



Joint Base Lewis-McChord Family and MWR

Commercial Sponsorship & Advertising Office



OFFICIAL SOLICITATION | CONFIDENTIAL

v20191118



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Welcome aboard Joint Base Lewis-McChord!

We offer **on base** sponsorship and advertising opportunities designed to provide a measurable return on investment for our select partners, while enhancing the quality of life for our military community.

Partner with the on-base Sponsorship & Advertising Office today!

- JBLM's economic impact on the region exceeds **\$9.2B per year**¹
 - This includes \$1.7B spent on retail, \$246M on education, \$974M on healthcare, and \$560M on rental housing
- **17,700,000 vehicles** drive through JBLM gates annually²
- Washington's **5th largest city** by population³
- Washington's **2nd largest employer** ⁴

JBLM MWR Sponsorship & Advertising Office

Directorate of Family & Morale, Welfare & Recreation (MWR)
2013 N. Third St., Room 341
JBLM, WA 98433
253-966-2256

¹ https://www.edbtacomapierce.org/teamwork0918_jblm/, accessed 1 December 2018

² Directorate of Plans, Training, Mobilization, and Security Office Report, accessed 2017

³ <http://worldpopulationreview.com/states/washington-population/cities/>, accessed 1 December 2018

⁴ <https://www.tripsavvy.com/biggest-seattle-area-employers-2965051>, accessed 1 December 2018





Harvestfest, JBLM

2020 Calendar of Events

November

- 16 Warrior Zone Majors: NBA2K
- 16 Turkey Trot 10K/5K & Drumstick Dash 1K
- 19 Newcomer's Orientation
- 28 Thanksgiving with the Troops

December

- 1 Winter Reading Program Begins *(1 month)*
- 2 Holiday Tree Lighting
- 7 Winterfest, Trees for Troops, Ugly Sweater 5k, & Rudolph Red-Nosed 1k
- 17 Newcomer's Orientation

January

- 11 Fitness Resolution Fair
- 13 Newcomers' Orientation

February

- 11 Newcomers' Orientation
- 15 Wine & Jazz

March

- 7 Shamrock 'n' Run 1k/5k
- 17 Newcomers' Orientation

April

- 2 Kid's Fest
- 11 Easter Dash
- 14 Newcomers' Orientation

May

- TBD Disney Ticket & Travel Kickoff
- 9 Down & Dirty Mud Run 5k
- 12 Newcomers' Orientation
- 16 Armed Forces Day

June

- 16 Newcomers' Orientation
- 19 Movie in the Park

July

- 04 4th of July Freedom Fest
- 14 Newcomers' Orientation
- 17 Movie in the Park
- 18 Freedom Run 10-miler/5k/1k

August

- TBD Single Service Member Day
- 18 Newcomers' Orientation
- 4 Summer Reading Program Finale, McChord
- 6 Summer Reading Program Finale, Grandstaff/Bookpatch

September

- 15 Newcomers' Orientation
- 19 Oktoberfest

October

- 13 Newcomers' Orientation
- TBD Haunted House, Walk in the Dark at Shoreline Park
- TBD Nightmare at Summer's Cove, Face Your Fears 5k / Not-so-Scary 1k, Trunk or Treat

November

- TBD Harvestfest Youth Fall Festival
- 17 Newcomers' Orientation
- TBD Turkey Trot 1k/5k
- 26 Thanksgiving with the Troops

December

- TBD Holiday Tree Lighting
- TBD Winterfest, Trees for Troops, Ugly Sweater 5k, & Rudolph Red-Nosed 1k
- 15 Newcomers' Orientation

ALL DATES SUBJECT TO CHANGE.



Digital & Print Advertising

JBLMmwr.com Website Advertising

Our website is THE central hub of all on-base MWR program & event information and resources. It is fully optimized for mobile devices, too!

Views: 900,000+/year
Leaderboard: 728x90 px, 72 dpi
Sidebar: 300 px W x 250 px H, 72 dpi
Footer: 180x150px, 72 dpi
All file sizes should not exceed 80KB.
Animated GIFs welcome.

