



**WE  
NEED  
YOU**



DFHWR  
FORT EISENHOWER  
MEDIA KIT  
2024-25







Family and MWR is a network of support and leisure services designed to serve the needs, interests and responsibilities of each individual in the Army community, as well as enhance the quality of their lives. From family, child and youth programs to recreation, sports, entertainment, travel and leisure activities – Family and MWR employees worldwide strive to deliver the highest quality programs and services at each installation. Family and MWR helps ensure Army readiness by caring for the people who serve and stand ready to defend the nation.

We offer an array of customizable advertising and sponsorship packages aimed at ensuring a measurable return on investment for our partners. Let us introduce your brand to service members and families; where they live, work, and play!

### **We are home to the Army, Marines, Air Force, Navy and Space Force. Our Service Members...**

- **Have time for leisure:** service members earn 30 vacation days a year
- **Have money to spend:** typically have more disposable income due to their comprehensive benefits package which includes housing, medical, dental, etc.

- **Are Young, Smart & Loyal:** 58% of Active Duty service members are younger than 30, are well educated due to the G.I. Bill, and find brands more meaningful when they see ads on an installation

*#SupportOurHeroes*

**Join our Family!**

**Integrate your brand's products and services within our market through digital platforms, Out-of-Home branded signage, promotions, and events.**

*Cathy Shaw* - Sponsorship and Advertising Manager  
706.791.3912 - [catherine.a.shaw6.naf@army.mil](mailto:catherine.a.shaw6.naf@army.mil)





# By The Numbers

## VISITORS ANNUALLY



**182,000**

**Supported Population**

- 31,000+ Veterans
- 13,500+ Retirees
- 48,000+ Dependents of Retirees
- 87,500+ Military Personnel + Dependents

**62,000**

**Retirees & their Family Members**

**16,700**

**Service Members**

**15,000**

**Civilian Members**

**32,300**

**Total Base Population**

**410,000**

**Fitness Centers (4)**

**250,000**

**Cafés & Eisenhower Conference & Catering**

**100,000**

**Five Star Lanes**

**84,000**

**Alternate Escapes Recreation Center**

**114,000**

**Eisenhower Lakes Golf Club**

**54,000**

**Bingo Palace**

**30,000**

**Woodworth Library**

\*Economic Impact & Contribution Analysis, Center for Business Analytics & Economic Research, Georgia Southern University, 16 Feb 2023

**\$7.2 billion**  
Annual impact and  
largest employer  
in the region





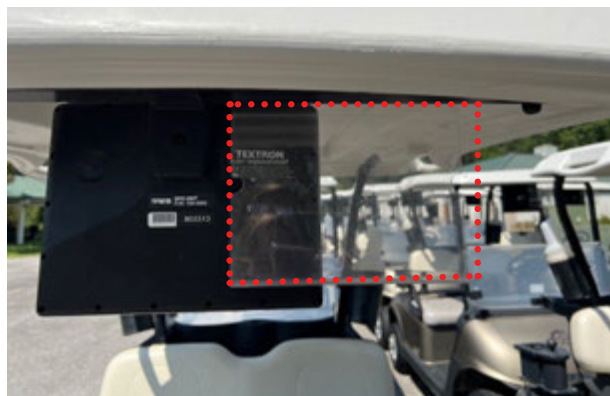
# PRINT

# Signage

<b>25th Street Fenceline Banner (8' x 4')</b>	\$2,500/6 months	\$4,000/year
<b>Building Sign</b>	Contact for options/pricing	
<b>Banner Structure Sign (8' x 4')</b>	(1 of 2 ads on structure)	\$2,500/year
<b>Banner Structure Sign (8' x 8')</b>	(only ad on structure)	\$4,000/year
<b>Dog Park Banner</b>	\$2,250 / 6 months	\$3,750/year
<b>Sports Complex Scoreboards</b>	4 vertical signs	\$2,000/year
<b>Sports Complex Scoreboard</b>	4 ho <b>SOLD OUT</b> gns	\$2,000/year
<b>TSS Warehouse Fenceline Banner</b>	\$2,500/6 months	\$4,000/year
<b>Eisenhower Lakes Golf Club Hole Sign (12" x 12")</b>	\$1,000 / year	
<b>Eisenhower Lakes Golf Club Cart Sign (7" x 5")</b>	\$300/month \$800/quarter	\$3,000/year
Shorter campaigns may be available. Check to see options.		

