



Fort Hamilton Family & Morale, Welfare, and Recreation

COMMERCIAL SPONSORSHIP & ADVERTISING GUIDE 2017

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FORT HAMILTON COMMUNITY

The Family & MWR Commercial Sponsorship Program offers you the opportunity to present your company’s message in a variety of creative ways to our Army community. Sponsorship gives your business access to our Army community and helps you build goodwill, as well as, brand recognition among this loyal and growing market. By partnering with the Fort Hamilton community, you are expanding our Family & MWR programs, events, and services to a greater audience.

Location

Fort Hamilton is located in the southwestern corner of Brooklyn, New York, surrounded by the communities of Bay Ridge, Dyker Heights and Bensonhurst, which places us in the middle of the New York City Metropolitan area. Fort Hamilton houses the U.S. Army NYC Recruiting Battalion; N.Y. Military Entrance Processing Station (MEPS); and North Atlantic Division, U.S. Army Corps of Engineers.

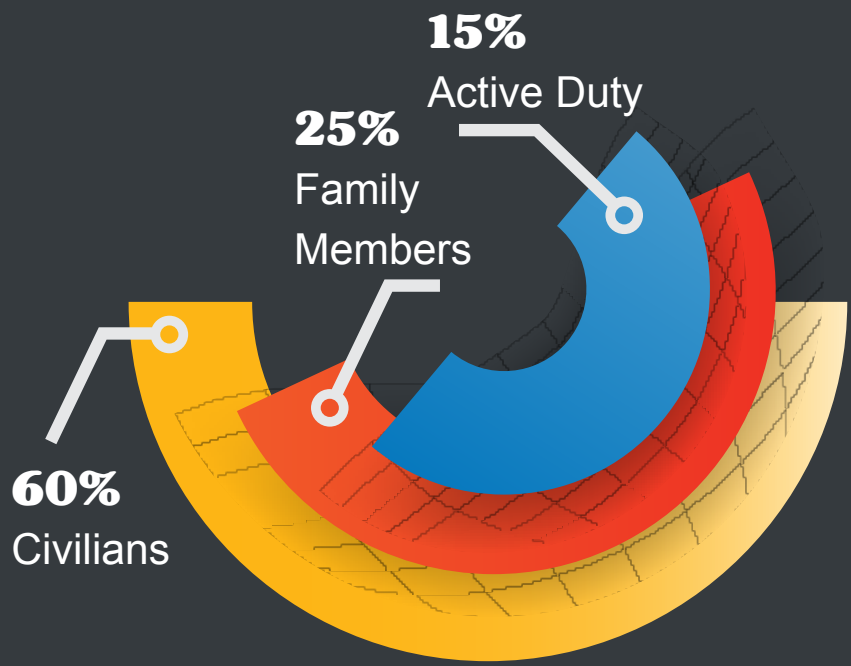
Area Population

Brooklyn is New York City's most populous borough, with 2.5 million residents, and the second largest in the area, after Manhattan.

