

SPONSORSHIP & ADVERTISING GUIDE

FORT POLK DFMWR



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Our Brand & Demographics

Fort Polk DFMWR designs, develops, and delivers a wide range of programs tailored for service members and their families - from recreation and sports to entertainment, travel and leisure experiences. Partnering with us not only connects you with a highly engaged military audience, but also helps enhance the quality of life for those who serve and support our nation.

Reach more than 87,000 Soldiers, Family Members, Retirees, and Civilians.

Align your brand with the strength of Fort Polk

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



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 66,185 troops and civilians through Fort Polk.

SURROUNDING RETIREE POPULATION

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

WHAT WE DO: ENGAGE YOUR TARGET MARKET THROUGH MWR SPONSORSHIP



COMMUNITY

Join a mission that delivers value, purpose, and lasting impact - Align your brand with something greater and make a meaningful difference by connecting with a purpose-driven community. Our mission is to help your brand build authentic, long-term relationships within the military consumer market. Supporting the Army community not only strengthens morale and enhances quality of life, but generates immense goodwill and opens the door to meaningful growth.

BRAND AWARENESS

No one understands the Fort Polk market like our MWR team - We offer tailored marketing solutions designed to immerse your brand across a wide range of platforms; from event sponsorships and digital advertising to online promotions and media exposure. Partnering with MWR isn't just advertising - it's a strategic move that sets your brand apart from the competition. By sponsoring an MWR event or promoting your brand on Fort Polk, you'll gain valuable exposure, generate positive publicity, and connect with a loyal, engaged military audience.

ENGAGEMENT

We'll position your brand directly in front of your target audience, giving you valuable face-to-face opportunities to build lasting connections within the Fort Polk community - Our events attract a diverse demographic including: newly enlisted single Soldiers, active-duty service members and their families, Department of Defense civilians, and members of the surrounding area, ensuring broad exposure and meaningful engagement.

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

HOME OF HEROES



Located in the heart of scenic west-central Louisiana, Fort Polk is proud to be home to the premier Joint Readiness Training Center (JRTC), a cornerstone of Army readiness and joint force preparation. Our mission is to provide world-class installation support for power projection, combat readiness, and mission execution - serving both our tenant units and rotational forces training at JRTC. We are equally committed to delivering high-quality services and facilities, optimizing resources, sustaining the environment, and enhancing the overall well-being of the Fort Polk community - recognized as the Army's "Best Hometown."

Fort Polk is not only equipped with cutting-edge training facilities, but also continues to invest in improving the quality of life for Soldiers and their families. Ongoing development projects include modern housing, new community centers, a family-friendly restaurant, upgraded child care and MWR amenities, and expanded AAFES facilities.

This is not the Fort Polk of the past. We are building a forward-looking, modern installation - one that reflects progress, pride, and purpose. We're proud of how far we've come and excited about the future we're shaping for our Soldiers, families, and communities.



WHAT IS SPONSORSHIP?

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.

"Sponsoring through Army MWR isn't just marketing - it's a mission. It's a powerful way to support those who serve, while authentically connecting your brand with a loyal, values-driven audience."



SUPPORT OUR PROGRAMS

B.O.S.S. PROGRAM -BETTER OPPORTUNITIES FOR SINGLE SOLDIERS

The B.O.S.S. program is designed to enhance the quality of life for single and unaccompanied Soldiers by providing recreational, social, and community service opportunities.

Through B.O.S.S., Soldiers can participate in a variety of activities, events, and projects that promote morale, personal development, and a sense of belonging. The program encourages leadership, teamwork, and community engagement, helping Soldiers build connections both within the military and the surrounding community. The B.O.S.S. Program is built upon three pillars: Quality of Life, Community Service, Recreation and Leisure. B.O.S.S. supports the well-being and resilience of single Soldiers, ensuring they have access to meaningful experiences during their time at Fort Polk.