## Eisenhower Lakes Golf Club

Your ad sign can appear on one of the 27-hole markers throughout the course, in an acrylic frame on a golf cart windshield, or in a napkin holder at the course snack bar, Bogey's Grill.







**Building Signage**

Signage on and inside various MWR facilities is available and will be reviewed on a case by case basis. Please ask about available options.



**Dog Park**

A prime location on Brainard Avenue, by the largest playground, near several housing communities and Freedom Park School



**Sports Complex Scoreboards**

The Sports Complex is located where 25th Street divides Barton Field. There are four fields, each with a scoreboard containing two vertical and two horizontal ad spaces.



**Banner Structure Signage**

Three banner structures, located at Gate 1, Gate 5 and Bingo Palace, give your ad high visibility. (Limited Availability)



**TSS Warehouse Fenceline**

This location is visible to many drivers entering through Gate 6. The roadway is a direct route to the heart of the installation.



**25th Street Fenceline**

Advertise on one of the installation's most traveled roads — positioned between the Sports Complex and Barton Field, which is used for PT and Special Events.

# WEB *Digital*

Advertise with us on [Eisenhower.ArmyMWR.com](http://Eisenhower.ArmyMWR.com).

With an average of 2,000 views a day, your ad campaign will be seen roughly 60k times every 30 days.

Scan QR code to visit [Eisenhower.ArmyMWR.com](http://Eisenhower.ArmyMWR.com)