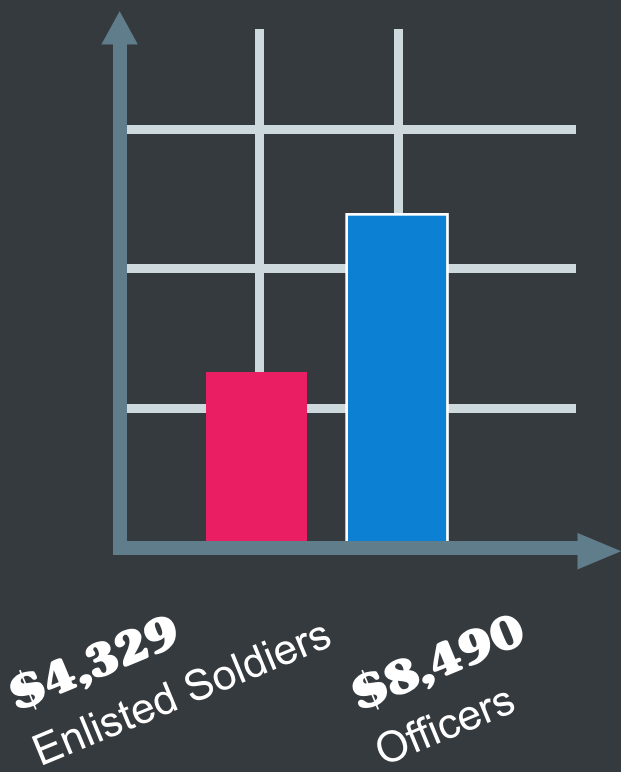
Demographics

Fort Hamilton is a combined community comprised of active duty Army, Navy, Air Force, Marines, Coast Guard, National Guard, and Reserve Components. We serve over 31,800 authorized DoD ID Cardholders in a 50-mile radius from the Fort Hamilton Community and over 1,680 on the Fort Hamilton Installation. We also have the **ability to reach the Army family worldwide thru the enterprise website.**

Population at a Glance



Monthly Income



SPONSORSHIP OPPORTUNITIES

The Commercial Sponsorship Program offers the opportunity to present your company's message in a variety of creative ways to the military community. Family & MWR sponsorship offers the possibility of achieving several goals at once. Your company can benefit from a Family & MWR sponsorship in many ways, such as:

- * Differentiation from competitors. The mere act of sponsoring a Family & MWR event, especially an exclusive sponsorship, is a significant way to create differentiation strategy. Your company name, product and services can stand out head and shoulders above the competition.
- * Help with good "Corporate Citizen" role. Another powerful Family & MWR sponsorship objective allow your company to be viewed as an "Army Supporter." Supporting the Fort Hamilton community and contributing to our Morale, Welfare, and Recreation development is extremely powerful and creates enormous goodwill. Most activities and events operated by the Family & MWR organization are eligible for sponsorship support.

Individual Sponsorship Packages

Every Fort Hamilton Family & MWR will work with you to create a sponsorship package that fits your abilities and needs for the 2016 - 2017 fiscal year. The purpose of partnering with Fort Hamilton Family & MWR is to maximize the partner's investment and results.



LOOK FOR THE ICON TO SPOT YOUR TARGET AUDIENCE:



General Public



Military Families



Leadership Presence



INDIVIDUAL SPONSORSHIP OPPORTUNITIES

Violet	Blue	Yellow	Green
On-going Events /Program	Less than 150 Attendances	250 - 450 Attendances	1,000 - 6,000 Attendances
Newcomers Orientation	Military Spouses Appreciation Month	Month of the Military Child (MOMC)	Children's Holiday Party
Intramural Sports (Basketball, Volleyball, Softball, Indoor Soccer, Outside Soccer and Flag Football)	Casino Night	Mothers Day Celebration	Holiday Market & Tree Lightning
		Run for the Fallen	
Pool Area (Pool Season)	Havana Night	New Year's Eve Party	Independence Day Celebration Carnival (2 Days)
Football Season	Dog Swim	Club Members Appreciation Night (1 Quarterly)	Civilian Military Combine
Oktoberfest (Month Special)	Superb Owl Party	Hot August Nights Wine & Cheese Fest	Comic Con (2 Days)
	Army Volunteer Recognition	Dinner Theater (2 ea.)	
		Valentine's Day Dinner	
<p>All sponsorship opportunities include: Logo on all printing materials, logo recognition on social media, logo mentioning on official Fort Hamilton & MWR website (event) and email blast, booth spaces (For the exception of violet programs), and access to giveaways provided by sponsors. Sponsorship is NOT a charitable donation.</p> <p>Each \$10K Title includes: Web-banner, banner display @ event, Live announcement, jumbo screen logo display, VIP access</p>			



SPECIAL EVENTS & DESCRIPTIONS

Independence Day Celebration

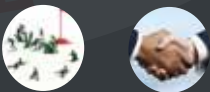


Event Date: June 30 - July, 1, 2017
 Event Location: SGT. Taylor Sports & Field
 Estimated Attendance: 10,000 - 15,000

