



*Fort Polk MWR  
Commercial Sponsorship  
& Advertising Opportunities*

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*Thank you for your interest in Fort Polk!*



*Fort Polk MWR is committed to providing the best programs and special events to our soldiers and their family members. When you choose Fort Polk MWR for you advertising and military community outreach, you expand the opportunity for your company to build your brand and relationships with one of the largest demographics in Southwest Louisiana. Through our partnership we will continue to provide quality programs, services and events for the Fort Polk community and make Fort Polk a duty station of choice for our Soldiers and their families!*







# HOME OF HEROES



*Fort Polk is located in beautiful west-central Louisiana and is also the home of the premier joint training facility - Joint Readiness Training Center (JRTC). Our mission is to provide installation support for power projection, combat readiness and mission execution for all tenant units as well as JRTC rotational units; provide quality services and facilities, all the while optimizing our resources, sustaining our environment and enhancing the overall well-being of the Fort Polk community – the best “hometown” in the Army!*

*Not only do we have state-of-the-art training facilities, we also continue to improve the quality of life at Fort Polk with a number of new construction projects, including new housing and community centers, a new family restaurant, improved child-care and MWR facilities, as well as new AAFES facilities. This is not your daddy's Fort Polk of which you may have heard, but is modern post, looking ahead to the future! We are proud of the improvements that have been made and excited about the Fort Polk we envision.*



# Fort Polk & JRTC Demographics

**31,873**

Total base population

**8,240**

ACTIVE DUTY PERSONNEL

**4,833**

TRANSIENT POPULATION  
with rotational civilians

## THE SOLDIER IS THE ARMY.

“No Army is better than its soldiers. The soldier is also a citizen. In fact, the highest obligation and privilege of citizenship is that of bearing arms for one’s country.”

George S Patton

**12,639**  
Total military family members

*“If the Army were a city, it would be the 10th largest in the United States”*

Business Insider

## Fort Polk offers:

### STATIONARY UNITS

Our stationary population is more than triple the surrounding community population.

### ROTATIONAL UNITS

The Joint Readiness Training Center hosts 11 rotations each year, cycling 66185 troops and civilians through Fort Polk.

### SURROUNDING RETIREE POPULATION

Fort Polk retirees and their families make up a significant portion of the surrounding communities.



# WHAT WE DO

*Engage Your Target Market Through MWR Sponsorship*



## COMMUNITY

*Be a part of something with value, purpose and reward. Align your brand with something more and make a meaningful difference. Our mission is to help your brand develop meaningful and long lasting relationship within our military consumer market. Supporting the Army community and contributing to it's morale, welfare and recreational development is extremely power and creates enormous goodwill.*

## BRAND AWARENESS

*No one knows how to immerse your brand within the Fort Polk market better than our MWR team. MWR offers customized marketing opportunities to create awareness and visibility across multiple platforms; such as event sponsorships, digital advertising, online promotions and media exposure. The simple act of sponsoring an MWR event or advertising on Fort Polk is a significant way to create competitor differentiation. Your brand will be showcased by creating positive publicity and heightened visibility.*

## ENGAGEMENT

*We'll put you on the front lines amongst your target markets, providing valuable face time to begin building relationships in our Fort Polk community. Our events offer a wide range of demographics from newly enlisted single soldiers, retirees, family members and DoD civilians.*



# OUR PURPOSE

## **MWR COMMERCIAL SPONSORSHIP MISSION**

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*Our mission is to support vital military MWR events and programs by obtaining private sector funding, services or supplies in exchange for advertising & promotional opportunities within the military community.*

## **DEFINITION OF SPONSORSHIP**

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*Commercial sponsorship is a monetary and/or in-kind fee paid to MWR for an event or property, in return for access to the exploitable commercial potential associated with that property, such as public recognition or advertising promotions, event promotion, and so forth.*

## **SPONSORSHIP IS**

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*An exchange of values for promotional opportunities. It is a business-based decision, and a way for corporate America to directly reach the military consumer market in a targeted, focused approach that is mutually beneficial.*



