



2017 Sponsorship & Advertising Opportunities



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



**Military Service Members
are entitled to the same
quality of life as is afforded
to the society they pledge
to defend.**

Family and MWR's mission is to provide programs and services that support and enhance the quality of life for Active Duty Service members, their families, Military retirees, and DoD civilians that commensurate with their sacrifice and service.

Your help makes that possible!



Fort George G. Meade Demographics

Active/Reserve Military & Families: 40,798

Military Retirees & Families: 56,287

Civilian Employees & Families: 41,630

TOTAL REACH: 138,715



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

Website Advertising

www.meade.armymwr.com

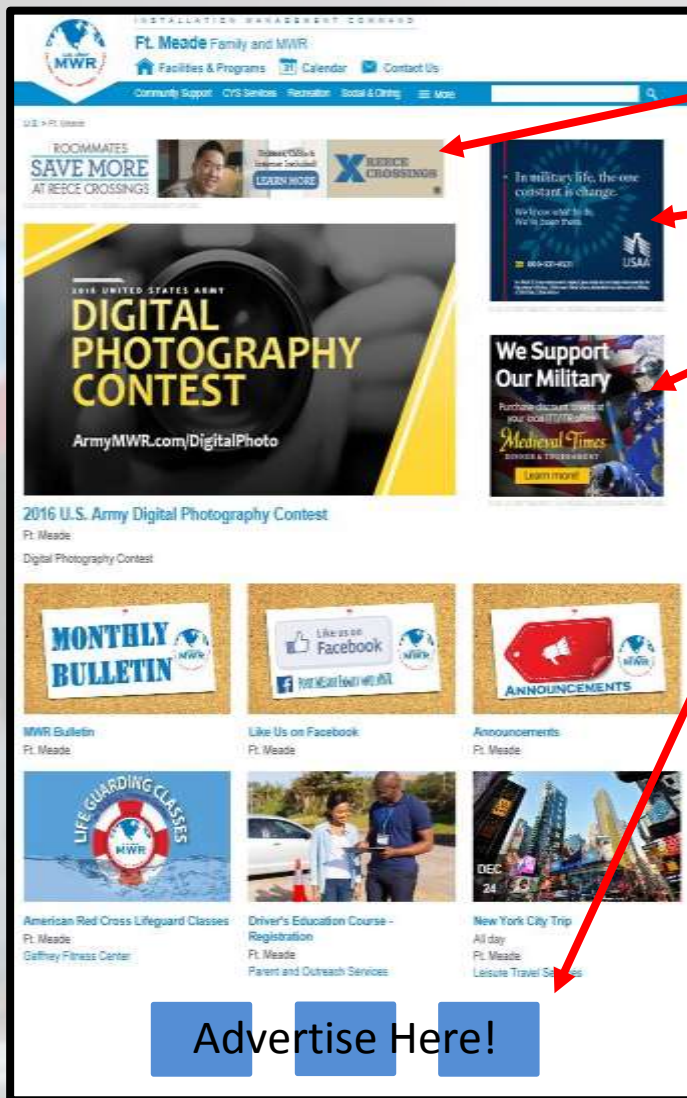


The Fort Meade Family and MWR website includes over forty activities, programs, and events.

The new Family and MWR website is one of the few Fort Meade digital means that allow advertising.

**Page views per month:
49,000**

Website Advertising



Leaderboard:

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

Sidebar 1:

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

Sidebar 2:

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

Bottom 1, 2, 3:

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

Advertising	1 year	6 mo.	3 mo.
Leaderboard	\$3,000	\$2,000	\$1,500
Sidebar 1	\$2,000	\$1,500	\$1,000
Sidebar 2	\$2,000	\$1,500	\$1,000
Bottom 1, 2, 3	\$1,000	\$700	\$500

Ads change each time a page is refreshed.

www.meade.armymwr.com

Page views per month: 49,000

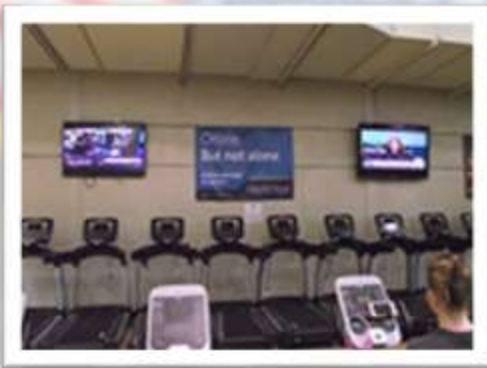
Indoor Advertising

Spread your name and brand inside Fort Meade's MWR facilities.

Get recognized! Spread Information!

We want to help you get the most out of your advertising dollars.