Fort Hamilton celebrates Independence Day in fine military tradition from live music to military demonstrations. This event is filled with fantastic entertainment from nationally known recording artists, carnival, various military demonstrations, and a Kids Zone filled with family fun activities. It is made complete with a wide variety of family-oriented activities, rides and games. A variety of food and beverages makes this day a perfect way for the whole family to celebrate our nation's independence. The event culminates with the largest fireworks show in the Brooklyn, NY area. Help us create a celebration to remember by taking part in this special day. This event is the only fireworks display in town and attracts tens of thousands!

Sponsorship Levels Available:
 Base Package Fee: \$2,500 *(Includes on-site booth setup, logo on event publicity and on-site recognition) (Unlimited)*
 Carnival Major Sponsor: \$10,000 (Three spaces available)
 Fireworks Show Major Sponsor: \$10,000 (Two spaces available)
 Presenter Sponsor: \$35,000 (All benefits from other packages, and one year or digital advertising on official website and screens.

Installation Community Day



Event Date: August 11, 2017
 Event Location: Engeldrum Bluff
 Estimated Attendance: 800

The Family & MWR and Fort Hamilton USAG celebrates the mid-year with staff members and their family to commemorate their effort to support the military community. DJ music, vendors, restaurants come together to a festive event by the Verrazano Bridge view.

Sponsorship Levels Available:

Base Package Fee: \$1,500 *(Includes on-site booth setup, logo on event publicity and on-site recognition)*

Carnival Sponsorship Fee: \$1,000 *(Unlimited)*

Food Sponsorship: \$1,000 *(Unlimited)*

Fort Hamilton Comic-Con



Event Date: October 14 - 15, 2017

Event Location: Fort Hamilton Community Club, Sports & Fitness Center, Bowling Center and Fort Hamilton Theater (multiple locations)

Estimated Attendance: 2,000

The Fort Hamilton Comic-Con is the largest pop culture convention in the Brooklyn area that features comic books and science fiction/fantasy related films, television, and arts including all genres (horror, animation, anime, manga, toys, collectible card games, video games, web comics, and fantasy novels). Artists, live-panels, vendors, live-stream and more available!

Sponsorship Levels Available:

Base Package Fee: \$1,500 *(Includes on-site booth setup, logo on event publicity and on-site recognition)* *(Unlimited spaces)*

Theater Major Sponsor: \$3,000 (Three spaces available)

Community Club Major Sponsor: \$10,000 (Two Spaces available)

Bowling Center Major Sponsor: \$10,000 (Two Spaces available)



General Public



Military Families



Leadership Presence

Holiday Market & Tree Lighting Spectacular



Event Date: December 1, 2017

Event Location: SGT. Taylor Sports & Field

Estimated Attendance: 4,000

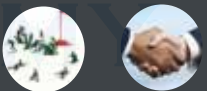
It's the most wonderful time of the year, where Fort Hamilton opens its door to the public to share the sparkling lights overshadow every street; a Garrison tree decorated colorfully standing proudly in the middle of the field; and the aroma of hearty food and sweet treats permeates the air. Performance by Magicians, Children's Chorus, local theaters and more!

Sponsorship Levels Available:

Base Package Fee: \$1,000 *(Includes on-site booth setup, logo on event publicity and on-site recognition)* *(Unlimited spaces)*

Holiday Market Title Sponsor: \$10,000 *(One space available)*

Children's Holiday Party



Event Date: December 8, 2017

Event Location: Sports & Fitness Center

Estimated Attendance: 800 children /1,600 +

The Children's Holiday Party is held every year in December bringing military families (active, guard, and reserve) for a night of lights, toys, food, and Santa. The Children's Holiday Party is a day to commemorate the sacrifices Military Family Members make on a daily basis to protect this country. The ability and opportunity to provide this event becomes even more important when a Family Member is unable to have their Service Member with them due to mission requirements. The Family & Moral, Welfare and Recreation has the privilege of making these moments special for the Families we support a little easier, and we would like your organization to share this opportunity with us. Your contribution will help us build a strong and positive community for our Service Members and their Families.

