

2019 Sponsorship & Advertising Opportunities

Fort George G. Meade, Maryland



PROUDLY SERVING: ARMY ★ MARINE CORPS ★ NAVY ★ AIR FORCE ★ COAST GUARD

Together, we are stronger!

The Strength of the Nation is built upon the readiness and resilience of every member of the premier All-Volunteer Force; every Service Member, Civilian, and Family member.

FORT GEORGE G. MEADE

- ★ *The largest employer in the State of Maryland*
- ★ *One of the largest workforces on an Army Installation in the United States*
- ★ *A unique Army Installation supporting all five branches of the U. S. Military Services*

DEMOGRAPHICS:

Active/Reserve Military & Families: 43,612
Military Retirees & Families: 78,575
Civilian Employees & Families: 41,240

**POTENTIAL
ADVERTISING REACH:**
163,428

SPONSORSHIP vs. ADVERTISING



SPONSORSHIP

Face to face contact with our Community!

Sponsorship provides a means of broadening your competitive edge by making your company more visible to the Military community through supporting events.

- *Logo on printed media*
- *Physical presence at an event*
- *"One on one" interaction*
- *Showcase products/services*
- *Public recognition*

ADVERTISING

Get recognized! Get leads!

Your product or service will receive thousands of impressions over an extended period of time.

- *Website advertising*
- *Banners inside and outside facilities*
- *Television monitors*
- *Electronic marquees*
- *Door wraps & Decals*
- *And several other opportunities*

2019 Major Events

This is a sampling of the major events and activities held by Morale, Welfare, and Recreation on Fort George G. Meade that are available for sponsorship.

This does not include monthly Right Arm Nights or many other events such as; Comedy Nights, Murder Mystery Dinners, Community Yard Sales, and other specialty events.



February

- Super Bowl Party

April

- Month of the Military Child Celebration
- Run Series: Earth Day 5K
- Easter Brunch at Club Meade

May

- Armed Forces Day Bowling
- Run Series: Run to Honor 5K
- Mother's Day Brunch at Club Meade
- Annual Mother & Son Ball
- Spring into Summer Family Bowling Night

June

- Run Series: Army Birthday 5K
- Red, White, and Blue Celebration

July

- Outdoor Family Fest

September

- Pet Expo
- Autumn Beer Festival/Oktoberfest

October

- Annual Father & Daughter Ball
- Run Series: Ghost, Ghouls & Goblins 5K

November

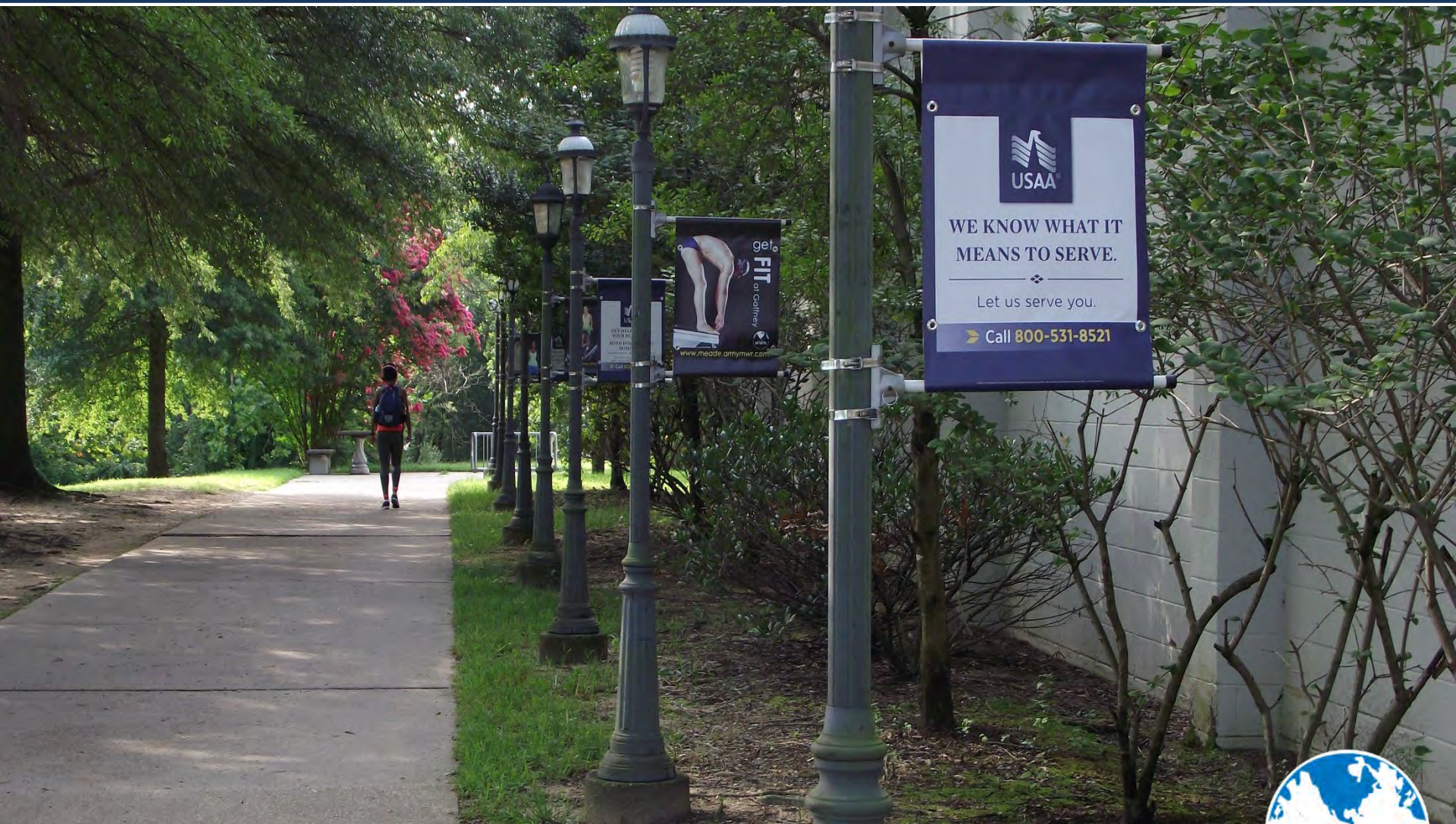
- Annual Army Navy Flag Football Game
- Run Series: Turkey Trot 5K
- Thanksgiving Day Buffet at Club Meade