Phone App Advertising

Deliver your message directly into the hands of the JBLM community through the JBLM Family & MWR app. The MWR app is an essential part of the “starter pack” for every incoming JBLM community member, and is regularly updated and available for both iOS and Android devices. Include your business in the directory listing, or invest in premium placement or interactive branded game!

FOCUS Magazine

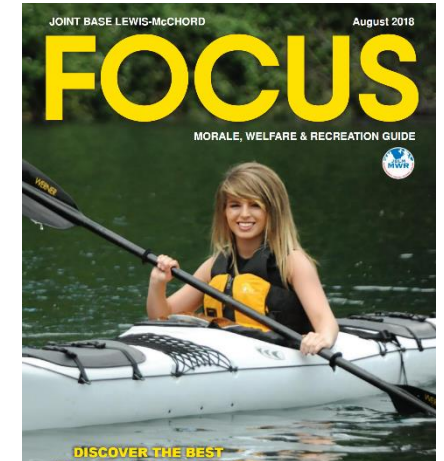
Newly redesigned in 2018, our monthly FOCUS magazine features a soft-touch cover, glossy magazine inside pages, and only full-page ads for the highest quality publication.

5,000 hard copies printed and distributed monthly
50+ locations for distribution on base
13,000+ digital copies emailed monthly
23,000 average monthly online views

R&R Quarterly

Reach the military retiree population by advertising in the R&R Quarterly newsletter. This newsletter is packed with 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 Advertising

Fence Banners

Send the military community a BIG message with a roadside banner! Advertisements are proudly placed alongside MWR program banners.

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, JBLM Skatepark Roadside, Madigan Hospital Roadside, Madigan Gate, Dupont Gate, Main Gate, Lewis North Gate, East Gate, McChord Youth Ball Fields. Lewis

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 80+ 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

Our LNAC hosts a 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

Did you know JBLM hosts TWO golf courses? Whispering Firs Golf Course is located on McChord and attracts a high concentration of Air Force and Army retirees. Eagles Pride Golf Course, located off of exit 116, is available to the public and generally sees more active duty. Both courses offer golf cart wrap advertising, sending your brand buzzing all around the course. Next time you take your clients out, be sure to ask for your custom-logoed cart!

Custom-sponsored tee markers and range partitions offer consistent branding opportunities for you to display your support of the military community. Eagles Pride offers 27 holes across three courses. Whispering Firs offers 18 holes and is on McChord AFB. Both courses offer covered driving ranges that golfers enjoy throughout the year.

Bowling Screen Advertising

Your marketing message will be displayed at both bowling alleys: Bowl Arena Lanes on Lewis Main, and Sounders Lanes on McChord. Ads appear on unoccupied lanes in general rotation. Patrons enjoy open bowling, leagues, a mini Warrior Zone, snack bars (a popular lunch destination!), game rooms, a climbing playground, laser tag, photo booth and pro shop.

Size: 8.5" x 11"W
Est. Impressions: 10,000+ per mo

Roadside Electronic Readerboards

Seven signs, strategically placed inside all major gates and on main arterial roads, the electronic reader boards are visible 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,

Window & Floor Wraps

Send the military community a BIG message with a roadside banner! Advertisements are proudly placed alongside MWR program banners.

Warrior Zone Computer Desktop Backgrounds

Reach the hard-to-find Single Service Member who is probably hanging out at the Warrior Zone Recreation Center! Your display ad will show on the desktop background of 40 internet surfing computers in general rotation.





Newcomers' Orientation, JBLM

Signature Events

Newcomers' Orientation

Monthly | 500+ | American Lake Conference Center
Joint Base Lewis-McChord is one of the largest military installations in the country and we welcome between 400-1,000 new faces each month at our Newcomers' Orientation brief. Sponsors are provided with a 6' table space and are included in our BINGO game as an easy ice breaker. The morning provides complementary breakfast, with a Welcome brief presented by JBLM Leadership, separate Air Force- and Army-focused briefs, and a spouses room brief.

Winterfest

December 2020 | 1,500+ | American Lake CC
Take in the scents of freshly cut Pine trees, the twinkling lights and maybe a visit or two from the jolly man in the red suit. Join JBLM for a remarkable display and celebration of the holiday season. Attendees enjoy plenty of holiday music, refreshments, games, cookie exchange, giveaways and photos for all with Santa!