CAMP WARRIOR

YOUTH LEADERSHIP CAMP - Child and Youth Services (CYS) 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.

12 DAYS OF GIVING

GIVE A LITTLE, GET A LOT -

For 12 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. This program is reserved solely for our *Title Premier Sponsors*.



"B.O.S.S. empowers single Soldiers to build community, boost morale, and create lasting experiences - because every Soldier deserves a strong support system."

INTRAMURAL SPORTS & FITNESS PROGRAMS

INTRAMURAL SPORTS

Fort Polk Intramural Sport Program is designed to encourage participation at the company level in an action packed competitive sports program. It is administered by the Sports and Athletic Training Branch in cooperation with Brigade level A&R NCOs/Officers.

Eighteen sports are offered, featuring both team and individual competition. A&R meetings are held each quarter to keep all participants interested and abreast of current and upcoming events. It also conducts all post-level championships and tournaments in tennis, horseshoes, racquetball, 10 run across country, bowling and golf - just to name a few.



FITNESS COMPETITIONS

Fort Polk fitness competitions are designed to challenge and motivate Soldiers through events that promote physical strength, endurance, and resilience.

These competitions encourage healthy camaraderie, boost morale, and support overall readiness by reinforcing the Army's commitment to physical fitness. By pushing themselves and their peers, Soldiers build confidence, mental toughness, and unit cohesion - key elements for success both on and off the battlefield.



"Fitness isn't just about strength - it's about discipline, resilience, and the drive to push beyond limits. Train hard. Stay ready."

OUTDOOR RECREATION PROGRAMS

SPORTSMAN'S PARADISE

"In the stillness of the woods, the cast of a line, and the steady aim of a shot, we find not just sport, but a connection to nature, patience, and the peace that only the wild can offer."

SHOOTING RANGE

Fort Polk's MWR Shooting Range offers a safe, accessible environment for Soldiers, families, and authorized civilians to practice marksmanship and enjoy recreational shooting. Open to the public with proper credentials, the range features multiple firing lanes for pistols and rifles, skeet/trap, archery, 3D archery, paintball, and air soft. Whether you're a seasoned shooter or a beginner, the MWR range provides well-maintained, professionally managed space to sharpen your skills.



ALLIGATOR LAKE RECREATION PARK

Nestled within the grounds of Fort Polk, Alligator Lake Recreation Park offers Soldiers, families, and authorized civilians a refreshing getaway amidst pine forests and lakeside views. This site blends recreation, relaxation, and nature all in one accessible location. This recreation park draws high marks because it combines a varied set of outdoor amenities under one roof - camping, boating, fishing, and picnicking all within an active military installation's safe environment.



TOLEDO BEND ARMY RECREATION PARK

Nestled on the shores of the sprawling Toledo Bend Reservoir - one of the largest man-made lakes in the south - Toledo Bend Army Recreation Park brings outdoor adventure and relaxation together for Soldiers, their families, and eligible guests. The full-service marina and boat rentals (pontoon, bass boats, kayaks, and canoes) offers beach goers the chance to explore the 185,000 acre surface. Fully equipped 1 and 2 bedroom cabins, yurts, and RV hookups offers a chance to relax and unwind for a scenic staycation. Multiple Bass fishing tournaments are held through out the year.



ARTS & CRAFTS CENTER AND AUTO SKILLS CENTER

THE CREATIVE CORNER

ARTS & CRAFTS CENTER

"Every brushstroke is a step forward - proof that even blank spaces can become something beautiful."

Active duty service members, their families, DOD civilians, retirees, and guests are invited to explore their creative side and relax in an inclusive, hands on environment. A wide variety of arts and crafts programs including ceramic painting, canvas painting, paper-mache projects, embroidery, engraving, and custom framing are offered. The Arts & Crafts Center hosts group events such as "Pick it and Paint," monthly paint nights, family friendly craft events, and the option to host birthday parties, unit team building, or Family Readiness Group (FRG) gatherings.



