



**FORT CAMPBELL, KY  
 FAMILY AND MORALE, WELFARE & RECREATION (FMWR)  
 2010 FMWR INSTALLATION RECREATION EVENTS & PROGRAMS**

*Market Your Business to the Fort Campbell Military Market  
 through FMWR Sponsorship & Advertising Programs*

**SPONSORSHIP OPPORTUNITIES**

**EVENTS**

- Newcomers' Orientation Program- Every Thursday, \$100 per event
- Walk to Afghanistan from Fort Campbell, KY, \$1500 – Prizes – Gift Certificates – Cruises  
 Starting 1 Apr 2010-31 Mar 2011
- Family Fun Fair, 12 Jun, \$500
- Commanding General's Community Golf Scramble, 14 May
  - Presented by Michelob Ultra
  - 1 Star Sponsor \$1,500 \_\_\_\_\_
  - 1 Star Sponsor \$1,500 \_\_\_\_\_
  - DCSM Sponsor \$1,000 \_\_\_\_\_
  - Closest to the Pin \$500 \_\_\_\_\_
  - Longest Drive \$500 \_\_\_\_\_
  - Putting Contest \$500 \_\_\_\_\_
  - Chipping Contest \$375 \_\_\_\_\_
  - Tee Marker \$101 \_\_\_\_\_
  - Lunch Sponsor \_\_\_\_\_
  - Awards Banquet Sponsor \_\_\_\_\_
- Commanding General's Golf Tournament, 12 & 13 Jun
  - Presented by Michelob Ultra
  - Closest to the Pin \$500 \_\_\_\_\_
  - Longest Drive \$500 \_\_\_\_\_
  - Putting Contest \$500 \_\_\_\_\_
  - Chipping Contest \$375 \_\_\_\_\_
  - Tee Marker \$101 \_\_\_\_\_
- Presented by USAA Freedom Fest, 30 Jun - 5 Jul
- Carnival Midway/Fourth of July Concert & Festivities \_\_\_\_\_

--Freedom Fest Concert-Presenting, \$10,000 (1 available) \_\_\_\_\_  
 --Freedom Fest Concert-VIP F & B. \$5,000 (1 available) \_\_\_\_\_  
 --Freedom Fest Concert- Stars, \$5,000 (2 available) \_\_\_\_\_  
 --Freedom Fest Concert-Stripes, \$2,500 (4 available) \_\_\_\_\_  
 --Freedom Fest Concert- Patriots, \$1,500 (4 available) \_\_\_\_\_  
 Children's Character Breakfast, 17 Jul  
     F & B Sponsor \$2000 \_\_\_\_\_  
     Character Sponsor \$500 \_\_\_\_\_  
     Prize Sponsor \$500 \_\_\_\_\_  
 Family Fun Fair, 24 Jul , \$500 \_\_\_\_\_  
 Family Fun Fair, 21 Aug, \$500 \_\_\_\_\_  
 Family Fun Fair, 18 Sep, \$500 \_\_\_\_\_  
 Fall Festival, date TBA Oct \_\_\_\_\_  
 Annual Eagle Toy Run, date TBA Oct or Nov  
 Month of the Military Family, 1-30 Nov  
     Title Sponsor, \$10,000  
     Army Family, \$5,000  
     Army Kids, \$2,500  
     Army Pet, \$1,500  
 Family Fun Fair, date TBA Nov, \$500  
 Tree Lighting Ceremony, date TBA Dec, \$500

## **WALK TO AFGHANISTAN FROM FORT CAMPBELL, KY**

Presented by MWR Sports

1 April 2010 thru 31 March 2011

--Objective

- Enhance physical fitness through leisure time activities.
- To improve skill levels for future competitions.
- To enhance community cohesion and camaraderie.
- To enhance military and community readiness.
- Provide an enjoyable and challenging activity.

--Eligible Participants:

All active duty military, family members, civilians, reserve members, retired military, and civilians who comprise the total military family within the Fort Campbell community. This program is a voluntary incentive award program designed to improve health through regular activity. Participants may select one of four disciplines to include walking, jogging, biking and aerobics (15 min of aerobics equal 1 mile). This program is self-directed and based on the honor system. Each participant maintains an accurate exercise-training log.

Group walks/jogging/biking are recommended to enhance motivation, social interaction, and have more fun. Teams must complete 7,230 miles in one year. Individual will need to complete 1,445 miles to be eligible for the final award. Individual participants and/or team will be responsible for completing their own exercise training log and meeting the requirements for the award. Training logs must be submitted at the end of each month for mileage credits by turn them in to FMWR Sports and Fitness.

## **PROGRAMS**

Army Family Team Building (AFTB) Program - On the last day of each level students are presented with a certificate and a lunch. Sponsors are needed to provide hot meals and/or monetary support for students. AFTB holds two graduation lunches a month.

Sponsorship In-kind: Meals, snacks, beverages, supplies

Sponsorship Fee: \$1,000 annual

--Army Family Action Plan (AFAP) Program - AFAP is an Army-wide program to improve Army quality of life. Through AFAP, all members of the Army, including Active, Reserve, and National Guard Soldiers, family members, retirees, surviving spouses, DA Civilians, and military technicians have a forum to voice concerns to Army leadership and make recommendations for change.