In addition, the first 1,000 qualified families will have the opportunity to take home their very own tree to create more lifelong holiday memories.

Winterfest's grand display of holiday cheer is supported by multiple Family & MWR departments and is staged to attract attendees ages 0 – 99. The all-encompassing event is JBLM's one-stop destination for your company to make connections with our military community during the holiday season.

Freedom Fest *Open to the Public!*

Saturday, July 4, 2020 | 15K-18K+ | Cowan/Memorial Ring in America's Independence with Joint Base Lewis-McChord's Freedom Fest! JBLM opens up its gates to the outside community for a day of celebration, entertainment, and the largest firework display in the South Puget Sound! The event offers the annual Classic Chassis car show, live stage and roving entertainment, craft and sponsor booths, carnival rides, delicious street food, static military displays, rock wall climbing, and so much more. As the sun begins to set, a traditional presentation of the flags commences, recognizing every state in our great union. Following this, the 1812 Overture will begin to fill the air, and as the sun dips below the horizon, the canons sound, signaling the approaching grand finale – the largest fireworks show in South Puget Sound!

Armed Forces Day *Open to the Public!*

Saturday, May 16, 2020 | 12,000+ | TBD
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.



Continued

New Year's Resolution Fair

Saturday, January 11, 2020 | 400+ | Wilson Gym

Get a jump start on the New Year at the annual New Year's Resolution Fair. This event officially kicks off the Sports, Fitness and Aquatics season each year with a bang and plenty of resolve! The morning showcases a number of sponsors who fit into the main pillars of health: financial, physical and mental fitness. Immerse your brand by leading small fitness demonstrations, offering body composition analysis and plenty more to elevate attendee experience and create a lasting impression. The New Year's Resolution Fair attracts a brand new audience each year, full of eager participants starting their journey to a healthier lifestyle.

Wine & Jazz Night

Saturday, February 15, 2020 | 400+ | McChord Club

An evening of pleasant jazz music and delicious wines from local and world-renowned wineries. Attendees enjoy a wine tasting picnic basket for you and your guest(s), a custom event wine glass to mark the occasion, and partake in some of the on-site activities, including wine & canvas class, and appreciate the special artwork gallery set up for the event.

Easter Dash

Saturday, April 11, 2020 | 2,000+ | 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.

Kid's Fest

April 2, 2020 | 1,500+ | MWR Fest Tent

Celebrate the month of the military child with us at the largest kid's event of the year! Kids enjoy games, crafts, live entertainment, costumed characters, and more.

Awareness Run

April 2020 | 1,500+ | MWR Fest Tent

Participants are doused with color as they run and walk the streets of JBLM and raise awareness to programs including: sexual harassment awareness and rape prevention, domestic violence, and more.

Summer Outdoor Movie Nights

Summer 2020 | 300+ | McChord Club Lawn

Families and friends gather around on a summer's night to enjoy JBLM's Outdoor Movie Night on the large outdoor screen. Attendees are welcome to set up lawn chairs, blankets and pillows and can participate in themed games and craft activities. Food, drinks and snacks are available for purchase, and beer and wine is available for those 21+.

Single Service Member Day

Thursday, August 6, 2020 | 3,000+ | Warrior Zone

Once a year Family & MWR hosts a day of morale-boosting, camaraderie-building fun and education for some of the youngest Service Members on Joint Base Lewis-McChord. Soldiers and Airmen classified as single, and generally between the ages of 18 – 24 are invited to the annual Single Service Member Day Celebration. 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 in softball, soccer, basketball and more. The afternoon showcases attractions inside and around the Warrior Zone including an amateur car show, live entertainment, games, door prizes and much, much more!

Oktoberfest

Saturday, September 19, 2020 | 1,200+ | MWR Fest Tent

Proust zum wohl! Grab your stein, don your lederhosen and prepare for a day of fun. The multi-faceted event is packed full of Oktoberfest activities for all ages. The event will kick-off with the traditional tapping of the event keg. Once the bier is flowing, the Oompa band will sound, and authentic German dishes and pastries will be available for noshing. The social event will also flex its competitive side with traditional Oktoberfest games, to include nailspielen (nail and hammer game), stein hoisting competition, costume contest, a keg toss, door prizes, themed crafts, children's games and festive memories to last a lifetime!

