



2011

Fort Benning, GA

2011 COMMERCIAL SPONSORSHIP OPPORTUNITIES FOR FORT BENNING, GEORGIA

Location: Columbus, Georgia

Demographics: The Fort Benning population is comprised of new and experienced Soldiers (Active Duty/Retirees), Family Members and civilian personnel. Fort Benning is now home to both the U.S. Army Armor and Infantry Schools combined in one installation to form the Maneuver Center of Excellence. Boasting five training brigades – 192d, 197th, 198th and 199th Infantry Brigades and the 194th Armored Brigade – Fort Benning is one of the Army's busiest installations. Tenant units include the 3d Brigade, 3d Infantry Division, 11th Engineer Battalion, 13th Combat Sustainment Support Battalion, 14th Combat Support Hospital, 75th Ranger Regiment, Ranger Training Brigade, the Army Marksmanship Unit and the Western Hemisphere Institute for Security Cooperation (WHINSEC).

Active Duty: 38,738

Retired Military: 13,296

Civilian Employees: 9,026

Family Members 58,009

Total population served: 119,069

The Fort Benning community is continually growing in size and population as a result of BRAC (Base Realignment and Closure). By the end of 2011, an additional 7,000 active duty Soldiers and Family members.

What is Family and Morale, Welfare and Recreation?

FMWR provides high quality programs, ranging from child care to financial counseling and deployment assistance, as well as entertainment and leisure activities. The mission of Fort Benning's FMWR is to enhance and improve the quality of life for our customers with exceptional recreation, child and youth services, social, entertainment and lodging programs. FMWR programs and events are vital tools for Soldier readiness, keeping them physically fit, reducing stress, building skills and self-confidence, and helping form strong esprit de corps. FMWR is often the first choice for Soldiers, Family Members, Retirees and Department of Defense Civilians.

What is Commercial Sponsorship?

A commercial business is given the opportunity to become part of a Fort Benning FMWR event or program by paying a monetary and/or in-kind fee in return for access to the exploitable commercial potential associated with the event.

Each commercially sponsored event requires its own written agreement that is for a limited period of time. Commercial sponsorship may be used only for FMWR events and programs. Unit events, family support groups, private

organizations and non-FMWR programs are not eligible for commercial sponsorship support.

What does Commercial Sponsorship do for you?

- Identifies your product/service with the military market activities and lifestyles
- Advertises your product/service in installation publications, on-post marquee messages, post-wide e-mails, posters, flyers and much more
- Generates positive publicity about your organization
- Provides merchandising and promotional opportunities of your products/services at sponsored event
- Exposes your brand to top leadership and decision makers through post receptions, activities and special events
- Provides visibility of your name and logo at event on signs, banners, tickets, programs, flyers, sportswear and more
- Allows you to sample products/services at event in order to demonstrate brand attributes
- Provides access to military audience to survey target market concerning issues related to your product/service
- Recognition during scripted event announcements and opportunity to participate in the event program

Please note this event list is not all-inclusive. New events are developed throughout the year that need Commercial Sponsorship support.

All event benefits and fees can be tailored to suit your marketing and awareness needs, as well as your budget.

Your Fort Benning Commercial Sponsorship Point of Contact:

DFMWR Marketing
Office of Commercial Sponsorship and Advertising
Program Manager: Casey D. Tindoll
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Sponsorship Award Levels for Fort Benning 2011

<i>Regimental Sponsor</i>	<i>\$30K (+)</i>
<i>Battalion Sponsor</i>	<i>\$20 - \$29K</i>
<i>Company Sponsor</i>	<i>\$15 - \$19K</i>
<i>Platoon Sponsor</i>	<i>\$8 - \$14K</i>

Special Events & Descriptions:

Wetherby Field Community Concert Series

Event Dates: 23 April (Miss GA Salute to Troops), 13 August and 10 September

Event Location: Wetherby Field

If basic trainees are your target market and coveted clientele, there is no better opportunity at Fort Benning for your business than the Community Concert Series. Held on Saturdays, a concert featuring excellent talent playing the latest and most popular hits will be conducted at Wetherby Field on Sand Hill for the trainees, cadre and commanders of the 198th and 192d as well as all other members of the Fort Benning community. The event offers your business an excellent opportunity to connect with this young, fresh market just as they enter into one of the most productive times they have ever had as a consumer. This event presents your business with the opportunity to create brand awareness and foster consumer loyalty, as well as, taking part in creating a special memory for new Soldiers going through one of the most transitionally important times in their lives. Estimated attendance per concert is 2000.