December

- U.S. Army Field Band Holiday Concert
- New Year's Eve Parties at The Lanes

2019 Advertising Opportunities

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The Family and MWR website for our 40+ facilities and activities is one of the few digital mediums on Fort George G. Meade that allow commercial advertising.

The screenshot shows the Ft. Meade Family and MWR website. At the top is a navigation bar with links like 'Facilities & Programs', 'Calendar', and 'Contact Us'. Below the navigation bar, there are several advertisement slots. A large 'DIGITAL PHOTOGRAPHY CONTEST' banner is prominent. To its right, there are smaller ads, including one for 'RECEC CROSSINGS'. Below the main banner, there are more ads, including 'MONTHLY BULLETIN', 'Like us on Facebook', and 'ANNOUNCEMENTS'. At the bottom, there are ads for 'American Red Cross Lifeguarding Classes', 'Driver's Education Course - Registration', and 'New York City Trip'. A blue button at the bottom left says 'Advertise Here!'.

Website views per month: 47,000

Leaderboard:

Four Ads Slots, 728x90 pixel @ 72 dpi, 80 KB

Sidebar 1:

Eight Ad Slots, 300x250 pixel @ 72 dpi, 80 KB

Sidebar 2:

Eight Ad Slots, 300x250 pixel @ 72 dpi, 80 KB

Bottom 1, 2, 3:

Ten Ad Slots per, 180 x 150 pixel @ 72 dpi, 80 KB

Ad Type	1 year	6 mo.	3 mo.
Leaderboard	\$ 3,000	\$ 2,000	\$ 1500
Sidebar 1	\$ 2,750	\$ 1,500	\$ 1,000
Sidebar 2	\$ 2,750	\$ 1,500	\$ 1,000
Bottom 1, 2, 3	\$ 1,000	\$ 700	\$ 500

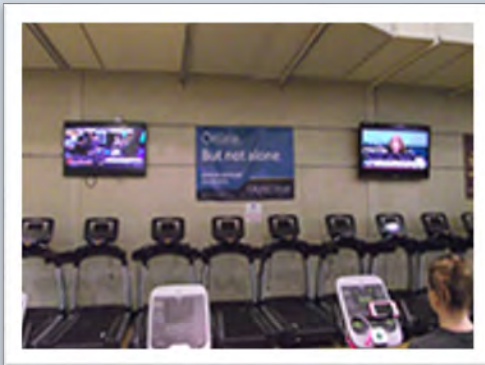
Ads change each time a page is refreshed.

Website Advertising

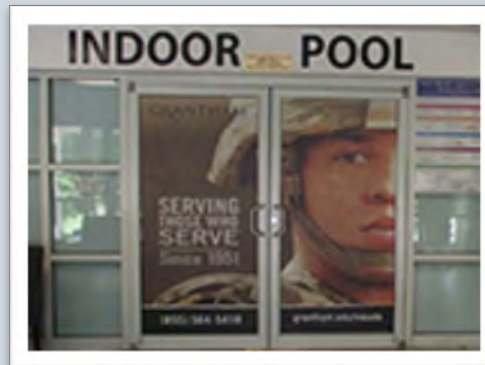
Get recognized! Spread Information!