### ROTATING STRIPE

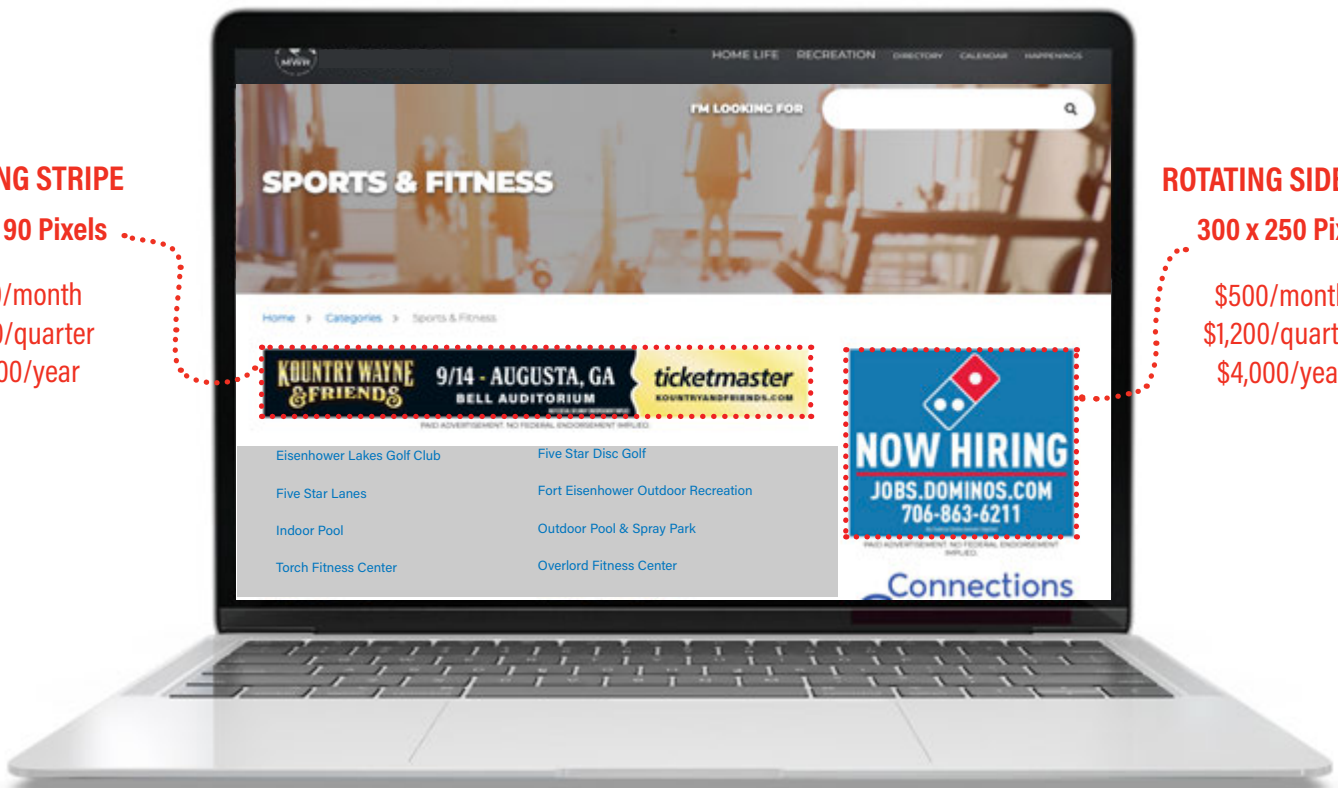
720 x 90 Pixels

\$450/month  
\$1,000/quarter  
\$3,500/year

### ROTATING SIDE BAR

300 x 250 Pixels

\$500/month  
\$1,200/quarter  
\$4,000/year



By collaborating closely with MWR, we've been able to extend a warm welcome to the military community, introducing them to the unique experiences and attractions Columbia County has to offer. The support and engagement from MWR have been instrumental in reaching a wider audience of military personnel and their families, ensuring they feel not only welcomed but also informed. Together, we've fostered a strong connection between our community and the new arrivals. We look forward to continuing our partnership with MWR at Fort Eisenhower, building on our shared successes and further enhancing the experience of service members stationed in our area.



**Shelly Blackburn**  
Executive Director  
Visit Columbia County





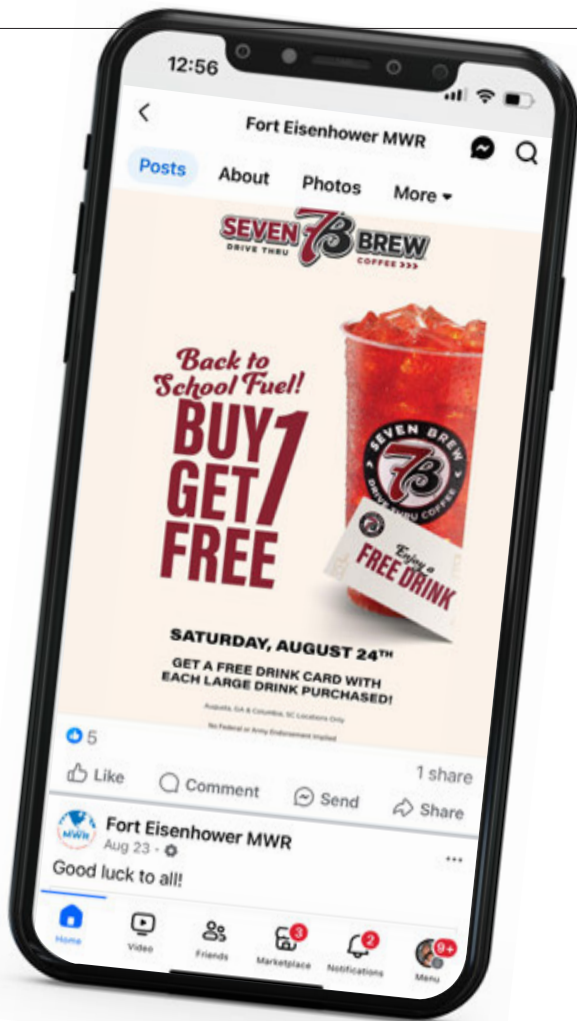
    **SOCIAL MEDIA**

Become a #MWRAdvertiser and reach over **23,000** Facebook and Instagram followers with instantaneous uploads and real-time engagement.





**Contests & Giveaways**

With over 23,000 followers between Facebook and Instagram, we have a great way for you to connect with the Fort Eisenhower Community. By sponsoring a social media contest and providing items for giveaways, such as tickets to local events, you are able to grab the attention of our followers! Previous contests have included the Lucky Week of Giveaways in March and the MWR Ticket Fairy Birthday Month of Giveaways in June. Contact us for more information on how you can participate.