Sponsorship level is \$500 - \$1000 per concert

Fort Benning Post Basketball and Softball Teams

Event Dates: January through December 2011

The Fort Benning Sports Office manages Post Level Teams in Men's and Women's Basketball and Men's Slow Pitch Softball.

The Men's Softball team has been competing throughout the Southeast Region for the past 2 years with a great deal of success. Traveling between Knoxville, TN to Orlando, FL, our Soldiers have left a big impression on all teams and tournaments they compete in. This past year they won the Columbus Parks and Recreation Fall League. The team is comprised of 100% Active Duty Soldiers. In 2008 Fort Benning and the Fort Benning Post Softball team will host an invitational Softball Tournament for top tier teams in conjunction with the All Army Men's Slow Pitch Softball Trial Camp.

The Fort Benning Men's and Women's Basketball teams compete throughout Georgia in the SEMAC Southeastern Military Athletic Conference (SEMAC) Basketball League. Both teams are top level competitors with the women being the two- time defending champions.

Sponsorship fees range from: Minimum \$5,000 for Logo on jerseys and traveling banner, otherwise minimum is \$1,000 for banner display at Fort Benning events.

Columbus Lions Football Team Practice

Event Date: 15 March 2011

Event Location: Doughboy Stadium

The local arena football team, the Columbus Lions, will conduct a practice session at the historic Doughboy Stadium on Fort Benning. Fort Benning school children will be able to watch the practice and meet the players. Afterwards, the Coach and his staff will run a skills clinic and competition for Soldiers. This will be preliminary event for the 2nd annual Doughboy Bowl later this year. As a sponsor, you will have access to this event and be able to distribute sample products and promotional materials.

Sponsorship fee is \$1,000 or in-kind sponsorship of \$1,000 worth of prizes for the skills competition (gift cards, sporting event tickets, sporting equipment, etc.)

2011 Fitness-A-Thon

Event Date: April (Date TBD)

Event Location: Smith Fitness Center

All members of the Fort Benning community will be invited to this free event being held at our premier fitness facility, Smith Fitness Center. We will be showcasing all aerobic classes that are available at Smith. The instructors will be conducting 20 minute classes, rotating classes for 3 hours. We will also have a massage therapist available as well as personal trainers and nutritionist to talk to the attendees and answer any questions they may have. As a sponsor, you will have access to this event and be provided a table to promote your product and talk to the attendees. Additionally, your banner will display in a prominent place in Smith Fitness Center for the month of April.

Sponsorship fee is \$500.

Wounded Warrior Horsemanship Program

Event Date: 2 April 2011

Event Location: Wetherby Field

The Wounded Warrior Horsemanship program is a therapeutic recreational activity developed to assist wounded warriors in their recovery. Horses have amazing healing capabilities for people with physical and mental disabilities. The event consists of a basic horsemanship course with riding and demonstrations for all ages and abilities. This event was first held in 2010 with over 300 attendees. This is a one-of-a-kind event on Fort Benning that allows Soldiers and their families to participate in a unique activity. Sponsorship fees assist in securing insurance and health certificates for the visiting horses as well as providing water and food for the attendees.

Sponsorship levels available: \$500 to \$1,500

Spring Eggstravaganza

Event Date: 16 April 2011

Event Location: Riverside Home of the Commanding General

In April, the Post Commander and his Family will partner with Child and Youth Services to host a good old-fashioned Fort Benning Easter Egg Hunt. This event has become a long-standing tradition for Fort Benning Families. Retirees bring their grandchildren and enjoy the festivities along with hundreds of active duty Families. Volunteer Soldiers from the Better Opportunities for Single Soldiers (BOSS) program will dress up as Mr. and Mrs. Easter Bunny, and various other characters to entertain and hand out candy to the children. Of course, the Easter Bunny will be available for photos throughout the day. Face painting, body art, crafts, inflatables and various types of entertainment are available to add to the afternoon's festivities. This is a great business opportunity to spread your message of goodwill and support at an event that promotes quality Family time for the Fort Benning community. Estimated attendance is 3,500.

