



Joint Base Lewis-McChord Family and MWR Commercial Sponsorship & Advertising Office



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v20211013



“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*

Right: The Infantryman (aka "Iron Mike")
with Mount Rainier in the Background.
Joint Base Lewis-McChord, Washington





Welcome aboard Joint Base Lewis-McChord.

Fast Facts

JBLM is Washington State's 5th largest city by population, and 2nd largest employer. More than 40,000 Service members and 14,000 full-time civilian and contracted employees work here. More than 90,000 family members, veterans and retirees use the services JBLM provides. JBLM is the fourth largest military installation worldwide by population.

JBLM's economic impact on the region exceeds \$9.2B per year, and includes: \$1.7B spent on retail, \$246M on education, \$974M on healthcare, \$560M on rental housing. 17,700,000 vehicles drive through JBLM gates annually.

Sources

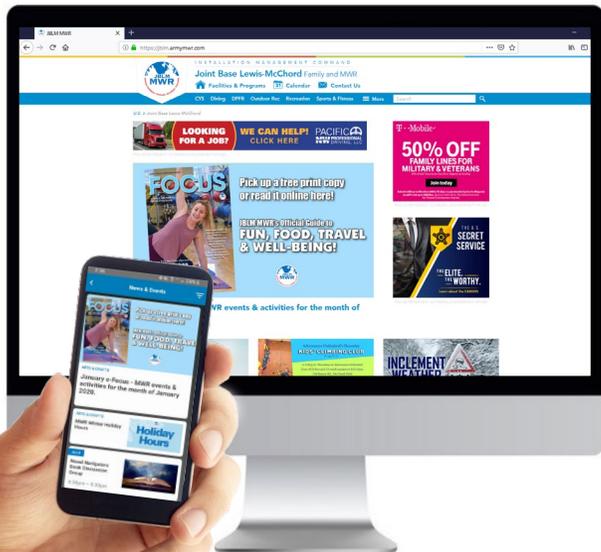
- 1 https://www.edbtacomapierce.org/teamwork0918_jblm/, accessed 3 January 2020
- 2 Directorate of Plans, Training, Mobilization, and Security Office Report, released 2017
- 3 <http://worldpopulationreview.com/states/washington-population/cities/>, accessed 3 January 2020
- 4 <https://www.tripsavvy.com/biggest-seattle-area-employers-2965051>, accessed 3 January 2020
- 5 "The 5 Largest Military Bases in the World". AKS Military. 2016-03-16. Retrieved 5 June 2017.



Digital & Print Advertising

JBLMmwr.com Website Advertising

We are proud to hold the bragging rights to say we are the most popular Army MWR website of all bases worldwide! We always have new event and program information to share with our community and our website boasts over 700,000 ad impressions a month with approx. .08% CTR! It is fully optimized for mobile devices, too! Advertise your message and link directly to the website of your choice.



FOCUS Magazine

Our monthly FOCUS magazine is the go-to resources for upcoming on-base event programs and information. Each issue features a soft-touch cover, glossy magazine inside pages, and only full-page ads for the highest quality publication. An average of 5,000 hard copies are printed and distributed monthly to MWR locations around base, 13,000+ digital copies emailed monthly, and we host an average

R&R Quarterly

Reach the military retiree population by advertising in the R&R Quarterly newsletter. This newsletter features upcoming event and resource information for military retirees living in and around JBLM.

600+ subscribers receive a printed newsletter mailed to their home
500+ newsletters are distributed on base



Out-of-Home Media

2022 JBLM MWR Maps

Distributed to JBLM's newest residents and visitors, the JBLM map is the go-to resource for drivers to orient themselves to base. Cell phone and GPS isn't always available on base, but the map is! Est. 15,000 distribution per year. Will be made available at Waller Hall, main access gates, and Newcomers Orientation welcome bags. Ad space is approx. 3"W x 4"H, full color.

Posters

Make a BIG statement in our most popular facilities with large-scale posters. Smartly placed at highly-visible locations, this traditional medium is sure to catch the eye!

