

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

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Red, White, & Blue Celebration

End of June/Early July

An annual tradition that features live entertainment, fireworks, inflatable youth attractions, informational booths plus food and novelty vendors. This event is offered free of charge and is open to the general public.

Venue:
Parade Field

Demographics:
FGGM Community and the General Public

Attendance:
10,000+



2019 Run Series

A total of five runs

Each run in our five run series features a different theme and start location. Open to all ages, Pre-registered runners receive an event specific T-shirt with sponsor logos.

Venue:
Varies for each run

Demographics:
FGGM Community and the General Public

Attendance:
250 per run



Right Arm Night

Third Thursday of each Month

Based on an Army tradition promoting camaraderie, this event is open to Fort Meade Military and Civilians and features free appetizers, games, music, and great prizes.

Venue:
Club Meade

Demographics:
FGGM Community

Attendance:
250-300



Autumn Beer Festival/Oktoberfest

September 27-28, 2019

A celebration of the autumn season with beer tastings, live music, food game and prizes.

Venue:
Club Meade

Demographics:
FGGM Community and Guests

Attendance:
New this year



Pet Expo

September 14, 2019

This pet-friendly expo is an animal lover's delight. From vendors featuring specialty products to Rescue Organizations facilitating animal adoption to grooming demonstrations, there is something for everyone.

Venue:
Club Meade

Demographics:
FGGM Community and Guests

Attendance:
New this year



Army vs. Navy Football Game

November 5, 2019

A friendly rivalry of Army vs. Navy intramural teams. Free tailgate barbecue for all attendees, with a moon bounce, DJ, prizes and more!

Venue:
Mullins Field

Demographics:
FGGM Community

Attendance:
250



Volunteer Awards Banquet

April 2019

A formal dinner that honors hundreds of volunteers on the Installation. Recognition and awards provided.

***Venue:**
Club Meade*

***Demographics:**
Volunteers of the FGGM Community*

***Attendance:**
400*



Spring into Summer

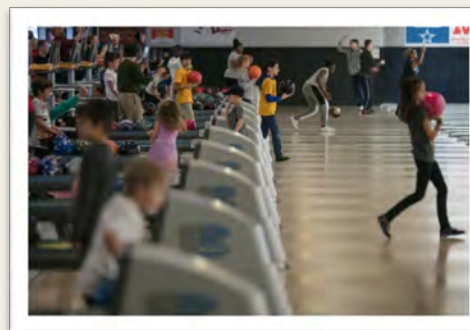
May 11, 2019

A fun night out for families with bowling, pizza, door prizes, and live music!

***Venue:**
Club Meade*

***Demographics:**
FGGM Community*

***Attendance:**
New this year*



Formal Balls

Father & Daughter Ball and Mother & Son Ball

May & October, 2019

Two separate magical evenings, where fathers and daughters and mothers and sons can enjoy a formal dinner, color guard, free photos, crafts, entertainment, DJ and dancing.

***Venue:**
Club Meade*

***Demographics:**
FGGM Community and the General Public*

***Attendance:**
350 per event*



Youth Sports Jerseys

Available all year

Youth Sports programs offer an array of sports opportunities for Fort Meade's youth. Brand yourself with the sport of your choice!

Venue:
Youth Sports Program

Demographics:
FGGM Community

Attendance:
Varies per sport



New Year's Eve Party

December 31, 2019

Annual event featuring Cosmic Bowling, pizza, prizes and more! Two parties held: Family Party, 5 p.m.; Prime Time party, 9 p.m.

Venue:
The Lanes Bowling Center

Demographics:
FGGM Community and the General Public

Attendance:
300



Holiday Concert

December 2019

The U.S. Army Field Concert Band and Soldiers' Chorus' annual "Ring the Bells" holiday concert is a cherished Fort Meade tradition.

Venue:
Fort Meade High School

Demographics:
FGGM Community and the General Public

Attendance:
1,000



Customize! Unique Opportunities Available!

Partner with Family and MWR's many programs and services; 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
morgan.j.robbins.naf@mail.mil*

Contact us today!