Sponsorship fees range from: \$500 to \$3,500

CYSS Back to School Bash

Event Date: 29 July 2011

Event Location: TBD

This is an event where children from Fort Benning come out and enjoy a morning of entertainment, fun, games, food and giveaways. This serves as their last blow out before returning to school. Last year more than 3,000 kids and their parents attended this event and received many cool giveaways.

Sponsorship levels available: \$500 - \$3,000

Independence Day Celebration

Event Date: July 2, 2011

Event Location: Stewart Watson

Every year, Fort Benning celebrates Independence Day in fine military tradition. This event is more than just fireworks. The day is filled with fantastic live entertainment; various official demonstrations and displays such as the National Flag Pageantry and team parachute shows, and is made complete with a wide variety of family-oriented activities, rides and games. A great assortment of food and drinks makes this day a perfect way for the whole Family to celebrate our nation's independence. Basic trainees from Sand Hill are bused-in to celebrate their nation's independence and enjoy a day of fun, food and fireworks. Help us create a celebration to remember by taking part in this special day. This event is the only fireworks display on this date in town and is not held on the 4th of July, so there are usually no event conflicts. This event is open to the public and attendance is estimated at 10,000.

Sponsorship fees range from: \$2,000 to \$12,500

Archery Tournaments at Uchee Archery Range

Event Date: Monthly

Event Location: Uchee Creek Campground and Marina

The Fort Benning Archery Club boasts 300 members and is said to be the best club within a 500 mile radius. We hold these monthly shoots and the club is also active in teaching youths, as well as working with youths on school archery project assignments. If sporty, outdoors people are your target market please get involved and get noticed.

Sponsorship fees range from: \$500 to \$2,000

The Fort Benning Hunting, Fishing and Recreation Open House

Event Date: August 24, 2011

Event Location: Uchee Creek Camp Ground and Marina

The Fort Benning Hunting, Fishing and Recreation Open House historically serves as a kick off for the hunting season and provides updates on post hunting regulations and educational information of interest to hunters. We have now expanded this popular event to encompass fishing laws, regulations and events, as well as every other outdoor recreation event we may host. This event is great for the entire Family. The event attracts approximately 300 to 500 attendees and provides free food and lots of giveaways for both adults and children alike.

Sponsorship levels available: \$550 to \$ 3,500

The Army Concert Series Featuring Toby Keith

Event Date: 29 May 2011

Event Location: Wetherby Field

The Fort Benning MWR and Army Entertainment Division partner once a year to bring a top musical act to Army installations worldwide. Previous concerts have included Lee Ann Womack, the Honky Tonk Tailgate Party, Lynyrd Skynyrd, Crossfade, Montgomery Gentry and next year is sure to be no disappointment. This event is open to the public and will be heavily advertised in Columbus, Phenix City, LaGrange, Opelika, Auburn, Dothan and Albany. Trainees from Sand Hill attend this memorable event alongside thousands of active duty Soldiers, their Families, retirees and members of the surrounding communities. Expected attendance is 10,000.

Sponsorship levels available: \$2,000 to \$ 4,000

****Please note: This event is produced in part by the Family and MWR Command and Army Entertainment with assistance from national sponsors. Local sponsorship is not available for automotive dealers, mobile phone carriers or defense contractors.*

Annual Golf Club Championship

Event Date: 27-28 August 2011

Event Location: Fort Benning Golf Club

Come join us on our beautiful 27- hole course and enjoy the game while promoting your company to some of Fort Benning's key leadership. This annual championship event generally draws in approximately 50 players. With your support we aim to increase this to near 100 and make this the event everyone wants to participate in. Marketing will be widespread and all plaques will carry the sponsor's logo.

