

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



2018 Fort George G. Meade Sponsorship Opportunities



**The Strength of the Nation is
built on the readiness and
resilience of every member of
the premier All-Volunteer
Force - every Service Member,
civilian, and Family member.**

Together, we are stronger!



Fort George G. Meade Demographics

Active/Reserve Military & Families: 38,988

Military Retirees & Families: 62,703

Civilian Employees & Families: 41,190

POTENTIAL REACH:

143,881



Fort George G. Meade is:

- ★ 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 military services

How to reach Fort George G. Meade!

Sponsorship vs. Advertising

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 the event
- “One on one” interaction
- Showcase products/services
- Public recognition

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
- Several other opportunities

2018 Events

January

- *Fitness Resolution Day*
- *10K-A-Day Challenge*

February

- *Super Bowl Party*
- *Group Fitness-athon*

March

- *Brunch with the Easter Bunny*
- *Push/Pull Competition*

April

- *Installation Volunteer Award Banquet*
- *Month of the Military Child Celebration*
- *Run Series: Earth Day 5K*
- *Fort Meade Flea Market*
- *Farmer's Market Begins*
- *Spring into Fitness Aerobathon*

May

- *Armed Forces Day: Free bowling event*
- *Military Spouse Appreciation Event*
- *Run Series: Run to Honor 5/10K*
- *Annual Mother Son Ball*

June

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

July

- *Group Fitness-athon*

August

- *Deadlifts & Donuts*

October

- *Annual Father Daughter Ball*
- *Run Series: Ghost, Ghouls & Goblins 5K*
- *Pet Costume Contest*
- *Aerobathon*

November

- *Military Family Appreciation Week*
- *Annual Army Navy Flag Football Game*
- *Run Series: Turkey Trot 5K*
- *Post Turkey Zumbathon*
- *Group Fitness-athon*

December

- *U.S. Army Field Band Holiday Concert*
- *Breakfast with Santa Claus*
- *New York City Radio City Music Hall & Christmas Spectacular Trip*
- *New Year's Eve Parties at The Lanes*

Red, White, & Blue Celebration

June 29, 2018

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:
15,000+



2018 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



Military Family Appreciation

Nov 5-9, 2018

A week long appreciation event where MWR offers free programs, specials and discounts to our Active Duty and Retired military service members and their families.

Venue:
Varies MWR Facilities

Demographics:
Active Duty, Retirees and their families

Attendance:
2,000



Formal Balls

Father & Daughter Ball and Mother & Son Ball

May & October, 2018

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



New Year's Eve Party

December 31, 2018

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:
1,000



Army vs. Navy Football Game

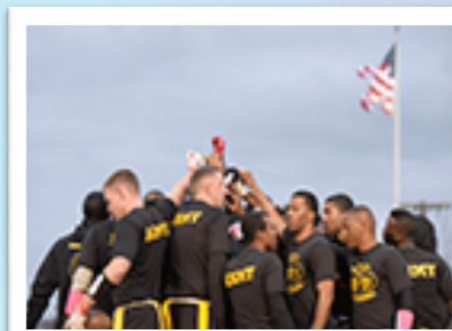
November 7, 2018

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 and the General Public

Attendance:
250



Volunteer Award Banquet

April 2018

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:
500



Military Spouse Appreciation

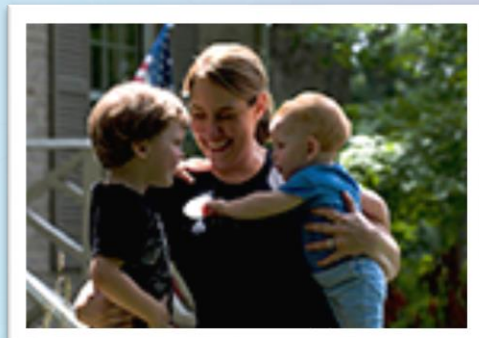
May 2018

In appreciation on Military Spouse Appreciation Day, Family and MWR honors and thanks our spouses with a free dinner to-go from Club Meade.

Venue:
Club Meade

Demographics:
Active Duty Spouses

Attendance:
200



Brunch with Santa Claus

December 2018

Participants enjoy a delicious brunch buffet, photos with Santa, an Elves Workshop, craft tables, and stories with Mrs. Claus.

Venue:
Club Meade

Demographics:
FGGM Community and the General Public

Attendance:
375



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



Easter Bunny Brunch

March 2018

Participants enjoy a delicious brunch buffet, photos with the Easter Bunny, crafts, and more!

Venue:
Club Meade

Demographics:
FGGM Community and the General Public

Attendance:
275



Holiday Concert

December 2018

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



Contact us today!

We can Customize!

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*

Fort Meade Family and MWR Marketing Manager:

*Mrs. Candace Godfrey – 301-677-6547
candace.l.godfrey.naf@mail.mil*