Sponsorship Levels Available:
Base Package Fee: \$900 *(Includes on-site booth setup, logo on event publicity and on-site recognition)*

Civilian Military Combine



Event Date: September 17, 2017
Event Location: SGT. Taylor Sports & Field
Estimated Attendance: 4,000 - 6,000

The Civilian Military Combine is a high-intensity, team-based endurance race that combines military training and obstacles into the ultimate competition. This race is not for the weak of heart or spirit. Designed to challenge adventure-lovers in peak physical condition, this is no typical mud run. Created by top fitness experts, this race features a battleground of obstacles used to train our nation's elite troops. If you have trained for the Ironman, competed in a triathlon or have survived a military boot camp, you just might have what it takes to complete the Civilian Military Combine.

Sponsorship Levels Available:
Base Package Fee: \$2,000 *(Includes on-site booth setup, logo on event publicity and on-site recognition) (Five spaces available)*

COMMUNITY RECREATION EVENTS

Sports Package



Event Date: Year-round
Event Location: SGT. Taylor Sports & Field / Sports & Fitness Center

All Intramural Events (Intramural Volleyball, Indoor Soccer, Intramural Softball,

General Public

Military Families

Leadership Presence

Outdoor Soccer, Intramural Basketball, and Intramural Football) FOR \$2,000.

Social & Dining Package



Event Date: Year-round
Event Location: Fort Hamilton Community Club

All Social & Dining events (Members Appreciation (1 quarterly), Valentine's Day Dinner, Casino Night, Pool season, Dog Swim, Mother's Day Celebration, Havana Nights,Hot August Nights Wine, Oktoberfest (Month Special), Dinner Theater, New Year's Eve Party) FOR \$5,000. (Unlimited spaces)

Football Package



Event Date: August- February
Event Location: Fort Hamilton Community Club

Sunday Nights & Superb Owl Game For \$2,000 (Unlimited Spaces)



CHILD & YOUTH EVENTS

Month of the Military Child & Color Run



Event Date: April 29, 2017
Event Location: Engeldrum Bluff
Estimated Attendance: 1,000

The military community celebrates the Month of the Military Child every April. Throughout the month, Fort Hamilton recognizes and show appreciation for our military children. We know that military children face many challenges that are unique to their situation, such as having a parent deployed for extended periods of time and moving frequently. Deployments and family separations can be stressful times for children.

Sponsorship Levels Available:
Base Package Fee: \$1,000 *(Includes on-site booth setup, logo on event publicity and on-site recognition) (Unlimited Spaces)*

OTHER EVENTS

Volunteer Reception & Run for the Fallen Package



Event Date: March 29 & September 30, 2017
Event Location: Fort Hamilton Community Club / Off base
Estimated Attendance: 400

Sponsorship Levels Available:
Base Package Fee: \$1,000 *(Includes on-site booth setup, logo on event publicity and on-site recognition) (Unlimited spaces)*

Military Spouse Appreciation Day

Event Date: May 12, 2017
Event Location: Fort Hamilton Community Club / Off base
Estimated Attendance: 30

Sponsorship Levels Available:
Base Package Fee: \$900 *(Includes Sponsor Speaker (15-20 minutes), logo on event publicity and on-site recognition) (Unlimited spaces /Only one presenter)*



ADVERTISING OPPORTUNITIES*

The Commercial Advertising Program offers the opportunity to display your company’s information in a variety of print and digital materials, as well as within the facilities. Advertising gives you the opportunity to hit our community. The awareness of advertising is powerful; by partnering with MWR, you will see a difference once you advertise.

Website

A banner ad on the MWR Website is a site link to your website from ours, directly connecting our visitors to your website. The website receives an average of 40,800 visitors per month. It is linked throughout the Army and the world. Visit our website at www.hamilton.armymwr.com.

