



Family & MWR
Marketing Services
Fort Bragg, North Carolina

SPONSORSHIP OPPORTUNITIES

Family and MWR Supports the Soldiers and their Families...

Soldiers are entitled to the same quality of life as is afforded the society they are pledged to defend. Keeping an Army ready to fight and win takes more than hard work and training. Soldiers need a balance of work and play. The Family and MWR mission is to create and maintain “First Choice” Family and MWR products and services for America’s Army, essential to a ready, self-reliant force.

And your business is part of making this possible...



To Our Valued Sponsors



Sponsorship provides a fantastic means of broadening your competitive edge by making your company more visible to the military community through support of events.

Benefits of Sponsoring:

- Differentiating your company from competitors
- Developing more personal and lasting relationships with existing and potential customers
- Being able to showcase your product and services at sponsored events*
- Being publicly recognized at each sponsored event*

*All events are subject to change.

Fort Bragg Demographics

Fort Bragg Supported Population



Active Duty Military Assigned	46,008
Mobilized Soldiers Assigned	2,891
Reserve Component Supported	2,540
Reserve Component Trained	18,907
Civilian Employees (APF, NAF)	13,340
Contract Employees	5,374
Active Duty & Reserve Family Members	69,401
Army Retirees & Family Members	99,157
Other Service Retirees Supported	48,715
Total Population Supported	306,333

Return On Investment

Examples of Exposure to Our Community:

- Logo on all printed media for event
- Logo on t-shirts (when applicable)
- Physical presence at event
- Verbal recognition at event
- Opportunity to meet and greet Soldiers and Families
- Clickable web ad in conjunction with event flyer
- Recognition on social media sites





SPONSORSHIP EVENTS

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Special Events

Sports & Fitness

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Army Community Service

Army Family Action Plan (AFAP)

Venue: Soldier Support Center

Demographics: Entire Fort Bragg Community

Ages: 18+

Numbers Expected: 300

Event Details: Community members work to resolve issues from childcare to housing, healthcare to retirement and many more to improve Fort Bragg and the quality of life for its members.

Sponsor Benefits: Materials to be distributed to participants, recognition and presence at the out brief on the final day of the conference.

Sponsorship Fee: \$500 cash or in-kind of breakfast or lunch for participants.



Spouse Wellness Conference

Venue: FRGC & Hercules PFC

Demographics: Fort Bragg Spouses

Ages: 18+

Numbers Expected: 250

Event Details: Gives spouses better opportunities for healthy living. Participants can take advantage of a variety of healthy workshops varying from how to shop healthier to physical activities such as yoga.

Sponsor Benefits: Presence at the event and will be recognized at the event.

Sponsorship Fee: \$750 cash or in-kind of lunch for participants.



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Outdoor Recreation

Ryder & Stryker Golf Course

Special Events

Sports & Fitness

Sports USA

Throckmorton Library

Contact Us



Better Opportunities for Single Soldiers

BOSS Bowling

Venue: Dragon Lanes

Demographics: Single Soldiers

Ages: 18+

Numbers Expected: 200

Event Details: BOSS Soldiers get together for an evening of fun and bowling.



Sponsor Benefits: Presence at the event and will be recognized at the event.

Sponsorship Fee: \$250 per event

BOSS Council Meetings

Venue: BOSS Office

Demographics: Single Soldiers

Ages: 18+

Numbers Expected: 50 – 100

Event Details: BOSS representatives from each unit meet monthly to gather information on events and activities available to single Soldiers. Great way to get information to single Soldiers!



Sponsor Benefits: Presence at the event and will be recognized at the event.

Sponsorship Fee: \$250 per event / \$2,400 annually

BOSS Thanksgiving Open House

Venue: BOSS Office

Demographics: Active Duty Soldiers

Ages: 18+

Numbers Expected: 300 – 400

Event Details: A traditional Thanksgiving meal for the Soldiers to enjoy in a fun atmosphere at the BOSS building. Games, prizes and food for all.



Sponsor Benefits: Presence at the event.

