



JOINT BASE LEWIS-McCHORD **SPONSORSHIP AND ADVERTISING MEDIA KIT**





“A Service Member is someone who, at one point in their life, wrote a blank check made payable to ‘The United States of America,’ for an amount up to and including their life.”

— Unknown



OVERVIEW

WELCOME TO JOINT BASE LEWIS-McCHORD, HOME OF FIRST CORPS AND THE 62ND AIRLIFT WING.

Located in the heart of the Pacific Northwest's Puget Sound region, Joint Base Lewis-McChord is the Department of Defense's premiere military installation on the West Coast. The joint base, which began operation in October 2010 from the consolidation of Fort Lewis and McChord Air Force Base, is one of 12 joint bases created by the 2005 Base Realignment and Closure Commission. The joint base celebrated its centennial anniversary in 2017, making it the oldest military installation in the Pacific Northwest. Fort Lewis was established in 1917 and McChord Air Force Base was established in 1947, the same year the U.S. Air Force became a separate branch of the Armed Forces.

Joint Base Lewis-McChord is a training and mobilization center for all branches of service and is the only Army power-projection platform west of the Rockies. Its key geographic location provides rapid access to the deep-water ports of Tacoma, Olympia and Seattle for deploying equipment. Units can be deployed from McChord Field, and individuals and small groups can also use nearby Sea-Tac Airport. The strategic location of the base provides Air Force units with the ability to conduct combat humanitarian airlift to any location in the world with the C-17A Globemaster III, the most flexible cargo aircraft in the airlift force.

MISSION: Joint Base Lewis-McChord provides state-of-the-art training and infrastructure, responsive quality of life programs, and fully-capable mobilization and deployment operations for Army, Navy, Air Force, and Marines. Manage resources efficiently and equitably to support mission readiness and execution, and the well-being of service members, families, and civilians. Sustain and protect the environment as a fully-integrated community partner in the lower Puget Sound, with a highly-trained and motivated workforce.

Sources

1. <https://home.army.mil/lewis-mcchord/about>, access 22 September 2023
2. <https://home.army.mil/lewis-mcchord/about/mission>, access 22 September 2023

DEMOGRAPHICS

What makes the consumers at Joint Base Lewis-McChord so compelling?

THE MILITARY COMMUNITY:

HAS TIME FOR LEISURE:

Service Members earn 30 vacation days a year.

HAS MONEY TO SPEND:

Service Members typically have more disposable income due to a comprehensive benefits package including housing, medical, dental, etc.

IS EDUCATED:

Service Members are well-educated. The GI Bill provides them and their families opportunities for further education.

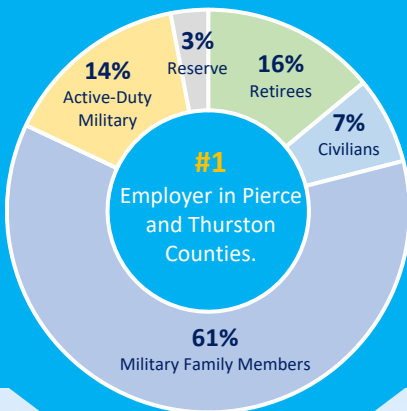
IS YOUNG:

58% of active-duty Service Members are younger than 30, and the average age is 29.

MOVES AROUND:

Approximately 29% of Armed Forces personnel were geographically mobile versus 12% of employed civilians.

ON-BASE AUDIENCE



Joint Base Lewis-McChord generates about **\$14 billion** a year in economic impact across Washington state. Of that \$14 billion, **\$12.1 billion** is from Pierce County and Thurston County.

Sources

1. <https://cityoflakewood.us>, accessed 10 June 2022
2. <https://tacomaweekly.com>, accessed 10 June 2022
3. <https://installations.militaryonesource.mil/in-depth-overview/joint-base-lewis-mcchord>, access 3 October 2023





OVERVIEW

Family and Morale, Welfare and Recreation at a glance:

975 TEAM MEMBERS

77 PROGRAMS AND FACILITIES

MORE THAN 2.8 MILLION ANNUAL TOTAL VISITS

1.3 MILLION

Sports, Fitness and Aquatic visits.

2,272

Children and youth enrolled in Child and Youth Services childcare.

689,058

Business Operations Division transactions.

319,550

JBLM Libraries transactions.

292,617

Attendance at Armed Forces Community Service classes and briefings.

200,000

Recreation visits.





ABOUT US

Family and Morale, Welfare and Recreation (MWR) is a quality-of-life program that directly supports readiness by providing a variety of activities, services and support for the community, Service Members and families. MWR offers worldwide support through a comprehensive network of programs and services at each installation – from family, child and youth programs to recreation, sports, entertainment, travel and leisure activities.

Morale, Welfare and Recreation is essential to the resilience of the military community. When well-being is a priority, military families are strong and Service Members are mission-ready.