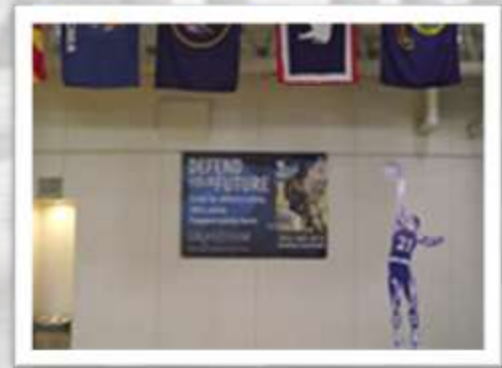
Advertising Type	Locations	Monthly Patronage	1 year	6 months	3 months
Banner Size 4' x 6'	Gaffney Fitness Center	35,000+	\$2,000	\$1,250	\$750
Banner Size 4' x 6'	Murphy Field House	13,000+	\$1000	\$750	\$450
Banner or Sign	Other Facilities	Varies	\$500 to \$1,000	\$250 to \$500	
Door Wrap	Gaffney Fitness Center	35,000+	\$3,000	\$2,000	



Gaffney Fitness Center banner



Gaffney Fitness Center door wrap



Murphy Field House banner

Indoor Advertising

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Advertising Type	Locations	Monthly Patronage	1 year	6 months	3 months
Front Counter Decal	Various facilities	Varies	\$4,000 - \$1,000	\$2,500 - \$750	
Masking Unit Size 131" x 47"	The Lanes Fort Meade	4,500+	\$2,000	\$1,200	
Overhead Monitors 36 Monitors	The Lanes Fort Meade	4,500+	\$2,000	\$1,250	\$750



The Lanes overhead monitors



Gaffney Fitness Center counter wrap



The Lanes masking unit

Outside Advertising

Spread your name and brand outside of Fort Meade's MWR facilities.

Get leads! Reach our Community!

Advertising Type	Advertising Locations	Monthly Visibility	1 year	6 months	3 months
Banner Size 8' x 16'	The Lanes Fort Meade, Exterior Wall	45,000	\$8,000	\$4,500	
Lighted Sign Static Sign, 2 year agreement required	Town Center	45,000	\$8,000		
Lamp Pole Banners	Gaffney Fitness Center	35,000+	\$2,000		



Town Center marquee and static sign



Gaffney Fitness Center walkway banners



The Lanes exterior banners

Outside Advertising

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Advertising Type	Advertising Locations	Monthly Visibility	1 year	6 months	3 months
Electronic Marquees 30 second ad, rotates a minimum 150 times a day	A total of 4 marquees: Town Center, Route 175, Mapes/32, and Mapes/175	100,000	\$3,000	\$1,700	\$1,000
Town Center promotional site	Outside The Lanes Bowling Center	\$250 per weekend *Advertiser must bring own tent, tables and chairs.			



Mapes Rd/32 electronic marquee



Town Center/The Lanes promotional site



Route 175 electronic marquee

2017 Events

January

- *New Year, New You Aerobathon*
- *New York City Trips, held monthly*

February

- *Super Bowl Party*
- *Gaffney Spinnathon*

March

- *Right Arm Night*
- *Brunch with the Easter Bunny*

April

- *Installation Volunteer Award Banquet*
- *Month of the Military Child Celebration*
- *Spring into Fitness Aerobathon*
- *Run Series: Earth Day 5K*

May

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

June

- *100th Anniversary Gala*
- *Red, White & Blue Celebration*
- *Right Arm Night*
- *Run Series: Army Birthday 5K*

July

- *Teen Leadership Challenge*

August

- *Comedy Night*
- *Right Arm Night*

October

- *Annual Father Daughter Ball*
- *Run Series: Tank Corps Joe 5K*
- *Pet Costume Contest*
- *Right Arm Night*
- *Gaffney Aerobathon*

November

- *Military Family Appreciation Week*
- *Annual Army Navy Flag Football Game*
- *Run Series: Turkey Trot 5K*

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 30, 2017

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 +*



100th Anniversary Gala

June 17, 2017

Celebrating Fort George G. Meade's 100th Anniversary! The Gala will entail performers, well known chefs, delicious assortment of food, and unique decorations in each room from: WWI, WWII, Vietnam and GWOT eras.

Venue: *Club Meade*
Demographics: *FGGM Community and the General Public*
Attendance: *600-700*



Sponsorship

2017 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.

Venue:

Varies for each run

Demographics:

FGGM Community and the General Public

Attendance: 250 per run

Army vs. Navy Football Game

November 7, 2017



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

Military Family Appreciation

Nov 6-10, 2017



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

Sponsorship

Volunteer Award Banquet

April 2017



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 2017



In appreciation on Military Spouse Appreciation Day, Family and MWR honors and thanks our spouses with a free lunch at Club Meade

Venue:

Club Meade

Demographics:

Active Duty Spouses

Attendance: 200

New Year's Eve Party

December 31, 2017



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

Sponsorship

Formal Balls

Father & Daughter Ball

Mother & Son Ball

May & October, 2017



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

Easter Bunny Brunch

April 2017



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

Brunch with Santa Claus

December 2017



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

Sponsorship

Right Arm Night

Quarterly



An honored Military tradition that inspires camaraderie. Offered free to Military and DoD civilians featuring prizes, free food, music and fun.

Venue:

Club Meade

Demographics:

*Active Duty and DoD
Civilians*

Attendance: 400 per event

Holiday Concert

December 2017



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

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

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:**

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Fort Meade Family and MWR Marketing Manager:

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