**RATES**

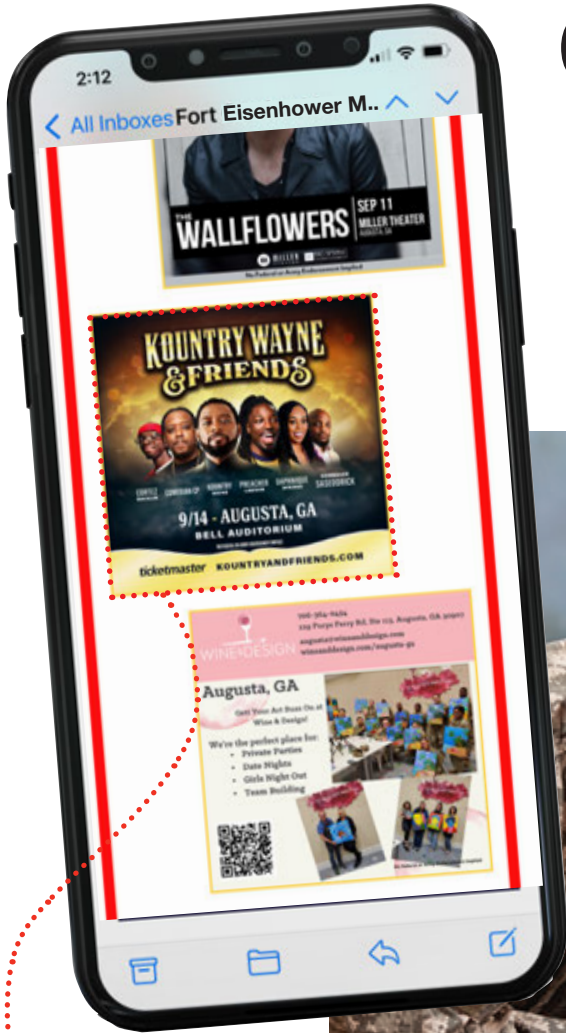
Single Post	\$225
4 Posts	\$800
8 Posts	\$1,575
12 Posts	\$2,400

  **FortEisenhowerMWR**

# e-NEWSletter

The MWRHappenings weekly e-newsletter hits inboxes every Monday morning. Subscribers look forward to finding out what events and programs are upcoming for the week ahead. Your ad will be seen by over **1,500** subscribers.

**SUBSCRIBE at**  
[Eisenhower.ArmyMWR.com/subscribe](http://Eisenhower.ArmyMWR.com/subscribe)



**FIXED SQUARE**  
600 x 600 Pixels



## RATES

\$100/1 ad

\$350/4 ads

\$1,000/12 ads

The Fort Eisenhower media kit is user-friendly and informative. It presents the various demographics on the installation and outlines numerous advertising and sponsorship opportunities available for businesses. Additionally, the marketing team is a pleasure to work with, making the entire process seamless and efficient.

**Lisa Hicks**  
Senior Manager,  
Military Marketing





# High Traffic Area



Each 42" plasma television, located in high traffic areas around Fort Eisenhower, streams a continuous loop of MWR events, programs and facility information as well as, advertising messages from our business, corporate, and community partners.



## Warrior Restaurants

Over 3,000 IET (Initial Entry Training) service members are required to eat all three meals in one of the four dining facilities for the duration of training. Each Warrior Restaurant houses four (4) plasma televisions, making your ad visible on 16 total screens.

**RATES:** \$400/month | \$1,200/quarter | \$4,500/year

# Plasmas

## MWR Facilities

### Alternate Escapes Recreation Center

\$400/month | \$900/quarter | \$3,000/yr

### Bingo Palace

\$400/month | \$900/quarter | \$3,000/yr

### Bogey's Grill at Eisenhower Lakes Golf Club

\$300/month | \$900/quarter | \$3,000/yr

### CYS Parent Central Services

\$200/month | \$600/quarter | \$2,000/yr

### Darling Hall (Lobby)

\$400/month | \$1,200/quarter | \$4,500/yr

### Five Star Lanes\*

\$400/month | \$900/quarter | \$3,000/yr

\*on 24 screens & 24 kiosks (when lane is not in use)

### MWR Marketing Office

\$200/month | \$600/quarter | \$2,000/yr

### Overlord Fitness Center

\$400/month | \$1,200/quarter | \$4,500/yr

### Torch Fitness Center

\$300/month | \$900/quarter | \$3,000/yr

### Visitors Control Center (VCC)

\$400/month | \$1,200/quarter | \$4,500/yr

### Victory Fitness Center

\$300/month | \$900/quarter | \$3,000/yr

### Woodworth Library

\$300/month | \$900/quarter | \$2,500/yr

Due to space restraints, no more than one (1) similar or like business will be able to place advertising on the plasmas, i.e. no more than one (1) hotel, no more than one (1) real estate agency/agent, etc. We have many other great opportunities available if space is unavailable.