Sponsorship Fee: \$500

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Outdoor Recreation

Ryder & Stryker Golf Course

Special Events

Sports & Fitness

Sports USA

Throckmorton Library

Contact Us



Child Youth & School Services

Children's Fest

Venue: Fort Bragg Fair Grounds

Demographics: Families

Ages: Parents of kids age 12 and under

Numbers Expected: 3,000 – 3,500

Event Details: This event celebrates the Month of the Military Child. There are rides, games, prizes, face painting and much more!

Sponsor Benefits: Presence at the event, banner placement and information handouts. A good place to hand out your promotional giveaways.

Sponsorship Fee: \$1,000 for presence at event or in-kind of prizes.



Tolson Easter Carnival

Venue: Tolson Youth Center

Demographics: Families

Ages: Parents and Children

Numbers Expected: 3,000

Event Details: An exciting day of games and prizes finished off with a candy hunt.

Sponsor Benefits: Presence at the event, banner placement and information handouts.

Sponsorship Fee: \$750 plus candy



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Outdoor Recreation

Ryder & Stryker Golf Course

Special Events

Sports & Fitness

Sports USA

Throckmorton Library

Contact Us



Child Youth & School Services

Tolson Halloween Carnival

Venue: Tolson Youth Center

Demographics: Families

Ages: Children & Parents

Numbers Expected: 1,500 – 2,000

Event Details: This annual event serves as an alternative to traditional trick-or-treating, as well as a costume contest.

Sponsor Benefits: Presence at the event, banner placement and information handouts.

Sponsorship Fee: \$400 and candy – lots of it!



Teen Superbowl Party

Venue: Tolson & Chay Youth Center

Demographics: Families

Ages: Teens

Numbers Expected: 200

Event Details: Provides a safe and inviting environment for teens to enjoy the festivities of the Super Bowl.

Sponsor Benefits: Presence at the event, banner placement and information handouts.

Sponsorship Fee: \$250



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Fort Bragg Club

Outdoor Recreation

Ryder & Stryker Golf Course

Special Events

Sports & Fitness

Sports USA

Throckmorton Library

Contact Us



Fort Bragg Club

Father Daughter Ball

Venue: Fort Bragg Club

Demographics: Fathers & Daughters

Ages: Children & Parents

Numbers Expected: 250

Event Details: A special formal night for Daddies and their little girls with dinner, arts and crafts and a live DJ. This is a formal event with jackets and ties required for all Dads. Active Duty Soldiers are encouraged to wear either their Class A Dress Uniforms or Dress Blues.

Sponsor Benefits: Presence at the event, banner placement and information handouts.

Sponsorship Fee: \$250



Special Holiday Brunches

Venue: Fort Bragg Club

Demographics: All

Ages: All

Numbers Expected: 200

Event Details: The Fort Bragg Club hosts a total of 4 Holiday Brunches every year on Easter, Father's Day, Mother's Day, Thanksgiving.

Sponsor Benefits: Presence at the event, banner placement and information handouts.

Sponsorship Fee: \$250 per event



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Fort Bragg Club

Outdoor Recreation

Ryder & Stryker Golf Course

Special Events

Sports & Fitness

Sports USA

Throckmorton Library

Contact Us



Outdoor Recreation

Polar Bear Plunge

Venue: Smith Lake

Demographics: Soldiers & Civilians

Ages: Families ages 5 to 55

Numbers Expected: 300+



Event Details: Take the plunge! The Polar Bear Plunge takes place each December at Smith Lake. This frosty Family event brings fire pits, s'mores, the Grinch and more! Participants take a splash in the icy cold Smith Lake water!

Sponsor Benefits: Presence at the event with banner placement.

Sponsorship Fee: \$400

Movie Night @ the Beach

Venue: Smith Lake

Demographics: Soldiers, Civilians & Families

Ages: Families ages 5 to 55

Numbers Expected: 150+



Event Details: A great night at the beach to enjoy a movie and food while relaxing under the stars.

Sponsor Benefits: Presence at the event with banner placement.