Banner size: 750 (Width) x 90 (Height) pixels | File Type: JPEG
300 (Width) x 250 (Height) pixels | File Type: JPEG
180 (Width) x 150 (Height) pixels | File Type: JPEG

Website	Web Banner
1 Month	\$350
3 Months	\$500
6 Months	\$875
1 Year	\$1,400

Digital Signs

Fort Hamilton MWR participates in the Army Recreation Machine Program Digital Sign Network. Signs are placed in over 15 locations throughout Fort Hamilton with high foot traffic. Your message will be visible to over 20,000 patrons on a weekly basis.

Size: 1500 (Width) x 844 (Height) Pixels
Static Spots File Type: JPEG
Motion Spots File Type: WMV, AVI, MP4

Digital Signs	30 Second Motion Spot	10 Second Static Spot
1 Month	\$750	\$400
3 Months	\$1,266	\$950
6 Months	\$2,000	\$1,500
1 Year	\$2,866	\$2,500

Package Pricing

Web Banner + Digital Signs	30 Second Motion Spot	10 Second Static Spot
1 Month	\$900	\$550
3 Months	\$1,666	\$725
6 Months	\$2,675	\$1,570
1 Year	\$4,266	\$3,280

Digital Locations

The Roll & Brew (Bowling Center), Exchange (Burger King), Child & Youth School Services, ID Card Section (In-processing), Army Community Services (ACS), Sports & Fitness Center, Community Club, Main Entrance, Post Office, and outside the Roll & Brew (Mobile). Coming SOON Commissary.

Banner Placement (2.5’x8’)

(Average Monthly Traffic: 5,000 per location)

Banner		Includes
1 Month	\$750	1 ea.
3 Months	\$2,250	2 ea.
6 Months	\$3,750	3 ea.
1 Year	\$6,000	6 ea.

* See Appendix for more details.

Social Media*

Social media used to be optional- now social media users are the largest growing segment of the Internet. Fort Hamilton MWR social media has over 16,000 visitors a week, and increases on average 2% monthly.

Facebook	
First Post	\$250
Second Post	\$225
Third Post	\$175

Email blast*

Target over 10,000 retirees, sports fans, military members, department of defense civilian employees and more just with the send on an email. The email list will not be shared; however, the information is relay from our organization.

Email	
First Email	\$350
Second Email	\$325

Bar TVs Screens

Target retirees and military members from 9:00 PM - 12:00 AM (Tuesdays/ Sundays) with the exception of event or private parties.

Digital Signs	
1 Month	\$400
3 Months	\$650
6 Months	\$700
1 Year	\$1,000

* No more than three social media and two email post monthly.
** See appendix for more information.

Preferred Services & Programs

Businesses located within 50 miles of a military base understands that military consumers are a significant part of their business. However, some organizations may become invisible, not for the lack of interest from the consumer, but the challenges the industry faces to convey the correct message and reach the military community.

The military community also has dependents, civilian employees, and retirees living around the installation, and Fort Hamilton is no difference. The Fort Hamilton installations have over 31,800 additional customers ready to participate in your business, and on average 40,800 web page visitors (military and not military) than can see your information and, consequently, increase business to your local firm.

Fun Military Family Facts:

- * Military families move twice as much as civilians families;
- * Have more free time;
- * Have 35% higher expendable income, and;
- * Travel three times more than other families.