Sponsorship levels available: \$500 to \$1,000

U.S. Army Soldier Show

Event Date: 15 October 2011

Event Location: Wetherby Field

The U.S. Army Soldier Show is a Broadway-style variety show featuring the best talent to be found in the Army. Featured acts include singing, dancing and entertainment singing the latest top hits in rock, pop and country. The Soldier Show has been a long-standing favorite event for the Fort Benning and Columbus community for many years and never fails to entertain and delight. This event is free and open to the public. The basic trainees from Sand Hill look forward to attending this annual show as a much-needed break from their training. Anticipated attendance is 10,000 to include active duty and their family members, basic trainees, the Fort Benning Command Group, 198th/192d Command Group, cadre and support personnel; various post and surrounding community VIP's and guests members of all ages from the surrounding communities.

Sponsorship levels available: \$ 1,000 to \$3,000

Oktoberfest

Event Date: October 21-23, 2011

Event Location: Uchee Creek Activity Center

Every year, MWR hosts an authentic Oktoberfest to celebrate our German and American cultures and bring our Soldiers, their Families and the military community together for a day of live music, great food and beverages, and dynamic family entertainment. This joyous event starts Friday evening with a ceremonial Keg-Tapping Ceremony. Saturday morning begins at 11:00 with a traditional German Volksmarch. Throughout the day, attendees will enjoy specialties from authentic German cuisine, such as bratwurst, pastries, pretzels and sauerkraut, as well as those American favorites like hot dogs and hamburgers. Both German and American beverages will be available to accompany all the tasty treats. This event will also offer a Fest Tent with an live music performed by the Maneuver Center Band and a traditional German band. Last but not least, MWR Child and Youth Services will provide a variety of activities specially geared for our younger attendees. Join us for a fun-filled weekend to celebrate friends, families and our diversity in cultures.

Estimated Attendance is 10,000

Sponsorship levels available: \$2,000 to \$6,000

Army Family Action Plan (AFAP) Symposium

Location: Benning Conference Center

Event date: 15-17 November 2011

This is a 2 day event that will bring together Soldiers, Family Members, civilians, and Retirees to discuss well-being and quality of life issues that affects America's Army. This event allows Soldiers, their Families, DA Civilians and Retirees to let their leaders know what is working, what is not working and what they think can be done to change things.

Sponsorship levels available: \$500 - \$1,500

Post-wide Christmas Visit with Santa at Riverside

Event Date: December TBD, 2011

Event Location: Riverside, Home of the Commanding General

Every December, the post commander and family partner with Child and Youth Services to host the Fort Benning annual Christmas Visit with Santa at their home, affectionately called "The White House", this event has become a tradition and a wonderful way to welcome the holidays. Every year features arts and crafts, Christmas carols, and book readings by the Fort Benning Schools and a special Christmas concert by the Infantry Band. Christmas refreshments and a treat-filled stocking for every child who attends will get everyone in the Christmas spirit. Santa Claus will be on hand with his elves for children to have their picture taken and make their special wishes.

Estimated attendance is 1,500 active duty, retirees and their Families.

Sponsorship levels available: \$500 to \$2,000

Operation Holiday

Event Date: TBD Dec 2011

Event Location: Sand Hill

Every year Fort Benning launches one of its most important missions: Operation Holiday. Our goal is to provide meaningful activities for single Soldiers and/or geographical bachelors remaining on the installation during the holiday season. Every year of Operation Holiday's success has had a significantly positive impact on Soldier quality-of-life and well-being. This is a tremendous opportunity for your business to spread its good will and holiday spirit to some very deserving Fort Benning Soldiers.

Sponsorship levels available: \$750

Child Youth and School Age Services (CYSS) Events Various Events

There are many people we need to honor when it comes to the growth and happiness of the youth of Fort Benning and we would like to show our appreciation to these people as well as to acknowledge these military children themselves. We do this by hosting various events including Partners In Education Ceremonies, Teacher/Care Giver Appreciation Days and Back to School Parties. Your support and generosity will be greatly appreciated and remembered.