# Event SPONSORSHIP

A business has the opportunity to become part of a Fort Eisenhower MWR event or program by paying a monetary and/or in-kind fee in return for access to the attendees and the commercial potential associated with the event. Commercial sponsorship is not a donation or gift since it is a business-based exchange designed to enhance the event and the experience. Sponsorship fees are reinvested into our programs and events so MWR can fulfill its mission of providing the highest quality of life programming to service members, families, retirees and civilians. Commercial sponsorship may be used only for MWR events and programs. Unit events, family support groups, private organizations and non-MWR programs are not eligible for commercial sponsorship support.

Sponsorship includes the following unless otherwise noted:

- ✓ Access to Fort Eisenhower
- ✓ Business name/logo on all pre-event digital and print marketing materials to include event flyer, handbills, posters, digital displays, MWR social media sites (Facebook and Instagram), and MWR Happenings weekly newsletter
- ✓ Signage with your logo to display at booth space with table, chairs and tent, if outside.

## What Can Sponsorship Do For You?

✓  
Expose your brand and promote visibility of your name and logo to top leadership, decision makers and consumer community

✓  
Engage with our unique customer base of service members, families, retirees and civilians

✓  
Provide the opportunity to offer sample products/demonstrate services at events

Please note: the disclaimer **SPONSORSHIP DOES NOT IMPLY ARMY ENDORSEMENT** will be placed on all branded promotional materials.



## Become an MWR Partner. Contact:

*Cathy Shaw* - Sponsorship and Advertising Manager  
706.791.3912 · [catherine.a.shaw6.naf@army.mil](mailto:catherine.a.shaw6.naf@army.mil)



Working with Fort Eisenhower’s Family and MWR program has proven to be an invaluable marketing and networking resource for the Miller Theater. The strategic advertising opportunities offered by MWR have increased the visibility of individual upcoming performances and the Miller Theater as an organization. I’d recommend advertising with Fort Eisenhower’s Family and MWR to any local organization hoping to reach the military community.



**Katie Brooks**  
Sales and Marketing Manager





The following event list is *not* all-inclusive. New events are developed throughout the year which may need commercial sponsorship support.



SPONSORSHIP DOES NOT IMPLY ARMY ENDORSEMENT.



# 2024: NOV - DEC

## November

### 21 Right Arm Night - \$250 per event or \$800 all four

Eisenhower Conference & Catering is bringing back an Army tradition with camaraderie, team building, hors d'oeuvres and a cash bar.

## December

### 5 Christmas Tree Lighting & Festival

Tis the season to thank our service members and their families. This event provides cookies, cupcakes, hayrides, hot chocolate, pizza, giveaways, crafts and photos with Santa. Come enjoy the fun by assisting with Christmas crafts. *\*Please note this is not a "selling" opportunity but a way to give back to our community. All sponsorship goes towards purchasing the materials for the crafts and giveaways.*  
\$550 | Attendance 2,000+

### 9 Ten Days of Giveaways Begins - Fee Varies

Help us celebrate with 10 Days of Giveaways, which takes place on our social media platforms and is advertised on our marketing materials including the event flyer, posters, handbills, digital displays, all Fort Eisenhower MWR social media sites, and the MWR Happenings weekly newsletter (all time permitting). Sponsorships can be either cash or in-kind in the form of gift certificates and/or merchandise.

### 14 Breakfast with Santa - \$200

Santa will be making a stop at Eisenhower Conference & Catering for a hearty breakfast before he gets ready to circle the globe. Families have photo opportunities with the big guy plus games and prizes.



Reminder

Unless otherwise noted, sponsorship includes:

- Access to Fort Eisenhower
- Business name/logo on all pre-event digital and print marketing materials to include event flyer, handbills, posters, digital displays, MWR social media sites (Facebook, Twitter and Instagram), and MWR Happenings weekly newsletter
- Signage to display at booth space with table, chairs and tent, if outside.

**SPONSORSHIP DOES NOT IMPLY ARMY ENDORSEMENT.**



# 2025: JAN - MAY

## January

### 11 Five Star Lanes Pizza Bowl - \$150

For one afternoon, guests receive a special discounted rate and can enjoy two games, shoe rental, two slices of pizza and a drink.