Listing	Website Listing
1 Month	\$100
3 Months	\$250
6 Months	\$500
1 Year	\$800

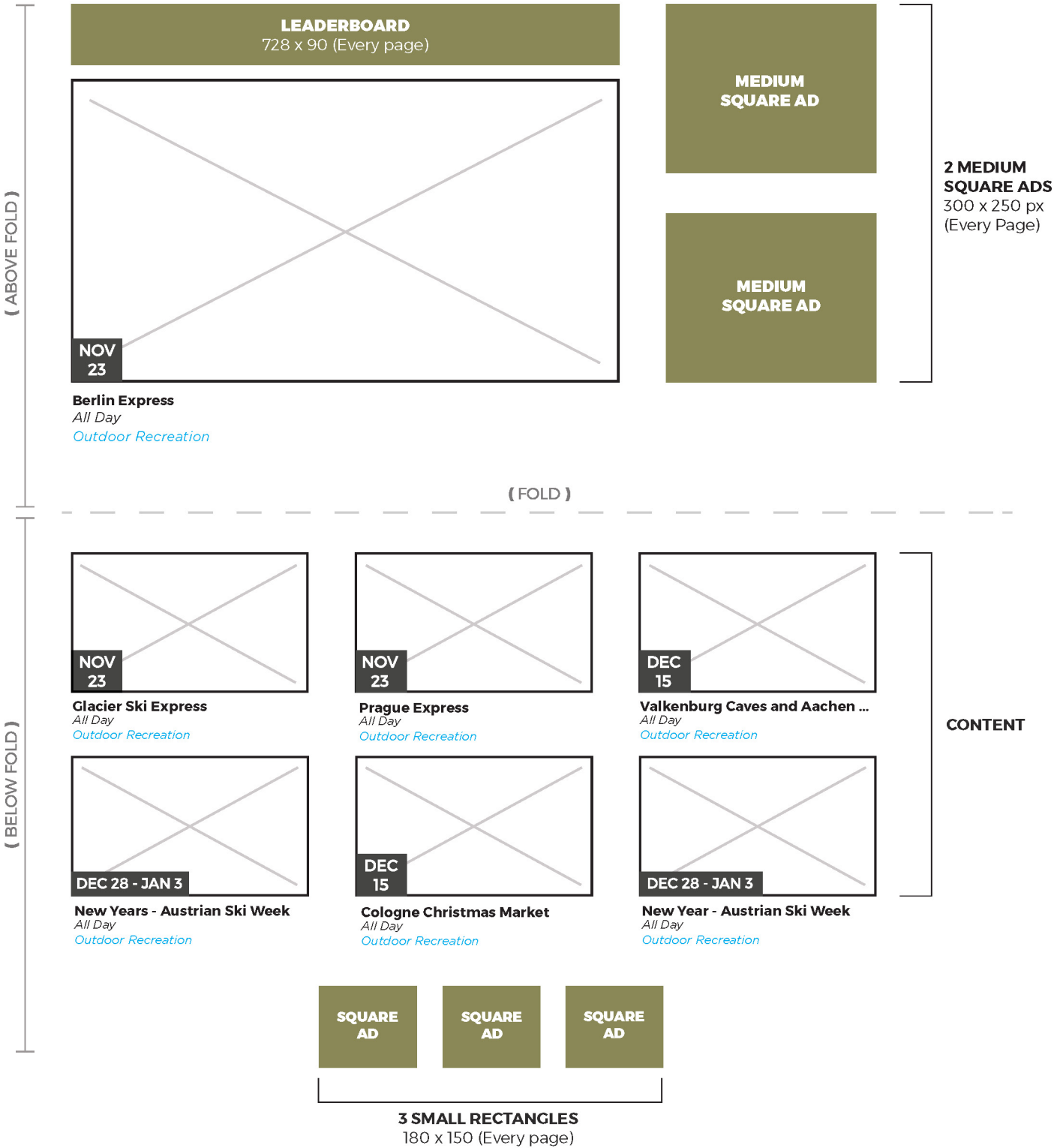


APPENDIX

GARRISON WEBSITE (DESKTOP)

ADS CHANGE EACH TIME PAGE IS REFRESHED 10 AD SLOTS PER PAGE.