Sponsorship Fee: \$350 per event

Volksmarch

Venue: Smith Lake

Demographics: All

Ages: All

Numbers Expected: 5,000



Event Details: The annual Volksmarch is a 5K or 10K walk through Smith Lake. It is open to the community and offers traditional German cuisine. Dogs are welcome!

Sponsor Benefits: Presence at the event as well as logo placement on event flyers.

Sponsorship Fee: \$500

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Fort Bragg Club

Outdoor Recreation

Ryder & Stryker Golf Course

Special Events

Sports & Fitness

Sports USA

Throckmorton Library

Contact Us



Ryder & Stryker Golf Course

Corporate Membership

Venue: Ryder & Stryker Golf Course

Demographics: Corporations

Ages: All



Event Details: Excellent opportunity to showcase Fort Bragg to clients and/or employees through a day of golf.

Sponsor Benefits: Free tee marker advertisement and 10 unlimited use Corporate Membership Cards.

Sponsorship Fee: \$12,000 annually

Fort Bragg CG's Pay Day Golf Scramble

Venue: Alternates between Ryder & Stryker

Demographics: All

Ages: 25 – 75

Numbers Expected: 100



Event Details: Monthly 18 hole scramble. Brunch and prizes given away to first second and third place teams.

Sponsor Benefits: Presence at the event.

Sponsorship Fee: \$250 per event / \$2,000 annually

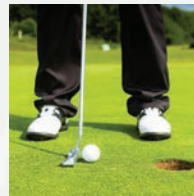
Ryder/Stryker Club Championship

Venue: Ryder/Stryker Golf Course

Demographics: Active Duty, Retirees, DoD Civilians

Ages: 16 – 80

Numbers Expected: 65



Event Details: Stroke play events using gross and net scores.

Sponsor Benefits: Presence at the event.

Sponsorship Fee: \$500 at Ryder GC / \$500 at Stryker GC

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Fort Bragg Club

Outdoor Recreation

Ryder & Stryker Golf Course

Special Events

Sports & Fitness

Sports USA

Throckmorton Library

Contact Us



Ryder & Stryker Golf Course

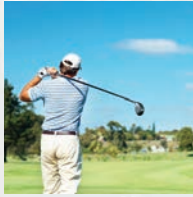
Fort Bragg Invitational

Venue: Ryder & Stryker Golf Course

Demographics: All

Ages: 16 – 80

Numbers Expected: 65



Event Details: 36 hole stroke play tournament flighted after the first round. One round at each course.

Sponsor Benefits: Presence at the event.

Sponsorship Fee: \$500 at Ryder GC / \$500 at Stryker GC

Ryder Turkey Shoot

Venue: Ryder Golf Course

Demographics: All

Ages: 16 – 80

Numbers Expected: 100



Event Details: Net golf tournament using 100% of established handicap with contests and prizes.

Sponsor Benefits: Presence at the event.

Sponsorship Fee: \$500

Stryker Tough Turkey Shoot

Venue: Stryker Golf Course

Demographics: All

Ages: 16 – 80

Numbers Expected: 100



Event Details: Two person scramble with contests and prizes.

Sponsor Benefits: Presence at the event.

Sponsorship Fee: \$500

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Fort Bragg Club

Outdoor Recreation

Ryder & Stryker Golf Course

Special Events

Sports & Fitness

Sports USA

Throckmorton Library

Contact Us



Special Events

All American Marathon



Venue: Fayetteville & Fort Bragg

Demographics: Runners

Ages: 16+

Numbers Expected: 4,000 – 6,000

Event Details: A social, fitness, and recreational event for Soldiers, Families, the surrounding community that promotes physical fitness and a healthy lifestyle. Multiple events available to participate in to include the Marathon and Mike-to-Mike Half Marathon, as well as the All American 5K.

Sponsor Benefits: Varies dependent on sponsorship level.