Nightmare at Summer's Cove

Saturday, October 24, 2019 | 3,000+ | Summer's Cove

Every October, Shoreline Park is home to a scary good time all throughout the month. The ghoulish moments start at the top of the month with the "Walk in the Dark" haunted house (right). The expertly crafted display of terror takes brave souls through multiple terrifying scenes, each one more sinister than the last! As All Hallows' Eve draws near, a family-friendly afternoon of trunk-or-treating is staged at the entrance of the "Not So Scary" version of the Walk in the Dark Haunted House. Tiny goblins and witches will happily go from trunk-to-trunk to collect their treats and cast their votes for the best trunk. Join in the fun with a company-sponsored trunk or haunted house exhibit – don't be afraid of a good time!



Annual Program Sponsorship Packages

Annual Race Series Sponsorship

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 eight community 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.

Libraries

355,200+ | McChord, Grandstaff, and 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 366,000 visitors each year attend to celebrate all holidays with special emphasis on Month of the Military Child and the Summer Reading Program. While many of the events are small and intimate, the crowning jewel of the program is the massive end-of-summer celebration for the Summer Reading Program. Kicking off the fun is the McChord Library on the first Tuesday in August, followed by Grandstaff Library the following Thursday. Between the two celebrations 750+ budding readers will gather together for afternoons filled with fun, food and plenty of laughter. Join McChord and Grandstaff Library for a year of inspiration, imagination and more adventures than you can count.

Esports

JBLM is proud to host the largest eSports scene in the military. With 32 high-tech gaming PCs, 16 Xbox One gaming stations, 16 PS4 gaming stations, and as winner of every - single - eSports - tournament ever played between branches, the Warrior Zone is the place to be! Now THOSE are some bragging rights! The Warrior Zone hosts monthly d live-streamed esports tournaments, and provide sponsors with the opportunity to connect to players both at JBLM and online through live streaming opportunities.

Single Service Member Program

385,450+ | 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.

Youth Sports

5,000+ | Youth Ball Fields, McChord & Fort Lewis

Reach our family population through JBLM's extensive youth sports program. Hundreds of children and their guardians take to the fields, courts and pool every season for friendly team play. Seasons include soccer, basketball, cheerleading, volleyball and swim. The popular program sponsorship is an extensive branding opportunity that has had significant success for past and current sponsors.

McChord Program Sponsorship

Reach the 6,000+ active duty Airmen stationed at McChord Air Force Base through McChord Program Sponsorship. Gain access to all Family & MWR events located at the McChord Club, McChord Library and Arts & Crafts Center throughout the year! Enjoy access to some of our most popular events, to include: Brewfest, Wine & Jazz, outdoor movies, Breakfast with Santa, Father / Daughter Dance and much more! McChord Program sponsorship hosts scores of smaller to mid-size events (ranging 50 – 300), and lends itself to longer engagement times in more intimate settings. With dozens of events held every year, there is ample opportunity to reach spouses, families and Service Members of varying ranks. Also enjoy logo exposure on all applicable Family & MWR promoting the event.

Family Support Program

It is often said that behind every great Servicemember, there is a strong spouse. Armed Forces Community Services (AFCS) provides programs in support of spouses and family members with a plethora of groups from light-hearted to somber and everything in between. In April, our unsung, and unpaid workforce of volunteers are honored for the hundreds of volunteer hours that are given to keep Joint Base Lewis-McChord functioning like a well-oiled machine. Experience an intimate branding opportunity with AFCS again in May and December as we honor surviving spouses at Mother's Day event and Tree Decorating event with roughly 50-60 surviving spouses. In September, set-up a table at the annual Family Readiness Group Symposium at the American Lake Conference Center. Join 200 – 250 military and civilian leaders within our community as they learn the essentials to provide support and communication during times of deployments and crisis. Join one of the largest Domestic Violence Conferences in the area in October. Advocates and representatives come from all over the Puget Sound to how to deal with Domestic Violence. The program caters to a combination of branding and onsite tabling, but provides deep support to the JBLM community during times of need.





Contact us to get started today. Welcome aboard!



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