AUTO SKILLS CENTER

"At Fort Polk's MWR Auto Skills Center, it's more than turning wrenches - it's building confidence one bolt at a time."

Fort Polk MWR Auto-Skills Center offers service members, their families, DOD civilians, and retirees a top-tier "do-it-yourself" facility to maintain, repair, and care for vehicles in a safe, fully-equipped environment. Special programs and events include safety orientation classes (mandatory before using the facility to ensure safe operation of bays and equipment,) and "Cars & Coffee," a community building event that happens every third Saturday of the month.



FESTIVALS & EVENTS

FORGE FEST

CELEBRATE OUR NATION'S INDEPENDENCE

Forge Fest is one of the signature annual events at Fort Polk that brings the community together in celebration. A 50 cannon "Salute to the Nations," largest fireworks display in West Central Louisiana food vendors, games, inflatables, and live entertainment makes this a can't-miss event with an average of 8,000 attendees. Sponsors are provided set-up space and may distribute give-aways or product sampling.



LOUISIANA HAYRIDE

FORT POLK'S FALL FESTIVAL

This family-focused event brings hayrides, 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 giveaways or product sampling.

SNOWFLAKE FESTIVAL

WINTER WONDERLAND CELEBRATION

This holiday festival, with crafts, 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 giveaways and product samplings.



FORT POLK RUN SERIES

DYE HARD WARRIOR COLOR FUN RUN

COLOR YOURSELF HAPPY

Participants run a 5k route around South Fort Polk while getting blasted with 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 giveaways or product samples.



WARRIOR SWAMP MUD RUN 5K

THE CLEAR WAY TO UNLEASH THE WARRIOR SPIRIT

Participants navigate through mud obstacles along a 5k trail. Sponsors are provided set-up space and may distribute giveaways or product sampling. This event is open to the local communities with an average of attendance of 500-600.

AMAZING RACE FORT POLK

JUST LIKE THE REALITY TV SHOW WITH OUR OWN TWIST

Inspired by the hit TV show, this action-packed event challenges teams to test their strength, endurance, problem-solving skills, and teamwork as they race across South Fort Polk. From obstacle courses and mental puzzles, to surprise challenges and detours, participants will face thrilling tasks that push them to their limits - all while having a blast. Sponsors are provided set-up space and may distribute giveaways and product sampling.



FORT POLK GOLF SCRAMBLES

"Golf isn't just about the perfect swing - it's about patience, precision, and the quiet pursuit of getting better with every shot."

GARRISON COMMANDER'S GOLF SCRAMBLE

The Garrison Commander's Golf Scramble is a monthly event that invites teams of four to compete in a fun, high-energy round of golf with great prizes on the line. Sponsors enjoy premium exposure with dedicated setup space, the chance to distribute giveaways or product samples, and complimentary tournament entry for two players are included in the package. It's the perfect mix of competition, networking, and brand visibility on the green.



WEDNESDAY NIGHT SCRAMBLE

A WEEKLY SCRAMBLE FROM MARCH TO OCTOBER

This weekly golf scramble is open to the public and welcomes players of all skill levels. Sponsors receive title recognition, with their logos prominently on all MWR - produced media and event promotions, offering excellent brand visibility throughout the community.



WEEKLY, MONTHLY, QUARTERLY & YEARLY EVENTS

MWR WELCOME

A WEEKLY WELCOME TO OUR INCOMING SOLDIERS

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

MWR MOVIE NIGHT

A MOVIE NIGHT UNDER THE STARS

MWR hosts multiple movie nights on Headquarters Field throughout the year. Patrons are treated to a recent release family movie shown on an outdoor theater-sized screen. MWR serves free movie-night treats. The average attendance is 500+. Sponsors are provided setup space and may distribute giveaways or product sampling.

FRIDAY NIGHT LIVE

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 setup space and may distribute giveaways or product sampling. Average attendance is 100-500.