# B.O.S.S PROGRAM

*Better Opportunities for Single Soldiers \$3,000*

*The B.O.S.S. Program represents the voice of the single soldiers and is built upon three pillars: Quality of Life, Community Service, Recreation and Leisure. Our B.O.S.S. single service member coordinate and participate in community service projects; organize recreation and leisure activities; and actively support the quality of life of single service members.*





# INTRAMURAL SPORTS

\$,3000

*The Fort Polk Intramural Sport Program is designed to encourage participation at the company level in an action packed competitive sports program. It is administered by the Sports and Athletic Training Branch in cooperation with brigade level A&R NCOs/ Officers.*

*Eighteen sports are offered, featuring both team and individual competition. A&R meetings are held each quarter to keep all participants and interested personal abreast of current and upcoming events. It also conducts all post-level championships and tournaments in tennis, horseshoes, racquetball, 10 run across country, bowling and golf, to name a few.*



# PROGRAMS & EVENTS

## Freedom Fest

CELEBRATE OUR NATION'S INDEPENDENCE

Fort Polk's celebration of America's Independence averages over 12,000 attendees. We have a 50 cannon "salute to the Nations" and the largest fireworks display in West Central Louisiana. This annual event is held for the soldiers and their families as well as the local communities. Food vendors, games, inflatables and live entertainment make this a must-do event! Sponsors are provided set-up space and may distribute give-aways or product sampling. Event: \$5,000



## Snowflake Festival

This holiday festival, with crafts, games, photos with Santa and refreshments, is a Fort Polk favorite. This event also includes our renowned "Trees for Troops," where soldiers can pick up Christmas trees at no cost to them. The culminating event is our tree lighting ceremony, right in the heart of South Fort Polk. Sponsors are provided set-up space and may distribute giveaways or product sampling. Event: \$1,250



## Dye Hard Warrior Color Fun Run

COLOR YOURSELF HAPPY

Participants run a 5k route around South Fort Polk while getting blasted with a harmless color powder. Entrants receive a t-shirt with sponsor logos on the back of the shirt. Sponsors are provided set-up space and may distribute give-aways or product sampling. Event: \$1,500



## Louisiana Hay Ride

FORT POLK FALL FESTIVAL

This family focused event brings hay rides, a petting zoo, pony rides, games, crafts and more! Food vendors will be on site to provide fall favorite treats, and kids can decorate free pumpkins to take home. Sponsors are provided set-up space and may distribute give-aways or product sampling. Event: \$1,250



# PROGRAMS & EVENTS

## Fort Polk Golf Scramble

### MONTHLY GOLF SCRAMBLE

Formerly known as the Commanding General's Golf Tournament, this monthly event offers 36 teams the opportunity to compete for prizes. Sponsors are provided set-up space and may distribute give-aways or product sampling. Tournament entry for 2 players is also provided.

Event: \$500



## Right Arm Night

### A QUARTERLY EVENT

Leaders come together with those standing to their right to build relationships while mixing and mingling with other leaders and their "Right Arms." Sponsors are provided set-up space and may distribute give-aways or product sampling.

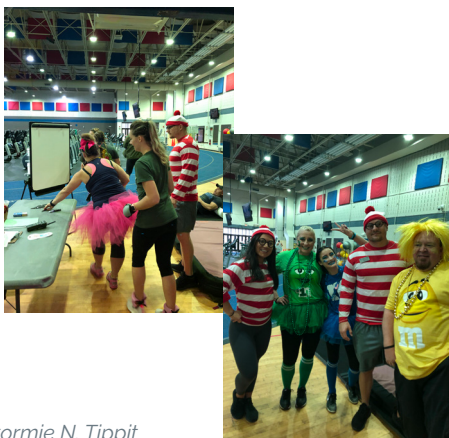
Event: \$500

## Military Spouse Appreciation Day

### APPRECIATION LUNCHEON

This event is a luncheon to show our appreciation for our military spouses who support our soldiers to no end. Sponsors are provided set-up space and may distribute give-aways or product sampling.

Event: \$500



## Amazing Fort Polk Race

### JUST LIKE THE REALITY SHOW

Participants race around South Fort Polk and perform activities to win a clue to the next destination and another step closer to a prize. Sponsors are provided set-up space and may distribute give-aways or product sampling.