--Attendance:

- Three quarterly mini conference 75 – 100 attendances
- One (last) quarterly large conference 100 – 300 attendance

## **RECREATION**

DW Recreation Center/Better Opportunities for Single Soldiers (BOSS) Program

The center serves over 18,000 Soldiers per month. Family members consist of approximately 25% of our attendance, 5% retirees, and 70% single Soldiers or geographical bachelors. Programs consist of talent shows, tournaments, ethnic events, themed events, cookouts, dinner and a movie, theatrical performances, (adult and children's), comedy murder mysteries, holiday happenings, fashion shows, and video game competitions. The center has an event each day of the week. Special programs are designed for the weekends to help build the Soldier's morale and to give them a homelike atmosphere.

Monthly Programs

Event or Program: Video Game Tournament (Examples: Madden 10, Call of Duty 4)

Date: at least one per quarter

Attendance: 20-75

Demographics: soldiers, retirees, family members 18 and over

DW Recreation Center/Better Opportunities for Single Soldiers (BOSS) Program

The center serves over 18,000 Soldiers per month. Family members consist of approximately 25% of our attendance, 5% retirees, and 70% single Soldiers or geographical bachelors. Programs consist of talent shows, tournaments, ethnic events, themed events, cookouts, dinner and a movie, theatrical performances, (adult and children's), comedy murder mysteries, holiday happenings, fashion shows, and video game competitions. The center has an event each day of the week. Special programs are designed for the weekends to help build the Soldier's morale and to give them a home-like atmosphere.

Monthly Programs

Event or Program: Video Game Tournament (Examples: Madden 10, Call of Duty 4)  
Date: at least one per quarter  
Attendance: 20-75  
Demographics: soldiers, retirees, family members 18 and over

DW Recreation Center Event or Program: Weekly Tournaments – 8 Ball – Saturday’s, 9 Ball – Monday’s, Spades – Thursday’s, Video Game – Tuesday’s, Table Tennis – Friday’s and Darts – Wednesday’s  
Date: Every Monday, Tuesday, Wednesday, Thursday, Friday and Saturday  
Attendance: 10 – 30 or more at each tournament  
Demographics: soldiers, retirees, reservists, family members

DW Recreation Center Event or Program: Post Wide Tournaments – Pool, Spades, Dominos, Chess, Table Tennis  
Date: At least one post wide tournament is held every month. Each of the above events are held three times per year on a rotating basis.  
Attendance: 25+ for each tournament  
Demographics: soldiers, retirees, reservists, family members

DW Recreation Center Event or Program: Talent Contests  
Date: 2 per year  
Attendance: 10 or more contestants, 75-100 or more in the audience  
Demographics: soldiers, retirees, family members to include children

DW Recreation and the BOSS Program will enter the Army Performing Arts and Recreation Event Competition that is held every year April – September. During this time we will have plays and BOSS will host a talent contest.

## **SUMMER READING PROGRAM**

The high point of Sink Library’s programming is the Summer Reading Program. Designed for children going into kindergarten through the fourth grade, the program meets weekly for five weeks and culminates in a party for the participants. This endeavor involves all the members of the library staff along with volunteers. The Summer Reading Program usually starts on the first Wednesday after the Fourth of July.

*Sponsorship fees vary according to event.*

## **ADVERTISING OPPORTUNITIES**

Paid Advertisement does not imply government endorsement. Prices subject to change without notice.

### **WEB ADS (prices vary per size)**

- Home page
- Army Community Service Landing page

- Child, Youth & School Services Landing page
- Dining & Entertainment Landing page
- MWR News & Events Landing page
- Recreation & Leisure Landing page
- Sports & Fitness Landing page
- Trades & Services Landing page
- Travel & Lodging Landing page
- BOSS Home page
- Special Events Home page

**Section A (Banner)**

Size: (width) 770px X (height) 100px

\$200 per month minimum 3 months

**Section B**

Size: 140px X 140px

\$100 per month minimum 3 months

**Section C**

Size: 120px X 120px

\$75 per month minimum 3 months

**Section D**

Size: 100px X 100px

\$60 per month minimum 3 months

**Section E**

Size: 80px X 80px

\$50 per month minimum 3 months

**TELEVISION COMMERCIALS ON VIDEO LOOP \$1000 PER MONTH FOR ALL THREE LOCATIONS**

MWR television monitors (720 pixels X 480 pixels) (ad copy or still slides)

\$1000 per month minimum 3 months

- Cole Park Commons
- Dale Wayrynen Recreation Center
- In/Out Processing

**POINT OF CONTACT**

Marty Sims, Manager

U. S. Army FMWR Commercial Sponsorship & Advertising

P. O. Box 475

5663 Screaming Eagle Boulevard

Fort Campbell, KY 42223  
270-798-2853 Office  
931-561-0021 Cell  
270-798-4131 Fax  
[marty.sims@us.army.mil](mailto:marty.sims@us.army.mil)