

Appendix II

Advertise with Us!

Invest in Fort Bragg!! You can increase your sales through sponsorship and advertising.

What is Commercial Sponsorship?

The Commercial Sponsorship Program offers the opportunity to present your company's message in a variety of creative ways to the military community. Sponsorship gives you access to our customers and helps you build goodwill, as well as brand recognition among this loyal and growing market. By partnering with Fort Bragg you are helping offer an increased variety of high quality programs, events and services to a greater audience. All activities and events operated by the Family & Morale, Welfare, and Recreation (MWR) organization are eligible for sponsorship support.

What is Commercial Advertising?

The Commercial Advertising Program offers the opportunity to display your company's information in a variety of print publications and 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.

How much will I need to invest?

The amount and kind of support you provide, as well as the opportunities offered to you are negotiable and are based on a fair and equitable exchange of values. Sponsorship investment varies by events, as does the amount and type of exposure you receive. Your sponsorship may be in the form of cash, products or services, or a combination of all three. Sponsorship is NOT charitable donation. We will do our part to ensure you receive the value you desire from your investment in MWR. Our goal in every sponsor relationship is win-win!

Examples of Sponsorship:

- Surveys, drawings, or contests
- Prize giveaways
- Product sampling (non-alcoholic beverages)
- Company logo on all print materials (if submitted in a timely manner)
- Booth display at events (We provide tables, tents, chairs and electricity)

Examples of Advertising:

- MWR publications
- MWR website
- LCD's located throughout various MWR locations
- Banner placement at MWR locations

Rate Cards:



For more information on Sponsorship, contact our Commercial Sponsorship Coordinator at (910) 643-6134 or [Email](#)

For more information on Advertising, contact our Advertising Coordinator at (910) 908-2586 or [Email](#)

Appendix II

Market to the Fort Carson Soldiers and Families!

Sponsorship Invitation

If you like to have fun meeting people and interacting then YOU belong at one of the many DFMWR special events here at Fort Carson.

As the Commercial Sponsorship and Advertising Sales Manager for the Fort Carson Directorate of Family, Morale, Welfare, and Recreation Department I want to share with you some amazing opportunities to become involved with the soldiers and families of Fort Carson. With the arrival of the headquarters of 4th Infantry Division and the return of our two largest Brigades from war, Fort Carson is exploding with growth, new faces and lots of activity! Since April 2009 our event attendance has doubled for each event and program we have offered. Now is the time to be a household name on Fort Carson and meet your new customers face-to-face. As an event Sponsor YOU will have advertising and marketing opportunities on post and will meet the most important people there are, those who keep us free.

Whether an event sponsorship is included in a Liberty League Sponsor Membership or you sponsor various events independently from the Liberty League program or advertise in our monthly magazine, all sponsors receive the following amenities:

- On-site exposure. We'll provide you a 6ft table and chairs for the duration of the event-you make it your own!
- Public recognition from the stage during the event. Thanking you for supporting Fort Carson Soldiers and Families.
- Logo/business name on printed publicity and email traffic advertising the event. Provide your art/info for approval no less than 21 days in advance.
- Permission to distribute pre-approved corporate literature during the event.
- Permission to develop contacts/lead lists. Via prize drawings and giveaways at your booth.
- Your Website is linked from the Friends page of www.mwrfortcarson.com.
- After Action Event Report. Complete with photos, statistics from the event, etc.
- Up to 50% of the booth fees may be paid with Goods-In-Kind needed for the events.

If you are interested in becoming an Event Participant or DFMWR Sponsor or Advertising on Fort Carson, please call Nica Anderson, Commercial Sponsorship and Advertising Sales Manager at (719)492-6121 or email at nica.anderson@us.army.mil

If you have any questions and would like more information on other opportunities advertising and marketing to the Fort Carson Community please contact us. I hope you will join us at one of the many events and see how much fun you can have making new clients and friends.

Nica Anderson

DFMWR Fort Carson Commercial Sponsorship and Advertising Sales Manager

Directorate of Family and Morale, Welfare and Recreation

1675 Ellis St. Bldg 1217, Rm 135 Fort Carson, CO 80913

Direct Line (719)492-6121 ~ Fax 719)524-1345

Sincerely,

Nica

FORT CARSON DFMWR THANKS YOU FOR YOUR INTEREST AND SUPPORT! Questions? Please don't hesitate to contact us.