*We want to help you get the most out of your advertising dollars.
Spread your name and brand inside Fort Meade's MWR facilities.*

Advertising Type	Locations	Monthly Patronage	1 year	6 months	NOTE:
4' x 6' Banner	Gaffney Fitness Center	35,000+	\$ 2,500	\$ 1,500	Advertiser Provides final artwork
4' x 6' Banner	Murphy Field House	13,000+	\$ 1500	\$ 750	Advertiser Provides final artwork
Banner or Sign	Other Facilities	Varies	\$ 500 to \$ 1,000	\$ 250 to \$ 500	Advertiser Provides final artwork
Door Wrap	Gaffney Fitness Center	35,000+	\$ 4,000	\$ 2,500	Advertiser Provides final artwork



Gaffney Fitness Center banner



Gaffney Fitness Center door wrap

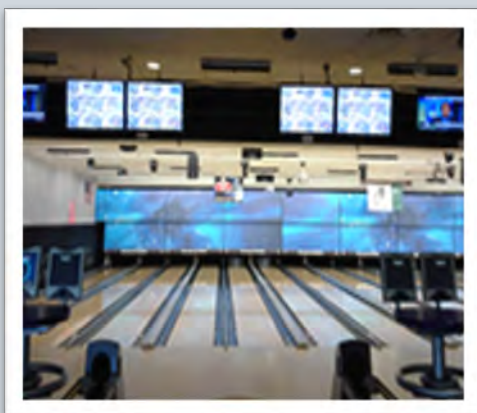


Murphy Field House banner

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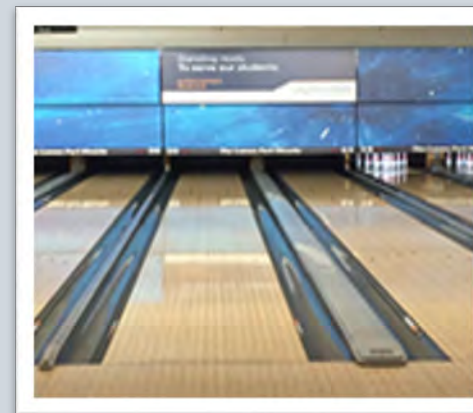
Advertising Type	Locations	Monthly Patronage	1 year	6 months	3 months
Front Counter Decal Advertiser provides final artwork	Various facilities	Varies	\$ 2,000 to \$ 5,000	\$ 1000 to \$ 3000	
131" x 47" Masking Unit Advertiser provides final artwork	The Lanes Fort Meade	4,500+	\$ 4,000	\$ 2500	
Thirty-six Monitors	The Lanes Fort Meade	4,500+	\$ 2,500	\$ 1500	\$ 1000



The Lanes - Overhead monitors



Gaffney Fitness Center - Counter wrap



The Lanes - Masking unit

Get Leads! Reach our Community!

Spread your name and brand on the outside of Fort George G. Meade's MWR facilities.

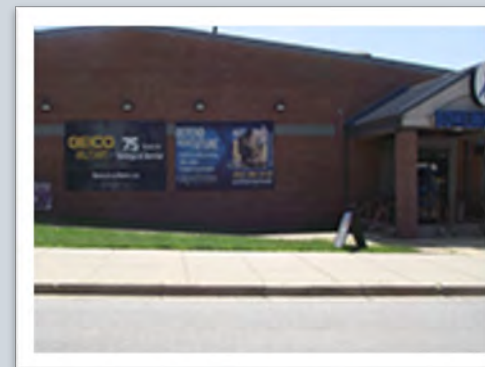
Advertising Type	Advertising Locations	Monthly Visibility	1 year	6 months	3 months
9' x 20' Banner Advertiser provides final artwork	The Lanes Fort Meade, Exterior Wall	45,000	\$ 10,000	\$ 6,000	
Lighted Static Sign A two year agreement required	Town Centre	45,000	\$ 8,000		
Lamp Pole Banners Advertiser provides final artwork	Gaffney Fitness Center	35,000+	\$ 4,000		



Town Centre - Marquee & static sign



Gaffney Fitness Center - Walkway banners



The Lanes - Exterior banners

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Spread your name and brand on the outside of Fort George G. Meade's MWR facilities.

Advertising Type	Advertising Locations	Monthly Visibility	1 year	6 months	3 months
Electronic Marquees 30 second ad, rotating a minimum 150 times per day	Three Electronic marquees Locations: Town Centre entrance, Llewellyn Ave & MD #175, and at Mapes Road & MD #32.	100,000	\$ 4,000	\$ 1800	\$ 1,200
Promotional site at the Town Centre	The Lanes Fort Meade Located between the bowling facility and the Commissary	\$ 250 per weekend *Advertiser must bring their own tent, tables and chairs.			



Mapes Road/MD #32 - Electronic marquee



Town Centre/The Lanes - Promotional site



MD Route #175 - Electronic marquee

Customize! Unique Opportunities Available!

We can create a unique sponsorship or advertising opportunity that fits your business and needs. Sponsoring and advertising with Family and Morale, Welfare and Recreation is a rewarding experience for both your business and the Fort Meade Community.



Fort Meade Family and MWR Sponsorship & Advertising Coordinator:

*Mr. Morgan Robbins – 301-677-6635
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Contact Us Today!