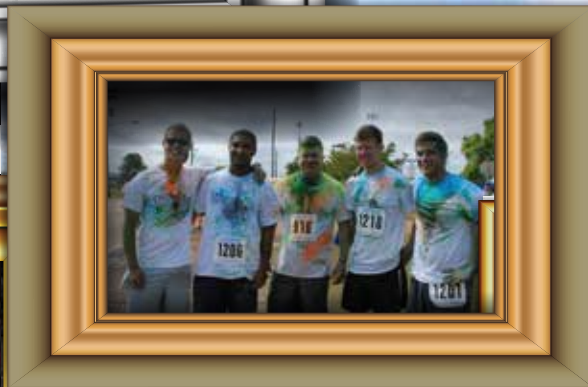
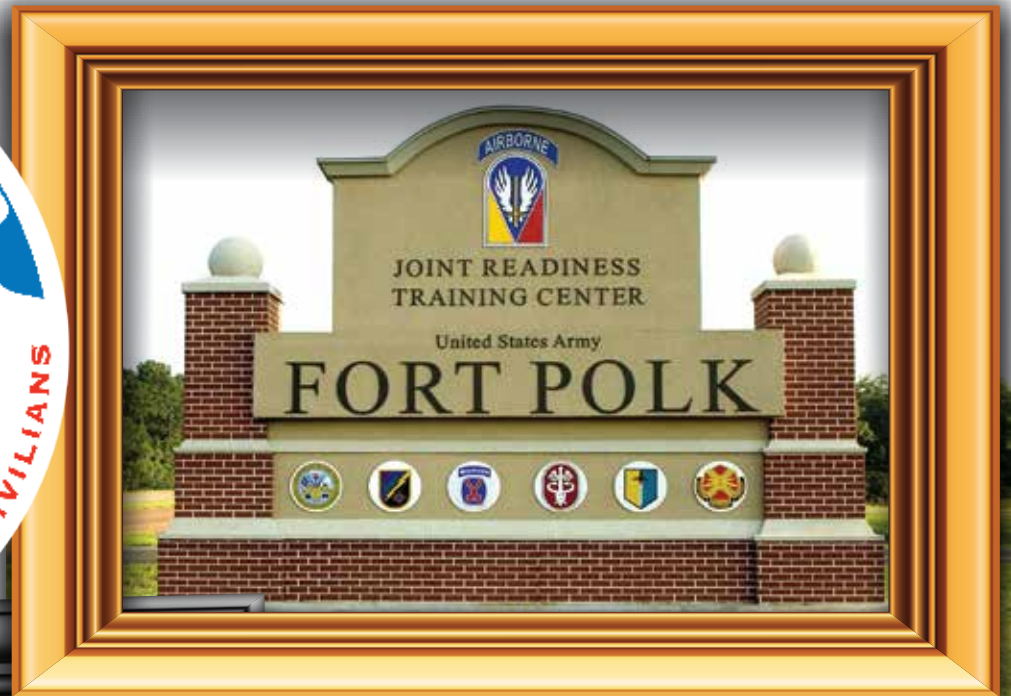


COMMERCIAL SPONSORSHIP AND ADVERTISING



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 14 Economic Impact

ANNUAL ECONOMIC IMPACT

1,563,952,612

Pay		1,006,301,095
Military Pay		476,174,535
Civilian Pay		134,442,671
DOD Organizations	114,014,995	
Tenants	11,489,258	
Partners	7,933,721	
Centrally funded Contracts	1,004,697	
Military Retiree Pay		320,178,545
Civilian Retiree Pay		75,505,344
Contracts		441,250,361
Service Contracts		311,963,978
DOD Organizations	287,282,542	
Tenants	501,074	
Partners	8,318,642	
Centrally funded Contracts	15,861,720	
Construction Contracts		129,286,383
DOD Organizations	88,209,832	
Tenants	6,035,087	
Partners	35,041,464	
Supplies & Equipment		48,031,819
DOD Organizations	44,601,964	
Tenants	744,346	
Partners	2,653,508	
Centrally funded Contracts	32,000	
Leases		2,041,689
Utilities		16,979,110
Impact Aide for Local Schools (FY12-13 School Year)		6,012,274
Tuition Assistance		2,183,509
Timber Sales		826,882
Purchased Care (Tricare)		22,946,774
Land Purchase Transactions		15,960,000
Army Compatible Use Buffer (ACUB) Transactions		573,099
Recycle Program		846,000

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 AR 125-1, CH. 11-6 THRU 11-17.