Sizes: 22" x 28" or 27" x 40"

Est. Impressions: Vary based on facility

Locations: Gyms, Warrior Zone, Libraries, Arts & Crafts, Outdoor Recreation Center, Bowling Alleys

LCD TV Screens

Spread your message with incredible detail across 55+ LCD TV screens, installed at high-traffic locations, food courts, and lobbies across Joint Base Lewis-McChord, Camp Murray, and Yakima Training Center. Est. Impressions: 1,100,000/month.

Sports Field Advertising

Align your brand with our state-of-the-art sports facility, with four baseball fields, two soccer fields, two basketball courts, concessions area, and more. Home to over 13 different intramural leagues, countless PT hours and hundreds of softball and soccer players, your field sponsorship will knock it out of the park! Package includes complete field branding with exclusivity (one advertiser per field) for one year.

Golf Cart Wraps & Tee Markers

JBLM hosts TWO golf courses, and golf has been the premiere outdoor activity Service Members enjoy the most lately! Whispering Firs Golf Course is located on McChord and attracts a high concentration of Air Force and Army retirees. In the 2020 season Whispering Firs Golf Course sold 18,260 rounds, 7,070 cart rentals, and 5,011 range buckets!

Eagles Pride Golf Course, located off of exit 116, is available to the public and generally sees more active duty than retirees. In the 2020 season, Eagles Pride Golf Course sold 26,106 rounds, 13,667 cart rentals, and 11,004 range buckets!

Golf Ad Package includes: 4 tee markers, 4 range partitions, 4 cart wraps. Buy two or more packages to feature your logo on the course map at no extra cost.

Bowling Screen Advertising

Your marketing message will be displayed at the popular Bowl Arena Lanes on Lewis Main for families to see! Ads appear on unoccupied lanes in general rotation. Patrons enjoy open bowling, league nights, snack bar (a popular lunch destination for everyone!), game rooms, and pro shop.

Size: 8.5" H x 11"W

Est. Impressions: 10,000+ per mo

Roadside Electronic Readerboards

Six signs, strategically placed inside all major gates and on main arterial roads, display day and night with advertisements and updated messaging on programs and events. Annual vehicle count of 17.7M/year! Located on Lewis Main, Lewis North, McChord.

Window & Floor Wraps

Imagine your brand image wrapped around the front entrance of a popular MWR destination on base, or taking up an entire wall inside! That's only possible with our window and floor wrap options. Available inside select facilities with cobranding.

Computer Desktop Backgrounds

Reach the hard-to-find Single Service Member who is probably hanging out at the Warrior Zone Recreation Center, or completing their online training classes at the two JBLM libraries (one on Lewis Main and one on McChord)! Your display ad will appear on the desktop background and be in general rotation with a few other advertisers.

Fence Banners

Send the military community a BIG message with a roadside banner at a popular on-base intersection just inside our main gates and intersections!

Sizes: 20'W x 4'H or 10'W x 4'H

Est Impressions: 1,475,000 / month

Locations: Gray Army Airfield Intersection, Lewis North Shopette Intersection, Madigan Gate, or Integrity Gate (Dupont)





Joint Base Lewis-McChord Family and MWR Commercial Sponsorship & Advertising Office



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Sponsorship Overview

As a major sponsor of JBLM MWR, you can receive the following benefits:

- ✓ Exclusive access on base to attend JBLM MWR events
- ✓ Naming rights sponsorship of the event or attractions
- ✓ Event booth for on-site interaction (6-foot table and chairs provided)
- ✓ Public recognition of your sponsorship announced during the event
- ✓ Opportunity to distribute pre-approved corporate literature during the event
- ✓ Opportunity to develop contacts/lead lists via prize drawings* and giveaways*
- ✓ Opportunity to sample product with attendees
- ✓ Promotion of your sponsorship to social media networks
- ✓ Logo/name inclusion in paid and promotional media and publicity
- ✓ VIP Access Passes & VIP Parking to events for you and your guests
- ✓ Catered hospitality for you and your staff at many of the events
- ✓ Framed annual Certificate of Appreciation signed by JBLM Leadership
- ✓ Invitation to exclusive sponsorship appreciation events on base
- ✓ Event After-Action Report including photos and statistics

**Some restrictions may apply. Please read your agreement thoroughly.*

IMPORTANT

As we continue to plan and operate, safety of our patrons and staff remains our highest priority. All events are **subject to change** in order to keep everyone safe, and that may mean a change in time(s) or attractions, event cancellation, or other modifications.

