUPPORTING

Louisiana Hay Ride
Snowflake Festival & Tree Lighting
Ceremony
Installation Volunteer Awards
Ceremony
Military Spouse Appreciation Day
Warrior Swamp Mud Run
Newcomers Orientation

6 months Fort Polk MWR Website
Advertisement
(180 x 150 p)
1 3'H x 5'W Banner at Wheelock
Fitness Center
LCD Digital Advertisement (6 months
of 7 second static spot)

\$5000



HOST

FreedomFest
Louisiana Hay Ride
Snowflake Festival & Tree Lighting
Ceremony
Fort Polk 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
Newcomers Orientation

12 months Fort Polk MWR Website
Advertisement
(180 x 150 p)
LCD Digital Advertisement (6 months
of 7 second static spot)
1 3'H x 5'W Banner at the Soldiers'
Complex

\$7000



PRESENTING

FreedomFest
Louisiana Hay Ride
Snowflake Festival & Tree Lighting
Ceremony
Fort Polk Amazing Race
Dye Hard Warrior 5k Color Fun Run
3 Right Arm Nights
Warrior Swamp Mud Run
Installation Volunteer Awards Ceremony
Military Spouse Appreciation Day
Newcomers Orientation
1 Fort Polk Golf Tournament
2 Monthly Movie Nights

1 Polk MWR Website Advertisement
(linked to company website)
(180 x 150 p)
LCD Digital Advertisement (12 months of
7 second static spot)
3 banners (3'H x 5'W) at
Wheelock Fitness Center
JRTC Functional Fitness Center
Strike Zone Bowling Center

\$10000

title level packages

OUR BEST OPTIONS

If building brand awareness among the military community is your goal, our title packages will help you succeed.



TITLE

FreedomFest (logo on MWR media & commemorative t-shirts)
Louisiana Hay Ride
Snowflake Festival & Tree Lighting Ceremony
Amazing For Polk Race
Dye Hard Warrior 5k Color Fun Run
Warrior Swamp Mud Run
4 Monthly Movie Nights
4 Right Arm Nights
Military Spouse Appreciation Day
1 Fort Polk Golf Tournament
Installation Volunteer Awards Ceremony
Military Spouse Appreciation Day
Newcomers Orientation
Friday Freebie
Grand Opening Events
BOSS Program
Intramural Sports
Logo on 1 golf course tee marker
LCD Digital Advertisement (12 months of 7 second static spot)
1 Web ad linked to website on polk.armymwr.com (300 x 250 p sidebar)
30 Days Splash page for MWR wifi
3 Banners at authorized MWR Facilities

\$15000



TITLE PREMIER

Our most exclusive package

Limited to a select 4 companies

Includes all events and programs in the Title Level Package, PLUS
Leaderboard ad (linked to website) on polk.armymwr.com (728 x 90 p)
Additional advertisement on digital billboard on hwy 171 in Leesville
Logo on 24 Sweeps at Strike Zone Bowling Center
Logo on Warrior Hills Golf Course Range Dividers
All MWR Golf Tournaments
Logo on 2 golf course tee markers
Top tier logo placement on all MWR produced media
1 Exclusive event with no other sponsors
6 Monthly Movie Nights
MWR 12 Days of Giving
60 Days Splash page for MWR wifi
Perez Field Fence Sign
Klubs & Karts Fence Wrap

\$25000



Contact:

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