Sponsorship Fee: \$3,000 up to \$100,000

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Fort Bragg Club

Outdoor Recreation

Ryder & Stryker Golf Course

Special Events

Sports & Fitness

Sports USA

Throckmorton Library

Contact Us



Special Events

Wheels & Warriors Car, Truck, & Bike Show



Venue: Fort Bragg Fair Grounds

Demographics: Soldiers, Retirees & Families

Ages: All

Numbers Expected: 1,000 +

Event Details: A fun event for car, truck and bike enthusiasts! Custom, classics, muscle cars and military vehicles are proudly displayed at this annual event. Judges pick their favorite show cars and the winners go home with bragging rights & a trophy to display! Food, interactive automotive displays, and fun for everyone!

Sponsor Benefits: Presence at the event and recognition at event.

Sponsorship Fee: \$600

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Fort Bragg Club

Outdoor Recreation

Ryder & Stryker Golf Course

Special Events

Sports & Fitness

Sports USA

Throckmorton Library

Contact Us



Special Events

Fort Bragg Fair



Venue: Fort Bragg Fairgrounds
Demographics: All
Ages: All
Numbers Expected: 45,000+

Event Details: The Fair runs for 18 days with each Thursday night from 5 – 7 pm as Customer Appreciation Night. There will be games, food and rides.

Sponsor Benefits: Presence and recognition at the event with banner placement.

Sponsorship Fee: \$2,000 for booth and banner space for the entire event.
\$850 for one weekend (space permitted) price includes shared space under tent, table and 2 chairs.

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Fort Bragg Club

Outdoor Recreation

Ryder & Stryker Golf Course

Special Events

Sports & Fitness

Sports USA

Throckmorton Library

Contact Us



Special Events

July 4th Celebration



Venue: Main Post Parade Field

Demographics: All

Ages: All

Numbers Expected: 60,000+

Event Details: This is the largest event of the year. A fun filled day full of activities for the entire family including flag ceremony, Golden Knights jump, food, Kiddie Land, and more ending with the event wrapping up with the Fort Bragg Fireworks. National recording artists will perform.

Sponsor Benefits: Presence at the event and on-stage recognition at event.

Sponsorship Fee: \$5,000

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Fort Bragg Club

Outdoor Recreation

Ryder & Stryker Golf Course

Special Events

Sports & Fitness

Sports USA

Throckmorton Library

Contact Us



Special Events

Holiday Tree Lighting



Venue: Main Post Parade Field

Demographics: Families

Ages: All

Numbers Expected: 750 – 1,000

Event Details: The official Fort Bragg Tree Lighting Ceremony, has all the Christmas trimmings to include a picture with Santa, caroling and gifts for the children.

Sponsor Benefits: Presence at the event and hand out promotional items.

Sponsorship Fee: \$500 plus 100 gift bags.

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Fort Bragg Club

Outdoor Recreation

Ryder & Stryker Golf Course

Special Events

Sports & Fitness

Sports USA

Throckmorton Library

Contact Us



Special Events

Renaissance Faire



Venue: Smith Lake

Demographics: All

Ages: All

Numbers Expected: 3,000+

Event Details: The popular Elizabethan era themed festival features role players, knights, archery contest, period inspired food, jousting, a masquerade dance and much more.

Sponsor Benefits: Presence and recognition at the event.

Sponsorship Fee: \$750

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Fort Bragg Club

Outdoor Recreation

Ryder & Stryker Golf Course

Special Events

Sports & Fitness

Sports USA

Throckmorton Library

Contact Us



Sports & Fitness

Army 10 Miler



Venue: Hedrick Stadium

Demographics: All

Ages: All

Numbers Expected: 2,500

Event Details: The biggest race of the year with an awards presentation after completion. Qualifiers go on to run in Washington D.C. at the All-Army 10 Miler.

Sponsor Benefits: Hand out nutrition bars, fruit, and water to the runners completing the race. Sponsor logo placement on the t-shirt each participant receives.

Sponsorship Fee: \$1,000 for physical presence with banner placement and logo on t-shirts.

\$500 for just a banner.

\$5,000 for logo on runner coins.

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Fort Bragg Club

Outdoor Recreation

Ryder & Stryker Golf Course

Special Events

Sports & Fitness

Sports USA

Throckmorton Library

Contact Us



Sports & Fitness

Fort Bragg 5K



Venue: Hedrick Stadium

Demographics: All

Ages: All

Numbers Expected: 750 – 900

Event Details: Monthly Fort Bragg 5K Walk/Run for Soldiers and Families. This is a fun non-competitive event designed to increase overall health and wellness. Prizes are given away.