Programs available on Joint Base Lewis-McChord include:

- **Arts & Crafts:** offers a wide range of creative activities, products and contests targeted for different ages, interests and skill levels.
- **Better Opportunities for Single Service Members (BOSS) Program:** provides a place for active-duty single Service Members to address quality-of-life issues, participate in recreation and leisure activities, volunteer with community service projects and events.
- **Bowling:** offers well-maintained lanes and state-of-the-art scoring equipment. The Spare Room has a big-screen TV and full-service bar. Strike Zone Café has delicious meals and snacks to dine-in or take-out. The Pro Shop has it all – balls, bags, and shoes are in stock for bowlers of all skill levels.
- **Child and Youth Services:** offers quality programs for children, youth and teens.





- **Golf:** JBLM boasts two outstanding golf courses.
 - **Eagle's Pride Golf Course** is a treasure of the Pacific Northwest, nestled in the shadow of magnificent Mount Rainier. It's one of the best courses in western Washington and is open to the general public. It features 27 holes, which are divided into three distinct nine-hole layouts: Red, Green and Blue. Each nine offers a unique design and varying levels of difficulty, catering to golfers of all skill levels. Eagle's Pride Golf Course provides various amenities to enhance the golfing experience. These include a golf simulator, a heated and lighted driving range, putting greens and a fully stocked pro shop where golfers can find equipment, apparel, and accessories. The course staff includes seasoned pros who provide golf lessons and clinics for players looking to improve their skills or beginners seeking instruction.
 - **Whispering Firs**, located at McChord Air Force Base, features 18 holes and 6,646 yards of golf from the longest tees for a par of 72. The course rating is 71.8 and it has a slope rating of 122 on bluegrass. Overall, the golf course is a challenging, yet fair course. Whispering Firs provides various amenities to enhance the golfing experience to include Habañero Mexican Grill and a driving range.
- **Libraries:** provide a worldwide network of educational and recreational support for the community.
- **Outdoor Recreation:** offers recreational activities, facilities, campsites, RV parks, equipment rental services, instructional courses and more for military customers around the world.
- **Sports, Fitness & Aquatics:** offers a variety of fitness, aquatic, and intramural sports programs that enhance the readiness, retention and quality of life of the JBLM community.
- **Special Events:** brings the JBLM community entertainment including festivals, concerts, seasonal functions and more.
- **Warrior Zone:** offers Service Members more than just a snack bar and a pool table. Featuring more than \$1 million in high-tech entertainment equipment, Warrior Zone is a cutting-edge recreation and community center tailored to young, active-duty troops.

Sources

1. <https://myarmybenefits.us.army.mil>, access 22 September 2023
2. <https://www.militaryonesource.mil/leaders-service-providers/morale-welfare-and-recreation>, access 22 September 2023

ADVERTISING

The **Commercial Advertising Program** offers a wide range of opportunities to market your company, display your message and brand your business throughout the installation, as well as inside and outside of our MWR facilities. We offer opportunities to reach the Service Members, their families, retirees and civilians. Create top-of-mind awareness, brand your business and establish a sense of trust within the military community. As a result of partnering with us, we will produce a return on your investment that can be measured by more than just dollars.



EXAMPLES OF ADVERTISING OPPORTUNITIES:

Website | e-Newsletter | Digital Display | Roadside Electronic Readerboard
Facility Poster & Banner | Fence Banner | Magazine | Window Cling | Counter Wraps
Sports Field (Banners on Sideline and Branded Areas) | Computer Desktop Background
Golf (Golf Cart, Score Card, Table Tent and Driving Range Tee Divider)



SPONSORSHIP OPPORTUNITIES

Commercial Sponsorship offers the opportunity to present your company's message in a variety of creative ways to the military community. Sponsorship gives you direct access to our customers and helps you build goodwill, as well as brand recognition, among this loyal and growing market.

EXAMPLES OF SPONSORSHIP OPPORTUNITIES:

Weekly Welcome Reception | Armed Forces Day | Freedom Fest

Easter Dash Egg Hunt | Run Series | Month of the Military Child Events | Single Service Member Day

Outdoor Expos | Golf Tournaments | Harvest Fest | Bowling Tournaments | Teen Events

The Big Game Watch Parties | Beach Bash | Summer Reading Program | Volunteer of the Year

Oktoberfest | Halloween Events | eSports Tournaments | Winterfest | Yakima Training Center Events



WHAT'S NEXT?

The **Corporate Partnership Team** is here to help you throughout the process and to ensure that you have a positive experience. Advertising campaigns and sponsorship packages can be designed to fit your specific marketing needs.

The amount and kind of support you provide, as well as the opportunities offered to you, are negotiable and based on a fair and equitable exchange of values.

Partnership investment varies by events, as does the amount and type of exposure you receive. Your partnership may be in the form of cash, products or services, or a combination of all three. We will do our part to ensure you receive the value you desire from your investment in MWR.

Use the power of Commercial Sponsorship and Advertising to obtain direct access to the military market.

Demonstrate your brand's commitment to the military community by partnering with Joint Base Lewis-McChord.

We are stronger together.



Some restrictions apply. All advertising is subject to review and approval to ensure content and subject matter meets or exceeds regulations and guidelines. All advertising and sponsorship must include the MWR disclaimer, "No federal endorsement implied."

Wherever Service Members and their families go,
your brand can go with them.

Welcome aboard!

Contact us to get started today.

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