Engage With Our Military Community at Fun On-Base Events

Breakfast with Santa

December 23, 2021 | 500+ | McChord Club

It has been a difficult year, and we want to add a little holiday magic for our families. Each family drives through and receives a freshly-made pan of cinnamon rolls they take & bake, a stuffed stocking and a copy of [The Night Before Christmas](#) to enjoy at home. Include your item in the stocking and logo on all event advertising.

Baby Shower Expo

April 2022 | 500+ | Madigan

New and expecting parents can choose from dozens of educational workshops, try out baby and parent pampering products, shop vendors, play baby shower games, and more! Tours of labor & delivery will be available, and representatives from dozens of Madigan offices will host booths and be ready to discuss how they can help. Host a table and engage parents as they stroll by!

Sound Living Wellness Symposium

Jan 2022 | 300+ | Multiple Locations

Health remains a top priority for our community, from physical or mental health, to broader financial health, or creating healthy relationships. This event offers participants over 20 workshops to attend, spread out all across base or online. Participants check in and receive a swag bag – include your promotional item! Also receive your logo on all event advertising around base.

Easter Dash

April 2022 | 1,500+ | Cowan Stadium

Peter Cottontail isn't the only one hopping down the bunny trail for our annual Easter Dash. Join in on the fun as hundreds of bright-eyed littles enthusiastically hunt for the golden egg for a special Easter prize. Easter Dash is perfectly positioned for optimal crowd flow to your business' booth and allows for a fun activity to create longer engagements with parents and guardians.

Armed Forces Day

Open to the Public! May 2022

In honor of military veterans and their families, Armed Forces Day seeks to celebrate America's heritage. The event is traditionally open to the public and attendees enjoy exploring military displays, watching historical reenactments, touching displays of Air Force and Army military aircraft, vehicles and equipment, dancing to live music, riding professional carnival rides, trying their luck at carnival games, climbing up to the top of the climbing wall, and browsing craft and delicious fair food vendors.

Freedom Fest

Open to the Public! July 2022

Join us for entertainment, military displays and fireworks! Attractions include our annual car show, live stage entertainment, beer garden, historical reenactors, craft and sponsor booths, carnival rides, delicious street foods, and so much more! Don't miss out on this opportunity to engage with the military community. All Sponsors of Freedom Fest receive: 10'x20' booth space, wristbands for exclusive access to the VIP Hospitality tent - a quieter place to rest and recharge on a hot summer's day! Enjoy VIP[parking, premium snacks and drinks for you and your staff throughout the day, and a boxed lunch both days delivered to your tent!

Single Service Member Day

Summer 2022 | 3,000+ | Warrior Zone

Once a year Family & MWR hosts a day of morale-boosting, camaraderie-building fun and educational day for some of the youngest Service Members on Joint Base Lewis-McChord. Hundreds of Service Members descend upon the Warrior Zone, located on Lewis North. The day starts with remarks from leadership and a group PT run. Late morning kicks off sports tournaments and the afternoon showcases attractions inside and around the Warrior Zone including an amateur car show, live musical entertainment, games, door prizes and much, much more!

Haunted Crooked Road Drive-Thru

October 2021 | 1,000+ cars (2,000+ attendees) | JBLM North

Every October, JBLM North is home to a scary good time! The event features a one-mile Crooked Haunted Road for attendees to drive-thru. Include your logoed item inside of our giveaway Trick-or-Treat bags for attendees, or include a slide advertisement on our large towable-TV displayed at the entrance.



