



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



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v20200818



“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 2021
- 2 Directorate of Plans, Training, Mobilization, and Security Office Report, released 2017
- 3 <http://worldpopulationreview.com/states/washington-population/cities/>, accessed 3 January 2021
- 4 <https://www.tripsavvy.com/biggest-seattle-area-employers-2965051>, accessed 3 January 2021
- 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

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.
\$3,290+/year

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. \$4,000+/year

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 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
\$890+/year



Out-of-Home Media

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
Rate: \$500+/mo/location
Locations: Gray Army Airfield Intersection, Lewis North Shopette Intersection, JBLM Skate Park Roadside, Madigan Hospital Roadside, Madigan Gate, Integrity Gate (Dupont), Liberty Gate (Main Gate), Lewis North Gate, East Gate, McChord Youth Ball Fields

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! \$300+/mo/location

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 75+ 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. \$5,573/year

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. \$7,490/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! 2 tee markers, 2 range partitions, 2 cart wraps: \$2,220/year

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. \$1,125/year

Size: 8.5" H 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, 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. \$8,160/year

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. \$5,000+/6 months

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. \$5,390/year

We are currently developing the same opportunity at our libraries, too! Additional options available upon request.





Sponsorship

As a major sponsor of JBLM MWR, you can receive the following comprehensive package of 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.



Fall 2020 Socially-Distanced Events

Trunk or Treat Drive-Thru

Saturday, October 17, 2020 | 1,000+ cars (3,000+ attendees) | Summer's Cove
Every October, JBLM North is home to a scary good time! The event features a family-friendly trunk-or-treat drive-thru. Join in the fun with a company-sponsored trunk or haunted booth display – don't be afraid of a good time! \$500+

Winterfest (possibly also a drive-thru)

December 5, 2020 | 1,000+ cars, 2,000+ attendees | MWR Fest Tent
Take in the scents of freshly-cut pine trees, the twinkling lights and a special appearance from Mr. & Mrs. Clause! Join JBLM for a remarkable display and celebration of the holiday season. Families also receive their Christmas Trees from Trees for Troops! The all-encompassing event is JBLM's one-stop destination for your company to make connections with our military community during the holiday season. \$500+



Virtual Events & Planning for 2021

NEW! Virtual Events

We now offer interactive, morale-boosting virtual events on our JBLM MWR Facebook page (34,000+ followers)! From our Workout of the Day, Bingo Night, and Photo Contests, to Trivia Nights, and online Fitness Competitions and Challenges - there's something for everyone in our military community. Annual package includes announcer recognition throughout the broadcasts, logo on all advertising materials across base, and opportunity for :30 spot or informational slide on most online streams! \$5,500+/year

New Year's Resolution Fair

January 2021 | 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. \$300+

Kid's Fest

April 2021 | 1,000+ | 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. We recommend bringing a hands-on activity to feature at your booth. We will share the theme of the event as we get closer to the event date!. \$750+

Easter Dash

April 2021 | 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. \$750+

Armed Forces Day *Open to the Public!*

May 2021

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.

Outdoor Recreation Expo

Spring 2021 | 500+ | Warrior Zone

This outdoor event showcases hunting, fishing and outdoor recreation across JBLM! Informational booths will feature ski resorts, fish and wildlife, WA State Parts and more! On-site hunter's education resources, youth activities, equipment demonstrations, ski swap, storewide sale, outdoor adventure movies on our big screen, and an exotic game cooking demonstration, presented by Xfinity & The Sportsman's Channel. All participants will receive free lunch thanks to the national program 'Hunt. Fish. Feed.'! \$500+

Single Service Member Day

Summer 2021 | 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! \$500+





Join us for the 2021 Freedom Fest & Car Show!

Our signature event of the year!

Summer 2021 | 10,000+ attendees | NEW LOCATION: Watkins Field

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, rock wall climbing, 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 cooled VIP Hospitality tent, a quieter place to rest and recharge on a hot summer's day! Enjoy premium snacks and drinks for you and your staff throughout the day, and a boxed lunch both days delivered to your tent. You will also receive access to VIP parking, and can even pull up right to your tent to unload and set up!



Annual Sponsorship Program Packages

NEW! Newcomers Goodie Bags

5,000+/year | Locations Vary

Our goodie bags give new residents a strong WELCOME to JBLM! These bags are distributed at our weekly spouses brief (Waller Hall), weekly Army brief (Carey Theater), and monthly Air Force Brief (Bldg 100) as attendees walk in. These three separate events provide timely information to our newest residents. Include your premium swag item! Examples include branded water bottles, coffee cups, workout towels, gift certificates to your business, extreme coupons, and more. **Ask how you can be included in our test phase, happening now through 31 Dec.**

Libraries

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 366,000 visitors each year attend to celebrate all holidays with special emphasis on Month of the Military Child and the virtual Summer Reading Program. \$3,500+/yr

Youth Sports

Youth Ball Fields, McChord & Fort Lewis

Reach our family population through JBLM's extensive youth sports program. Over 5,000 children take to the fields, courts and pool every season for friendly team play. Seasons include soccer, basketball, cheerleading, volleyball and swim. Includes your logo on the back of youth jerseys for everyone to see, and supports an exceptional program! \$3,500+/yr

NEW! Child & Youth Programs

Raindrops & Rainbows, Escape Zone (and Children's Museum Coming Soon)!

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! \$3,500+ / year (exclusivity negotiable)

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: Wine & Jazz, outdoor movie nights, themed buffet & entertainment events, Breakfast with Santa, Luau, Oktoberfest at the Club, and much more! McChord Program sponsorship hosts scores of smaller to mid-size events (ranging 50 – 350+), 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. \$4,500+/yr

Family Support Program

It is often said that behind every great Servicemember, there is a strong spouse. 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. You'll also be welcome at the Volunteer Recognition Ceremony where JBLM's finest volunteers are acknowledged for their dedication by our JBLM leadership. This annual program caters to a combination of branding and onsite tabling, but provides deep support to the JBLM community during times of need. \$4,500+/yr

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 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. \$4,500+/yr

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. \$4,500+/yr

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 centers through sampling opportunities, facility branding opportunities (posters, banners, wall wraps), or unique tabling opportunities during times of peak traffic. Contact us for pricing and availability.



SAVE THE DATE

NEW! 2022 JBLM Air Show

July 2, 2022 | McChord Air Force Base, JBLM

It's the day 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.





Contact us to get started today. Welcome aboard!

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Appendix A. Spec Sheet

LCD TV Screens

1920x1080 px

Electronic Readerboard

160x64 px

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

**Contact us for any additional
needed specs and templates.**