### 18 Woodworth Library Winnie the Pooh Picnic - \$150

This family friendly event highlights our love for all things Winnie the Pooh.

### 25 Health & Wellness Fair - \$250

The Health & Wellness Fair is back with plans to be bigger than before. This year's event will be at Eisenhower Conference & Catering and will feature demonstrations plus allow you to highlight your business to Fort Eisenhower community and public.

## February

### 7 Bevs & Bites - \$150

Eisenhower Conference & Catering is hosting a wine and cocktail tasting featuring local distributors and highlighting appetizers created by our chef.

### 20 Right Arm Night - \$250 per event or \$800 all four

Eisenhower Conference & Catering is bringing back an Army tradition with camaraderie, team building, hors d'oeuvres and a cash bar.

## March

### 1 Father/Daughter Butterfly Ball - \$250 | Attendance 300

Fathers and daughters put on their dancing best and make amazing memories with dancing, hors d'oeuvres, door prizes and more.

### 5 Woodworth Library Dr. Seuss Celebration - \$150

Green eggs & ham you say? Celebrate Dr. Seuss birthday with us and the Fort Eisenhower families at everyone's favorite library!

### 29 Dare to Tri Triathlon - \$200

Competitors come from the Fort Eisenhower Community, the CSRA and throughout the southeast to compete in a 300-meter swim, 12-mile bike ride and 5K run.

## April

### 23 Community Expo - \$300

Join us in showcasing your business to the community as we bring back this event to Eisenhower Conference & Catering.

### 26 Five Star Lanes Pizza Bowl - \$150

For one afternoon, guests receive a special discounted rate and can enjoy two games, shoe rental, two slices of pizza and a drink.

## May

### 3 Spring Fest

Celebrate a new season of change with the return of the highly anticipated Spring Fest where families can enjoy food, crafts, carnival, a flea market and more. This year's event opens as the Army Ten-Miler finishes.

*\$500 | Attendance 2,000*

### 3 Army Ten-Miler - \$250

Though only active duty service members can qualify for the Army 10-Miler, anyone can come out and test their endurance.

### 10 Royal Tea Party - \$150

This elegant family event created by Eisenhower Conference & Catering, will feature specialty teas, sugar cubes, hors d'oeuvres, jellies, scones and more.



### 15 Right Arm Night - \$250 per event or \$800 all four

Eisenhower Conference & Catering is bringing back an Army tradition with camaraderie, team building, hors d'oeuvres and a cash bar.

### 28 Woodworth Library Summer Reading Program Launch Party - \$150

Let's kick off summer with a reading party! Come join the families as we learn about what's in store for this summer's reading program.

**SPONSORSHIP DOES NOT IMPLY ARMY ENDORSEMENT.**

# 2025: JUN - AUG

## June

### 7 Kids' Fishing Derby - \$150

Twice a year, the Sportsman's Club hosts a fishing derby for all military children and those in the surrounding community at one of the stocked ponds at Claypit Lakes. Children who catch the most weight in fish are awarded a prize.

### 14 Five Star Lanes PJ Bowling Party - \$200

Roll out of bed and join us at this family friendly bowling party!

## July

### 3 Independence Celebration

Celebrate our nation's birthday with us! This one-day event includes a carnival, vendors, food, live entertainment and so much more. The night ends with a fireworks extravaganza.

#### ■ *Platinum Title: \$4,500*

Includes but not limited to: Access to Fort Eisenhower, title recognition of event; business name and logo on promotional pre-event marketing materials, double-sided banner with tent space, table and chairs.

#### ■ *Gold Supporting: \$2,000*

Includes but not limited to: Access to Fort Eisenhower, business name and logo on promotional pre-event marketing materials, double-sided banner with tent space, table and chairs.

#### ■ *Bronze Supporting: \$1,000*

Includes but not limited to: Access to Fort Eisenhower, double-sided banner with your logo to display at tent space with table and chairs. *Attendance 2,000*

### 19 Christmas in July Vendor Event \$200 | Attendance 200

This direct sales and craft event offers the community an opportunity to get a jump start on holiday shopping from vendors. \*If you are planning to be a sponsor and vendor, please note that along with a sponsorship agreement, additional paperwork will need to be filled out and approved.