MILITARY SPOUSE APPRECIATION DAY

APPRECIATION LUNCHEON

The Military Spouse Appreciation Day Luncheon is a special event dedicated to honoring and recognizing the incredible support, sacrifices, and resilience of military spouses. The spouses enjoy a delicious meal, heartfelt tributes, and a chance to connect with others in the community.

VOLUNTEER OF THE YEAR

APPRECIATION DINNER

The Volunteer of the Year Dinner recognizes the outstanding dedication, compassion, and selflessness to the Soldiers, Families, and community of Fort Polk. This prestigious award celebrates an individual whose commitment to volunteerism embodies the Army values and strengthens the bond between the installation and the surrounding community. Sponsors are invited to participate in the dinner, as well as provide giveaways to those being recognized.

FACEBOOK FREEBIE

A FUN BI-MONTHLY GIVEAWAY

Every other Friday, MWR gives away \$50 Amazon gift cards to random participants. Sponsors receive recognition for the bi-monthly Facebook Freebie question. Sponsors receive recognition for three months. We currently have 23,000+ followers. This event is sold solely as part of our Title Tier Sponsor packages.

ADVERTISING OPPORTUNITIES

DIGITAL LCD ADVERTISING

35 locations throughout North and South Fort Polk! Images are displayed as a 7 second static image and must be supplied by the sponsor in a 16:9 ration, 1500 x 900 at 96 dpi, RGB format and a 20 pixel safe area at the edges. Files must vector images in one of the following formats: ai, eps, pdf, png, psd, or jpg.

6 Month LCD - \$3000

12 Month LCD - \$5000

LED OUTDOOR DIGITAL MONITORS

Your company logo can be displayed on our 3 outdoor LED digital monitors located at major intersections on South Fort Polk. Static display advertisements will continuously run along with other advertisers and MWR programs. These Outdoor Digital Media Screens will be seen by anyone coming through South Fort Polk.

6 Month LED - \$2500

12 Month LED - \$3000

POLK.ARMYMWR.COM

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 hyper linked to direct MWR to your website too! (www.polk.armymwr.com)

728 x 90 Pixel Leader Board - \$4000

300 x 250 Pixel Sidebar - \$2500

180 x 150 Pixel Bottom Row - \$1500

BANNERS

Banners must be supplied by sponsor if purchased outside of a commercial sponsorship package and must fit the following specifications: banners must be 3'H x 5'W and must be made of heavy duty weather resistant vinyl, with reinforced grommets in each corner. Banner will be hung by MWR and will be re-moved at the end of contract if damaged. Sponsor may supply replacement at that time.

Anvil Field - \$1000

Wheelock Fitness Center (27,000 impressions) - \$1000

Klubs & Karts (24,000 impressions) - \$1000

Perez Youth Sports Complex Fences - \$850

Soldiers Athletic Complex (9,000 impressions) - \$750

Home of Heroes Fitness Center (7,000 impressions) - \$600

SPONSORSHIP PACKAGES

SUPPORTING

- Hayride - \$2000
- Snowflake - \$2000
- Mud Run - \$750
- MWR Welcome - \$3000
- LED Outdoor (6 months) -\$2000

Your Choice of Two Other Supportive Events or Advertisement Options

- 1.) Golf Scramble (2)
- 2.) MWR Movie Night
- 3.) Banner at either Wheelock Fitness Center or Anvil Field
- 4.) Facebook Freebie
- 5.) Up LED Outdoor to 12 months
- 6.) 12 Days of Giving
- 7.) Military Spouse Appreciation

**\$12,500 Value for
\$10,500**

HOST

- Freedom Fest - \$6000
 - Hayride - \$2000or
 - Snowflake - \$2000
- Dye Hard Color Run - \$1500
- Fort Polk Amazing Race - \$200
- 2 Friday Night Live Events - \$1500
 - Mud Run - \$750
- Installation Volunteer Awards -\$750
- or
- Military Spouse Appreciation - \$750
 - MWR Welcome \$3000
- LCD AD 12 Months - \$4000
 - 2 Banners at Location of choosing - \$2000