EX: ARMYMWR.COM/DUGWAY



GARRISON HOMEPAGE

SMARTPHONE & TABLET VIEW

EX: ARMYMWR.COM/DUGWAY



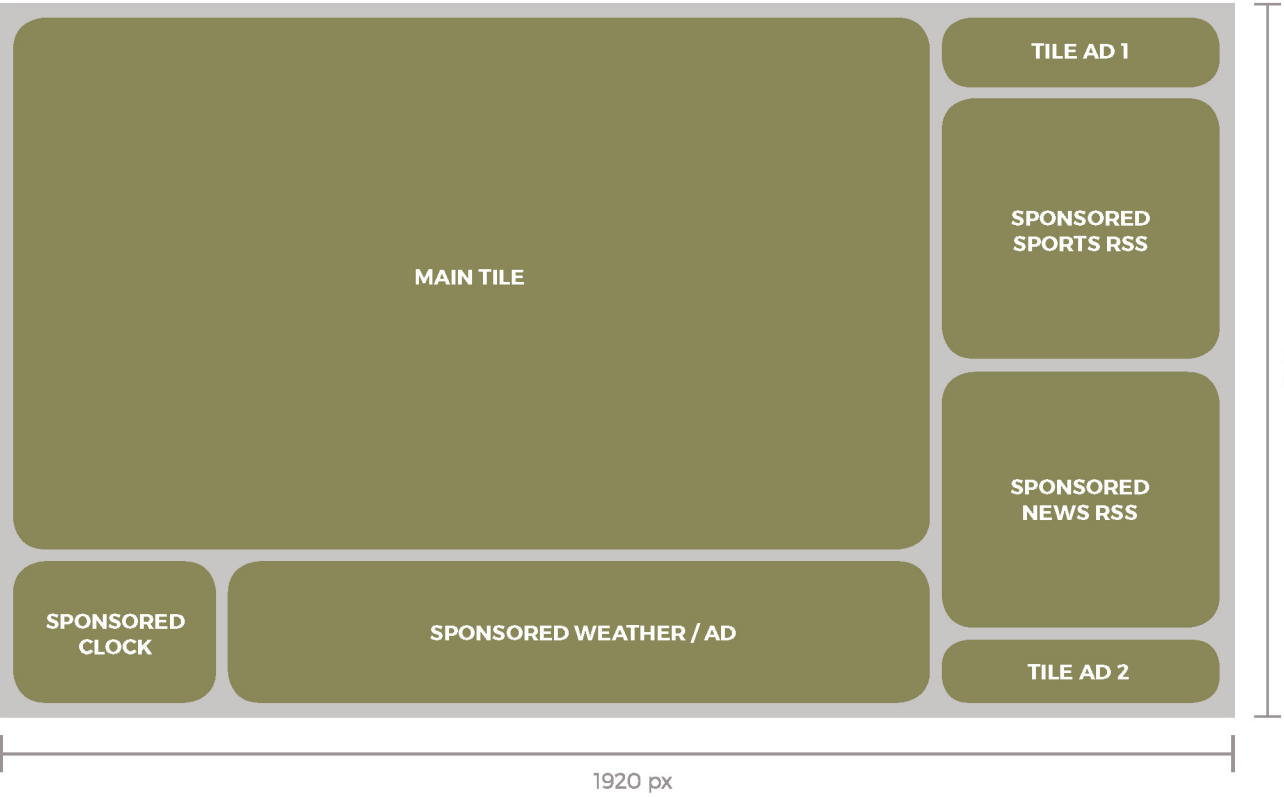
* Ads at 750 x 421 px need web copy for a page within.

DIGITAL SIGNAGE

MINIMUM DOCUMENT DIMENSION (16:9 ASPECT RATIO)

Buffer Space

Artwork



MAIN TILE
1500 x 844 (1480 x 824)

SPONSORED CLOCK
420 x 236 (400 x 216)

SPONSORED WEATHER/AD
1080 x 236 (1060 x 216)

TILE AD 1
420 x 96 (400 x 76)

TILE AD 2
420 x 96 (400 x 76)

SPONSORED SPORTS RSS
420 x 444 (400 x 424)

SPONSORED NEWS RSS
420 x 444 (400 x 424)

ALL STATIC IMAGES MUST BE IN RGB COLORSPACE

Video and motion graphics can be very large. A target file size should be 20mb or less. We would prefer the file size to be as small as possible and yet maintain a quality appearance.