Annual Program Packages *The best value for your investment!*

Double-Feature Drive-In Movie Nights

American Lake Conference Center) & McChord Club

Our popular double-feature drive-in movie nights have been a hit on both the Army and Air Force ends of JBLM! (We host one double-feature at McChord, and one on Lewis-Main, each month.) Approx. 40-120 cars attend and enjoy popular titles like Star Wars and Jumanji. Receive sponsor recognition on the big screen and on event advertising across base.

Libraries Program

McChord, Grandstaff & BookPatch Libraries

Adventure is at your fingertips with the Grandstaff and McChord Libraries. The robust children's programs showcase dozens of events each year. A loyal fan base of over 300,000+ visitors each year attend to celebrate all holidays with special emphasis on Month of the Military Child and the virtual Summer Reading Program.

Child & Youth Programs

Raindrops & Rainbows, Escape Zone, Children's Museum!

Align your brand with on-base programs that support military families! Our popular and free parent and child activity centers provide a place to play, learn and network (birth - 5 y/o). Staff alternate between locations to serve both the Army and Air Force family communities. Sponsorship includes company branding both inside and outside of the building, logo on all advertising materials in print, on social media and web for one year!

Annual [Virtual] Race Series

Open to the public! 5,800+ | Locations Vary

It is a runner's world on Joint Base Lewis-McChord! Each year the Sports, Fitness and Aquatics team hosts virtual runs, including: Shamrock n' Roll Run, Awareness Color Run, Down n' Dirty Mud Run, Freedom Run, Pacific Pathways Triathlon, Face Your Fears Run, Turkey Trot, and Jingle Bell Jog.

Fitness Center Sponsorship

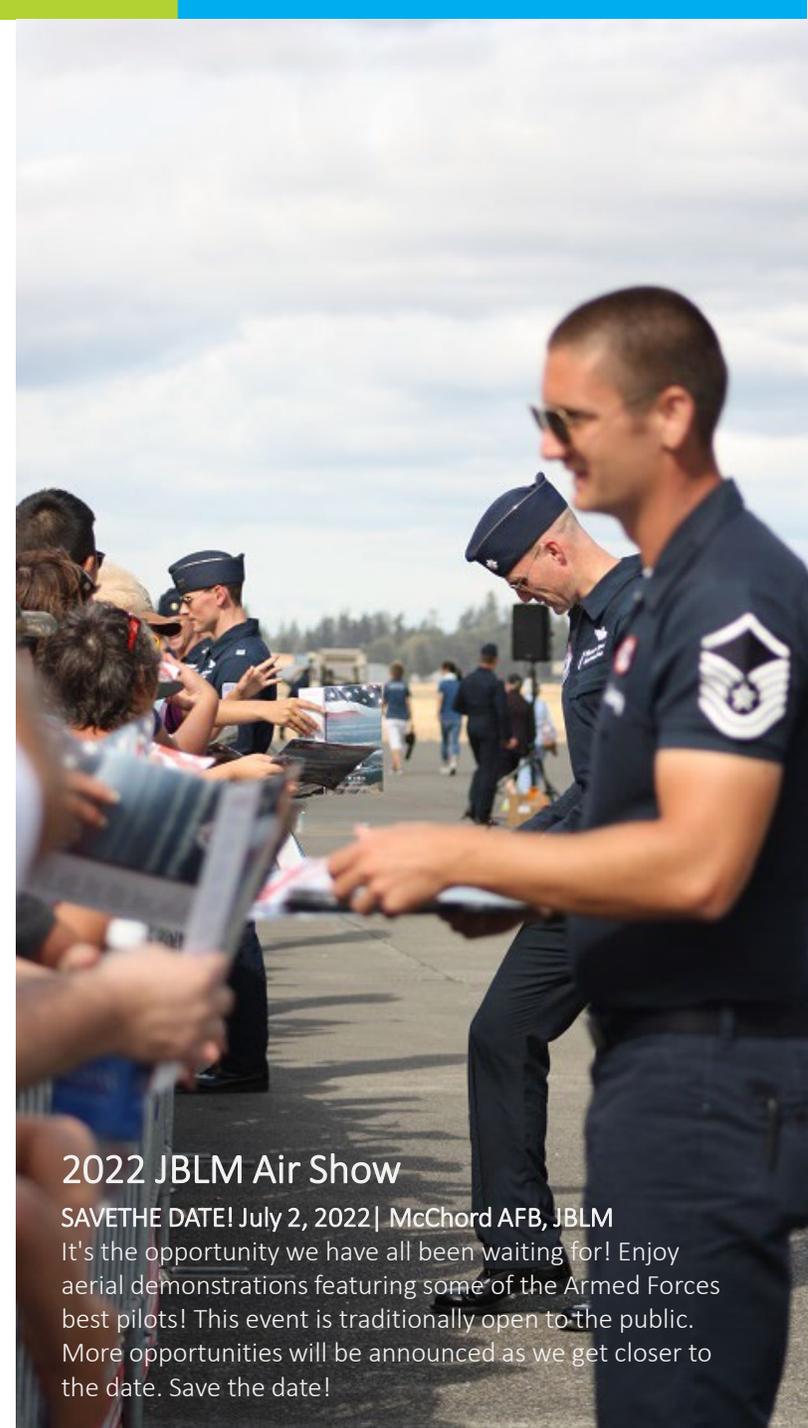
Jenson Gym, Sheridan Gym, Soldiers Field House, McChord Annex, McChord Gym, McVeigh Gym, Wilson Gym