BRONZE PACKAGE



WARRIOR SWAMP 5K MUD RUN
SNOWFLAKE FESTIVAL
DYE HARD WARRIOR 5K COLOR FUN RUN
LINK ON MWR WEBSITE
INSTALLATION VOLUNTEER AWARDS CEREMONY
MILITARY SPOUSE APPRECIATION DAY
NEWCOMER'S ORIENTATION
BANNER AT WHEELLOCK FITNESS CENTER AND KLUBS & KARTS
LCD SCREEN DISPLAY ADVERTISING (FOR 6 MONTHS OF
7 SECOND STATIC SPOTS)

SILVER PACKAGE



FREEDOM FEST
SNOWFLAKE FESTIVAL
AMAZING RACE
DYE HARD WARRIOR 5K COLOR FUN RUN
WARRIOR SWAMP MUD RUN
2 RIGHT ARM NIGHTS
INSTALLATION VOLUNTEER AWARDS CEREMONY
MILITARY SPOUSE APPRECIATION DAY
NEWCOMER'S ORIENTATION
1 BANNER AT THE SOLDIERS COMPLEX
1 BANNER ON MWR WEBSITE
LCD SCREEN DISPLAY ADVERTISING (6 MONTHS OF
7 SECOND STATIC SPOTS)

GOLD PACKAGE



FREEDOM FEST
SNOWFLAKE FESTIVAL
AMAZING FORT POLK RACE
DYE HARD WARRIOR 5K COLOR FUN RUN
WARRIOR SWAMP MUD RUN
3 RGITH ARM NIGHTS
2 LINKS ON MWR WEBSITE (NEW SITE COMING 10/2016)
FRIDAY FREEBIE
INSTALLATION VOLUNTEER AWARDS CEREMONY
MILITARY SPOUSE APPRECIATION DAY
NEWCOMER'S ORIENTATION
1 COMMANDING GENERAL'S GOLF TOURNAMENT
3 BANNERS LOCATED:
WHEELOCK
PEREZ FIELD
KLUBS & KARTS
LCD SCREEN DISPLAY ADVERTISING (FOR 12 MONTHS OF
7 SECOND STATIC SPOTS)

PLATINUM PACKAGE



FREEDOM FEST - LOGO ON T-SHIRTS
SNOWFLAKE FESTIVAL
AMAZING FORT POLK RACE
DYE HARD WARRIOR 5K COLOR RUN
WARRIOR SWAMP MUD RUN
HOLIDAY TREE LIGHTING CEREMONY
INSTALLATION VOLUNTEER AWARDS CEREMONY
MILITARY SPOUSE APPRECIATION DAY
LE TOUR DE POLK BIKE RACE
4 RIGHT ARM NIGHTS
NEWCOMER'S ORIENTATION
FRIDAY FREEBIE
1 GOLF COURSE TEE MARKER
INTRAMURAL SPORTS SPONSOR (FULL YEAR)
BANNER AT AUTHORIZED MWR FACILITIES
2 BANNERS ON MWR WEBSITE (NEW SITE COMING 10/2016)
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!

**LOGOS ON ALL EVENT T-SHIRTS
(WHEN T-SHIRTS ARE MADE)**



FACEBOOK FREEBIE

SPONSOR RECEIVES RECOGNITION FOR THE WEEKLY FACEBOOK QUESTION FOR 2 WEEKS. WE CURRENTLY HAVE OVER 12,000+ FACEBOOK FANS.

NEWCOMER'S ORIENTATION

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.



BETTER OPPORTUNITY FOR SINGLE SOLDIERS (BOSS) SUPPORTS THE QUALITY OF LIFE OF SINGLE SOLDIERS. SPONSORSHIP IS FOR ONE (1) YEAR.

STRIKE ZONE BOWLING CENTER & SPARE TIME LOUNGE



BOWLING LEAGUES FALL/SPRING
BOWLING PIN DECORATING CONTEST
NEW YEAR'S EVE EXTRAVANGAZA

**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.

EVENTS & PROGRAMS



FREEDOM FEST

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.

RIGHT ARM NIGHT

SNOWFLAKE FESTIVAL

MILITARY SPOUSE APPRECIATION DAY

AMAZING FORT POLK RACE

CAMP WARRIOR

DYE HARD WARRIOR 5K COLOR FUN RUN

WARRIOR SWAMP MUD RUN

LE TOUR DE POLK BIKE RACE

COMMANDING GENERAL'S GOLF SCRAMBLE

NEW!!

LCD DIGITAL DISPLAYS

**WE HAVE SCREENS LOCATED IN
OVER 25 LOCATIONS
ON FORT POLK.**

STATIC SLIDES

AS VECTOR FILES: .AI, .EPS, .PDF (ALL LAYERED, FONT
OUTLINES) AS RASTER FILES: .PNG, .PSD, .JPG
(NO TRANSPERANCIES)

-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)



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.

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.

- WHEELLOCK FITNESS CENTER, 20,000 IMPRESSIONS
- SOLDIERS ATHLETIC COMPLEX, 9,000 IMPRESSIONS
- KLUBS & KARTS, 24,000 IMPRESSIONS

PEREZ FIELD FENCE SIGNS

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.

**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**