Video/motion graphics perform best with Windows Media (.wmv) video compression format.

Audio is not currently supported on the digital signage network. All video/ motion graphic files with audio will need to be altered

SECURE FILE TRANSFER
<http://safe.amrdec.army.mil/safe/>

ACCEPTABLE DOCUMENT FORMATS:

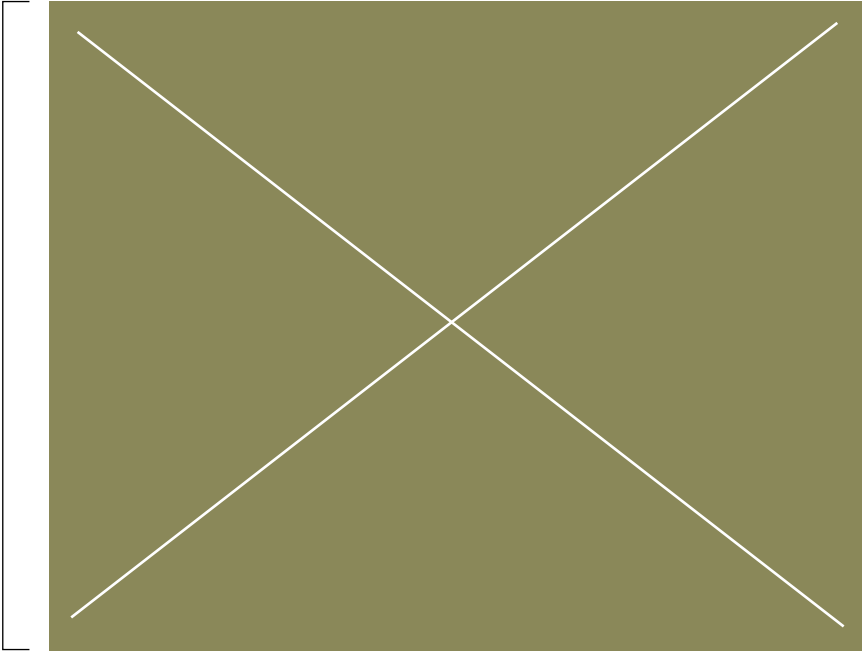
Static Images
.jpg (preferred format)
.gif
.png

Video & Motion Graphics
.wmv

OUTDOOR DIGITAL BILLBOARDS

**Cart Mobile
FORT HAMILTON**
50 x 160 px

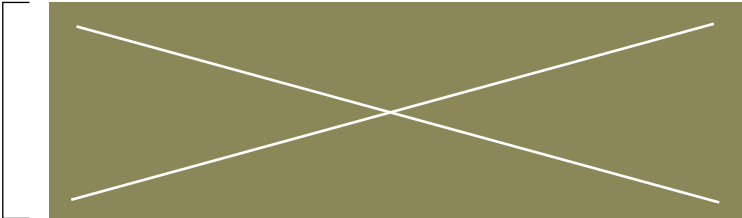
Does **not** follow a
Standard aspect ratio.



Single-Sided

**Post Office
FORT HAMILTON**
50 x 160 px

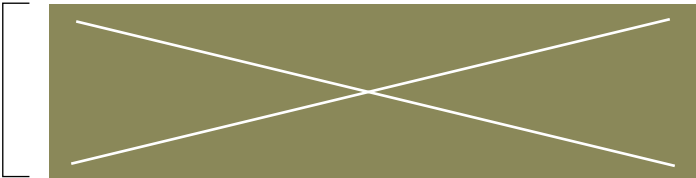
Does **not** follow a
Standard aspect ratio.



Single-Sided

**USAG
FORT HAMILTON**
40 x 150 px

Does **not** follow a
Standard aspect ratio.



Double-Sided