**\$22,000 Value for
\$16,000**

PRESENTING

- Freedom Fest - \$6000
 - Hayride - \$2000
 - Snowflake - \$2000
 - Color Run - \$1500
- Fort Polk Amazing Race - \$200
- 3 Friday Night Live Events -\$1500
 - Mud Run - \$750
- Installation Volunteer Awards - \$750
- Military Spouse Appreciation - \$750
 - MWR Welcome -\$3000
 - Golf Scramble (4) - \$800
 - MWR Movie Night (5) - \$750
- Fort Polk MWR Web AD - \$4000
 - LCD AD 12 Months -\$4000
 - 3 Banners at Location of Choosing - \$2850

**\$30,100 Value for
\$20,000**

SPONSORSHIP PACKAGES

TITLE

- Freedom Fest - \$6000
 - Hayride - \$2000
- Snowflake & Treelighting Ceremony - \$2000
 - Fort Polk Amazing Race - \$200
 - Dye Hard Color Run - \$1500
 - Mud Run - \$750
 - MWR Movie Night (6) - \$750
 - Friday Night Live (4) - \$1500
- Military Spouse Appreciation - \$750
- Installation Volunteer Awards - \$750
 - MWR Welcome - \$3000
 - Golf Scramble (6) - \$800
- Commanding General Golf Scramble (1) - \$300
 - Wednesday Night Golf Scramble - \$300
 - Facebook Freebie - \$750
 - Grand Opening Events - \$300
 - Boss Program - \$3000
 - Intramural Sports - \$3000
 - Logo on 1 Golf Course Tee Marker - \$1000
 - LCD AD (12 Months) - \$4000
 - 1 Web AD Linked to Website on POLK.ARMYMWR.COM - \$4000

\$36,350 Value for \$27,000

TITLE PREMIER

OUR MOST EXCLUSIVE PACKAGE (Limited to 1 Selected Company Per Category, Includes All Events and Programs in the Title Level Package, PLUS)

- Leader Board AD (Linked to Website) on POLK.ARMYMWR.COM (728 x 90) - \$4000
- LED Outdoor Digital AD (12 Months) - \$4000
 - ALL MWR Golf Tournaments - \$1400
- Logo on 2 Golf Course Tee Markers - \$2000
- Top Tier Logo Placement on All MWR Produced Media
- 1 Exclusive Event With No Other Sponsors - \$10,000
 - MWR Movie Night (9) - \$750
 - MWR 12 Days of Giving - \$750
 - 60 Day Splash Page for MWR WIFI - \$750
- 3 Banners at MWR Facilities of Your Choosing - \$2800
 - Golf Course Banner - \$5000
- 1 Additional Banner at Authorized MWR Facility
 - Arts & Crafts Center Support
 - Shooting Range Support
 - Toledo Bend & Alligator Lake Support
 - Auto Skills Center Support

Please Inquire For Pricing

THANK YOU FOR YOUR INTEREST IN SUPPORTING SOLDIERS & FAMILIES AT FORT POLK!

Fort Polk MWR is dedicated to providing the highest quality programs, services, and special events for our Soldiers and their families. By choosing Fort Polk MWR for your advertising and military community outreach, your company gains the opportunity to expand brand visibility and build meaningful relationships with one of the largest and most loyal demographics in Southwest Louisiana.

Through our valued partnerships, we continue to deliver exceptional programs, services, and events that enhance the quality of life for the Fort Polk community - helping make Fort Polk a duty station of choice for our Soldiers and their families.

Don't see a sponsorship package that fits your needs? Ask us how we can customize a package to meet your unique advertising goals with our a la carte options. Sponsorship packages start at \$5000 minimum.

Thank you for your support - and your continued commitment to the Soldiers and families of Fort Polk.

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