Working out every day helps maintain a ready and resilient force, and JBLM offers seven sports & fitness centers to keep personnel fit and ready for the next mission. Reach an active, healthy Service Member demographic across all of the fitness center. Packages include: one large poster in each (6) facility, one XL wall wrap (6 mos), a 4'x10' banner in each facility, logo on all gym advertising including monthly calendars, and branded swag package like logoed water bottles, masks and/or towels distributed by the front counter (5,000 qty).

Single Service Member Program

Warrior Zone Recreation Center

Joint Base Lewis-McChord proudly hosts a one-of-a-kind, state-of-the-art recreation facility on Lewis North known as the Warrior Zone. The 18+ facility is a hub for a target demographic audience of 18-30. Sporting pool tables, dozens of gaming computers, the latest PlayStation and Xbox gaming systems, a fully-stocked bar with food service, an outdoor stage and dozens of events to keep our Service Members engaged. In addition to an incredible facility, the Warrior Zone is headquarters to the BOSS program (Better Opportunities for Single Service Members). The group holds monthly representative meetings, holds special events, teaches life skills, volunteers and takes recreational trips each month.



2022 JBLM Air Show

SAVETHE DATE! July 2, 2022 | McChord AFB, JBLM

It's the opportunity we have all been waiting for! Enjoy aerial demonstrations featuring some of the Armed Forces best pilots! This event is traditionally open to the public. More opportunities will be announced as we get closer to the date. Save the date!



Welcome aboard!
Contact us to get started today.



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Appendix A. Spec Sheet

LCD TV Screens

1920x1080 px

Roadside Electronic Readerboard (ERBs)

288x120 px (10 px safe border)

JPG, PNG; RGB color mode (72 PPI)

Website

Leaderboard 728x90 px

Medium Square 300x250 px

All file sizes should not exceed 80KB.

Animated GIFs welcome.

Golf Courses

Indoor Range Partition 96x46 in

Tee Markers (submit your logo)

Bowling Lane Ads

1920x1080 px

Sounders Lanes & Bowl Arena Lanes

FOCUS Magazine Ads

Full-page, pdf, jpg, tiff

Ad size with bleed 6x8.75 in

Magazine page size 5.5x8.25 in

Safe area for copy 5x7.75 in

Facility Posters

22x28 in

Window & Wall Clings

Templates available

Warrior Zone Desktop Backgrounds

1920x1080 px

Fence Banners

20x4 ft (design at 1/2 scale, 24" x 120")

or 1/4 scale if file size is too large to

send. Locations: Gray Army Airfield,

Dupont Gate, East Gate, Lewis North

Shopette, Lewis North I-5, McChord

Adventures Unlimited

All advertising must contain the disclaimer "No federal endorsement implied."

Contact us for any additional needed specs and templates.