Event: \$200

Stormie N. Tippit

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# PROGRAMS & EVENTS

## Wednesday Night Scramble

A WEEKLY SCRAMBLE FROM MARCH - OCTOBER

This weekly golf scramble is open to the general public. Sponsors will be listed as title sponsors of the event, with their logos featured on MWR produced media and advertisements.

Event: \$300



## Camp Warrior

YOUTH LEADERSHIP CAMP

Children's Youth Services registered children in grades 4-12 enjoy nature and summer camp activities, fully supervised by Fort Polk DFMWR staff and Soldier/Civilian volunteers from the installation. Sponsors will receive recognition on MWR printed media and on participant t-shirts.

Event: \$250



## MWR Movie Night

A MOVIE NIGHT UNDER THE STARS

MWR hosts nine movies a year. Patrons are treated to a recent release family movie shown on an outdoor theater-size screen. MWR serves free movie-night treats. Average attendance is 500+.

Event: \$500



## Warrior Swamp Mud Run 5K

THE CLEAR WAY TO UNLEASH THE WARRIOR SPIRIT

Participants navigate through mud and obstacles along a 5k trail. Entrants receive a t-shirt with sponsor logos on the back of the shirt. Sponsors are provided set-up space and may distribute give-aways or product sampling. This event is open to the local communities. Average attendance is 1200-1300.

Event: \$750



# PROGRAMS & EVENTS

## MWR Welcome

A WEEKLY WELCOME TO OUR INCOMING SOLDIERS  
The Newcomers Orientation is a mandatory briefing for all incoming Soldiers. Their family members are also encouraged to attend. Sponsors are provided set-up space and may distribute give-aways or product sampling.  
Event: \$2,000



## FACEBOOK FREEBIE

A FUN BI-WEEKLY GIVE-AWAY  
Every other Friday, MWR gives away \$50 Amazon gift cards to random participants. Sponsors receive recognition for the bi-monthly Facebook Freebie question. Sponsors receive recognition for 3 months. We currently have 14,000+ followers. This event is sold solely as part of our Title tier Sponsor packages.  
Event: \$500

## 12 DAYS OF GIVING

GIVE A LITTLE, GET A LOT  
For twelve days during the month of December, MWR gives 12 days of presents. Giveaways include items like 55" smart TVs, Yeti coolers, \$500 gift cards and more. Sponsors receive Facebook and MWR produced media recognition for this event. This event is sold solely as part of our Title Premiere Sponsor packages.  
Event: \$500





# ADVERTISING OPPORTUNITIES

## DIGITAL LCD ADVERTISING

30 Locations throughout North and South Fort Polk! Images are displayed as a 7 second static image and must be supplied by the sponsor in a 16:9 ratio, 1500 X 900 at 96 dpi, RGB format and a 20 pixel safe area at the edges. Files must be vector images in one of the following formats: ai, eps, pdf, png, psd or jpg.

6 Month LCD	\$2,000
12 Month LCD	\$3,500

## POLK.ARMYMWR.COM

The Fort Polk MWR website is updated daily for all MWR activities, programs and events. The website averages over 36,000 visitors monthly. Ads can be hyper linked to direct MWR to your websites too!

728 X 90 Pixel Leader board	\$3,500
300 X 250 Pixel Sidebar	\$2,000
180 X 150 Pixel Bottom Row	\$1,000



# ACCEPTANCE OF PROPOSAL

## BANNERS

*Banners must be supplied by sponsor if purchased outside of a commercial sponsorship package and must fit the following specifications: banners must be 3' H x 5' W and must be made of heavy duty weather resistant vinyl. with reinforced grommets in each corner. Banner will be hung by MWR and will be removed at the end of contract or if damaged. Sponsor may supply a replacement at that time. Banner space is limited by facility availability.*

Anvil Field	\$800
Wheelock Fitness Center (27,000 impressions)	\$800
Klubs & Karts (24,000 impressions)	\$700
Perez Youth Sports Complex Fences	\$700
Soldiers Athletic Complex (9,000 impressions)	\$600
JRTC Functional Fitness Center (7,000 impressions)	\$500