Sponsor Benefits: Presence and recognition at event.

Sponsorship Fee: \$500 per event / \$4,800 annually

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Fort Bragg Club

Outdoor Recreation

Ryder & Stryker Golf Course

Special Events

Sports & Fitness

Sports USA

Throckmorton Library

Contact Us



Sports USA

Over 100,000 patrons come through Sports USA every year.

Karaoke Championship Rounds

Venue: Sports USA

Demographics: All

Ages: 18+

Numbers Expected: 75 – 100

Event Details: A monthly battle between karaoke players. The 1st through 3rd week winners compete in the 4th week finals for a trophy.
Sponsor Benefits: Presence at the event.

Sponsorship Fee: \$200 per event / \$1,200 annually

Right Arm Night

Venue: Sports USA

Demographics: All

Ages: All

Numbers Expected: 200 – 250

Event Details: A monthly night of good food, music and camaraderie.
Sponsor Benefits: Presence at the event.

Sponsorship Fee: \$400 per event / \$2,500 annually

Sunday Football

Venue: Sports USA

Demographics: All

Ages: All

Numbers Expected: 300 – 400

Event Details: All 12 screens at Sports USA air the NFL games as patrons come out to root for their favorite team.
Sponsor Benefits: Presence at the event.

Sponsorship Fee: \$400 per event / \$2,500 annually

UFC Pay Per Views

Venue: Sports USA

Demographics: All

Ages: All

Numbers Expected: 150 – 200

Event Details: UFC Pay Per Views bring in patrons to watch all the action on the big screen in a fun atmosphere.
Sponsor Benefits: Presence at the event.

Sponsorship Fee: \$250 per event / \$1,500 annually

ACS

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CYSS

Fort Bragg Club

Outdoor Recreation

Ryder & Stryker Golf Course

Special Events

Sports & Fitness

Sports USA

Throckmorton Library

Contact Us



Sports USA

Army Navy Game

Venue: Sports USA

Demographics: All

Ages: All

Numbers Expected: 500

Event Details: This game is an annual tradition with friendly rivalry. Army and Navy supporters come out to watch the game and root for their team.

Sponsor Benefits: Sponsor logo printed on material (given logo is received prior to printing) and presence at event. A great opportunity to hand out branded memorabilia or raffle a branded prize.

Sponsorship Fee: \$500



Super Bowl Sunday

Venue: Sports USA

Demographics: All

Ages: All

Numbers Expected: 300 – 400

Event Details: Patrons come out to watch the Super Bowl on one of the 12 screens at Sports USA while enjoying the atmosphere and great food as well as play pool and video games.

Sponsor Benefits: Presence at event. Raffles and giveaways are perfect for this event.

Sponsorship Fee: \$750



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Fort Bragg Club

Outdoor Recreation

Ryder & Stryker Golf Course

Special Events

Sports & Fitness

Sports USA

Throckmorton Library

Contact Us



Throckmorton Library

Good Times at the Library

Venue: Throckmorton Library

Demographics: Fort Bragg Families

Ages: Children

Numbers Expected: 500

Event Details: This annual event has a festival atmosphere with clowns, face painting, stilt walkers, snake charmers, pony rides and more. It encourages reading, literature, and the art of story telling. There is also a crafts area and lunch for the children.

Sponsor Benefits: Presence at the event.

Sponsorship Fee: \$500



Summer Reading Program

Venue: Throckmorton Library

Demographics: All

Ages: Children & Families

Numbers Expected: 125 children per week

Event Details: Weekly reading program with theme-centered story hour including crafts and games.

Sponsor Benefits: Presence at the event with banner placement.

Sponsorship Fee: \$250



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Fort Bragg Club

Outdoor Recreation

Ryder & Stryker Golf Course

Special Events

Sports & Fitness

Sports USA

Throckmorton Library

Contact Us



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For more information on
Sponsorship, please contact:

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