### 30 Woodworth Library Summer Reading Carnival - \$150

Help us wrap up the summer reading program with a carnival! There will be games and plenty of fun for our families!

**SPONSORSHIP DOES NOT IMPLY ARMY ENDORSEMENT.**

## August

### 9 Five Star Lanes Pizza Bowl - \$150

For one afternoon, guests receive a special discounted rate and can enjoy two games, shoe rental, two slices of pizza and a drink.

### 16 Aloha Luau - \$150

Eisenhower Conference & Catering is keeping the summer spirit alive with their Tropical Summer Luau. There will be hula dancers and lessons along with lei making. Tropical drinks and beverages will be available for purchase as well. Help keep the summer spirit alive by being a sponsor.



### 16 Color Run 5K - \$350

It's time to get colorful in this family friendly 5K! This is one of our most popular events in the Fort Eisenhower Run series!

### 21 Right Arm Night - \$250 per event or \$800 all four

Eisenhower Conference & Catering is bringing back an Army tradition with camaraderie, team building, hors d'oeuvres and a cash bar.





# 2025: SEP - DEC

## September

### 6 Tutus for Cancer 5K - \$200

Put on your favorite tutu and join us for our annual 5K that brings awareness to cancer research and survival.

### 13 Marine Mud Challenge

This 4-mile course will be a challenging off-road route with more than 20 obstacles, a stream crossing, hills and of course MUD!

#### ■ **Platinum Title: \$4,000**

Includes but not limited to: Access to Fort Eisenhower, title recognition of event, business name and logo on promotional pre-event marketing materials, double-sided banner with tent space and in event staging area, booth space with table and chairs, six (6) sponsor signs at obstacles/water points with two (2) representatives to assist Marines with water or cheering on participants, and 12 individual race entries.

#### ■ **Gold Premier: \$1,500**

Includes but not limited to: Access to Fort Eisenhower, business name and logo on all promotional pre-event marketing materials, two (2) sponsor signs at obstacle/water point with two (2) representatives to assist Marines with water or cheering on participants, four (4) individual race entries, double-sided banner with logo to display at tent space with table and chairs.

#### ■ **Silver Supporting: \$800**

Includes but not limited to: Access to Fort Eisenhower, business name and logo on all promotional pre-event marketing materials, two (2) individual race entries, double-sided banner with logo to display at tent space with table and chairs.

#### ■ **Bronze Supporting: \$550**

Includes but not limited to: Access to Fort Eisenhower, business name and logo on all pre-event marketing materials double-sided banner with logo to display at tent space with table and chairs.

### 20 Kids' Fishing Derby & Shooting Day - \$150

The Sportsman's Club hosts their annual fall fishing derby and shooting day for all military children and those in the surrounding community. The fishing portion of the day takes place at one of the stocked ponds at Claypit Lakes while an afternoon of archery, skeet and rifle shooting is on location at the Tactical Advantage Sportsman's Complex.

## October

### 18 Fall Festival

This is a great way to get in front of Fort Eisenhower's friends and family as we kick off the Fall season. **\$500 | Attendance 2,000**



## November

### 8 Turkey Trot 5K

**\$200 | Attendance 200+**

Gobble Gobble! The Turkey Trot 5K is back!

## December

### 4 Christmas Tree Lighting & Festival

Come celebrate Christmas with our annual give back event! All sponsorship goes towards purchasing materials for holiday crafts and giveaways. \*Please note this is not a "selling" opportunity but a way to give back to the military community.

**\$550 | Attendance 2,000+**

### 8 Ten Days of Giveaways - Online Sponsorship

Help us celebrate with 10 Days of Giveaways, which takes place on our social media platforms and is advertised on our marketing materials including the event flyer, handbills, posters, digital displays, all Fort Eisenhower MWR social media sites, and the MWR Happenings weekly newsletter (all time permitting). Sponsorships can be either cash or in-kind in the form of gift certificates and/or merchandise.

**SPONSORSHIP DOES NOT IMPLY ARMY ENDORSEMENT.**

HOOK UP WITH  
MWRRRRRR



**Subscribe**  
[bit.ly/MWRnewsletter](https://bit.ly/MWRnewsletter)  
[bit.ly/MWRtext](https://bit.ly/MWRtext)

[Eisenhower.ArmyMWR.com](https://Eisenhower.ArmyMWR.com)

 @FortEisenhowerMWR