## LED OUTDOOR DIGITAL MONITORS

*Your company logo can be displayed on our 3 outdoor LED digital monitors located at 3 major intersections on South Fort Polk. Static display advertisements will continuously run along with other advertisers and MWR programs. These Outdoor Digital Media Screens will be seen by anyone coming through South Fort Polk.*

**12 Months**

**Coming Jan 2021**



# SPONSORSHIP PACKAGES



## SUPPORTING

*Louisiana Hay Ride  
Snowflake Festival & Tree Lighting  
Ceremony  
Warrior Swamp Mud Run  
Installation Volunteer Awards  
Ceremony  
Military Spouse Appreciation Day  
MWR Welcome*

*1 Polk MWR Website  
Advertisement*

*LCD Digital Advertisement  
(6 months of 7 second static spot)*

*1 3'H x 5'W Banner  
at authorized MWR Facility*

**\$5,000**



## HOST

*Freedom Fest/Salute to the Troops  
Louisiana Hay Ride  
Snowflake Festival & Tree  
Lighting Ceremony  
Dye Hard Warrior 5k Color Run  
Fort Polk Amazing Race  
2 Right Arm Nights  
Warrior Swamp Mud Run  
Installation Volunteer  
Awards  
Ceremony  
Military Spouse Appreciation Day  
MWR Welcome*

*1 Fort Polk MWR Website  
Advertisement  
(12 months, linked to company  
website)*

*LCD Digital Advertisement  
(12 months of 7 second static spot)*

*3 banners (3'H x 5'W) at  
authorized MWR Facilities*

**\$7,000**



## PRESENTING

*Freedom Fest/Salute to the Troops  
Louisiana Hay Ride  
Snowflake Festival & Tree Lighting  
Ceremony  
Dye Hard Warrior 5k Color Fun  
Run  
Fort Polk Amazing Race  
3 Right Arm Nights  
Warrior Swamp Mud Run  
Installation Volunteer Awards  
Ceremony  
Military Spouse Appreciation Day  
MWR Welcome  
1 Fort Polk Golf Tournament  
2 Monthly Movie Nights*

*1 Polk MWR Website  
Advertisement  
(linked to company website)*

*LCD Digital Advertisement  
(12 months of 7 second static spot)*

*3 banners (3'H x 5'W) at authorized  
MWR Facilities*

**\$10,000**





# SPONSORSHIP PACKAGES



## TITLE

*Freedom Fest/Salute to the Troops  
(logo on MWR media & commemorative t-shirts)*  
*Louisiana Hay Ride*  
*Snowflake Festival & Tree Lighting Ceremony*  
*Amazing For Polk Race*  
*Dye Hard Warrior 5k Color Fun Run*  
*Warrior Swamp Mud Run*  
*6 Monthly Movie Nights*  
*4 Right Arm Nights*  
*Military Spouse Appreciation Day*  
*1 Fort Polk CG Golf Tournament*  
*Installation Volunteer Awards Ceremony*  
*Military Spouse Appreciation Day*  
*MWR Welcome*  
*Friday Freebie*  
*Grand Opening Events*

*BOSS Program*  
*Intramural Sports*

*Logo on 1 golf course tee marker*  
*LCD Digital Advertisement (12 months of 7 second static spot)*  
*1 Web ad linked to website on polk.armymwr.com (300 x 250 p banner)*  
*30 Days Splash page for MWR wifi*  
*3 Banners at authorized MWR Facilities*

**\$15,000**



## TITLE PREMIER

### **Our most exclusive package**

*Limited to a select 1 company per category*

*Includes all events and programs in the Title Level Package, PLUS*

*Leader board ad (linked to website) on polk.armymwr.com (728 x 90 p)*

*LED Outdoor Digital Sign Advertisement (12 months of 7 second static spot)*

*All MWR Golf Tournaments*  
*Logo on 2 golf course tee markers*

*Top tier logo placement on all MWR produced media*

*1 Exclusive event with no other sponsors*

*9 Monthly Movie Nights*

*MWR 12 Days of Giving*

*60 Days Splash page for MWR wifi*

*2 Additional banners at authorized MWR Facilities*

**\$25,000**

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