Sponsorship levels range from: \$500 to \$1,000

Commanding General Golf Scramble Event Date: Monthly, usually the last Thursday Event Location: Fort Benning Golf Course

This monthly scramble has become a favorite among the command and staff of this installation. They look forward to the one day a month that they have permission to leave work early and hit the green. This event was established by a former Commanding General and his wife who loved to play golf. In an effort to build morale and get to know the members of his "team," the CG's Payday Golf Scramble was established. The tradition has been carried on and continues to take place the last Thursday of every month. This is a wonderful opportunity for businesses to get to know the key players on the installation. Expected monthly participation is 150 – 200 players. Teams consist of four-man teams and it is best ball. No experience or handicap necessary!

**Sponsorship fee is \$1,000 per scramble.
In-kind sponsorship of tee time refreshments and support for the scramble prize is available. Specific details can be coordinated with the Commercial Sponsorship Manager.**

Safety Cab Program Event Date: Weekends of Memorial Day, Independence Day and Labor Day

Please continue to enable us to run this outstanding and worthy program for our troops. As we all know the number of road fatalities increases greatly during these holidays. That was until we introduced Safety Cab. This program was originally run during the during the Christmas and New Year time period, but the Commanding General urged us to extend this as the results were so phenomenal. All a Soldier or a Family Member with an ID card needs to do is call the Safety Cab number, which will be marketed widely showing you as a Sponsor. An FMWR volunteer dispatches a cab to pick them up in the Columbus

and Phenix City area. Please show you care and support us in helping to save Soldiers' lives.

Sponsorship fee is \$1,500 per holiday period

BOSS Better Opportunities for Single Soldiers (BOSS) Events Various Monthly Events

If young single Soldiers are your target market and coveted clientele, there is no better opportunity at Fort Benning for your business than the BOSS monthly planned events. Whether it's the Karaoke nights, Valentine's Day dinner or one of their quarterly excursions, your involvement and support is sure to keep your company's name on the tongues of these young and impressionable Soldiers. Please see the Sponsorship Manager for details and rates. Let's give back to these youths that give so much to us.

**Sponsorship levels range from \$500 to \$1,000
In-kind sponsorship is available for event tickets and excursions.**

UFC Pay per View Event Date: Monthly Event Location: Fort Benning Brew Pub

The Benning Brew Pub is Fort Benning's hottest spot to meet! One of only two microbreweries in the city, the Brew Pub also features big screen TVs with DSS sports channels, pool tables, dartboards, video games and a huge selection of beverages! Every month the Brew Pub hosts special events such as Latino Night, NFL Prime Tailgate Parties, NFL Monday Night Football, Live Bands, DJs, Spouses Night Out and many other seasonal events. The Brew Pub is a prime location for students of various Fort Benning schools such as Airborne, Officer Candidate School, Infantry Officer Basic Course, Warrior Leader Course and the Basic and Advanced Noncommissioned Officer Courses. These special events such as the UFC Pay per View Night are available for sponsorship and can be coordinated on an event-by-event basis. Capacity attendance is 300 - 350.

Sponsorship levels vary based on event; However UFC Nights are \$1,000

2011 ADVERTISING OPPORTUNITIES

FORT BENNING, GEORGIA

FORT BENNING Family and MWR WEBSITE

Time frame: 1 year
Quantity: 1 banner ad
Position size: Banner
Specs:

Banner ad will be a site link to your website from ours, directly connecting our visitors to your website. The website, which was redesigned in April 2009, receives an average of 3,000 visitors per day, and 15,000 unique visitors per week. It is linked throughout the Army and the world. Visit our web site at: www.benningmwr.com.

Regular price: \$2,500
Package price: \$1,400
Corner Peel-Away: \$5,000

Advertising on Digital Signs

Fort Benning Family and MWR participate in the Army Recreation Machine Program Digital Sign Network. 10 signs are placed in strategic buildings throughout Fort Benning with high foot traffic. Your message will be visible to over 20,000 patrons on a weekly basis.

	30 Sec. Motion Spot/10 Displays	7 Sec. Static Spot/10 Displays
3 MONTHS	\$1,500	\$400
6 MONTHS (10% discount)	\$2,700	\$720
12 MONTHS (20% discount)	\$4,800	\$1,280

Sponsorship and Advertising Point of Contact:

**Casey D. Tindoll
Program Manager
DFMWR Marketing
706-545-4499
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***Thank you for choosing Fort Benning MWR
as your sponsorship and advertising partner!***