



Joint Base Lewis-McChord Family and MWR

Commercial Sponsorship & Advertising Office



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v20220610



“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





Joint Base Lewis-McChord Overview

Joint Base Lewis-McChord — now simply known as JBLM — “supports over 120,000 military retirees and more than 29,000 family members living both on and off post. The base has a total active population of nearly 210,000 inhabitants, making it the fourth largest military installment worldwide by population. JBLM consists of four geographical areas, Lewis Main, Lewis North, McChord Field, and Yakima Training Center. Lewis Main, Lewis North and McChord Field cover over 86,000 acres; while Yakima Training Center covers 324,000 acres.”

“JBLM is the number one employer in Pierce and Thurston counties and the number four employer in the state, with 70% of the JBLM workforce living off-base and in the surrounding communities. JBLM accounts for more than 83,000 full time equivalent jobs and in Pierce and Thurston counties, 25,500 economic spinoff jobs that would otherwise not exist if it were not for the presence of JBLM.”

A recent University of Washington – Tacoma Milgard School of Business Center for Business Analytics study revealed that JBLM generates about \$14 billion a year in economic impact across the state. Of that \$14 billion, \$12.1 billion is for Pierce and Thurston counties.

Sources

- 1 <https://home.army.mil/lewis-mcchord/index.php/about/history>, accessed 10 June 2022
- 2 https://en.wikipedia.org/wiki/Joint_Base_Lewis%E2%80%93McChord, accessed 10 June 2022
- 3 <https://cityoflakewood.us/jblm-economic-impact/#:~:text=A%20recent%20University%20of%20Washington,creation%20and%20statewide%20tax%20revenue>, accessed 10 June 2022
- 4 <https://tacomaweekly.com/lib/mdetail.php?app=Y&pop=Y&dm=Yes&l=https://tacomaweekly.com/jblm-growth-coordination-plan-underway-p1775-103.htm>, accessed 10 June 2022



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.

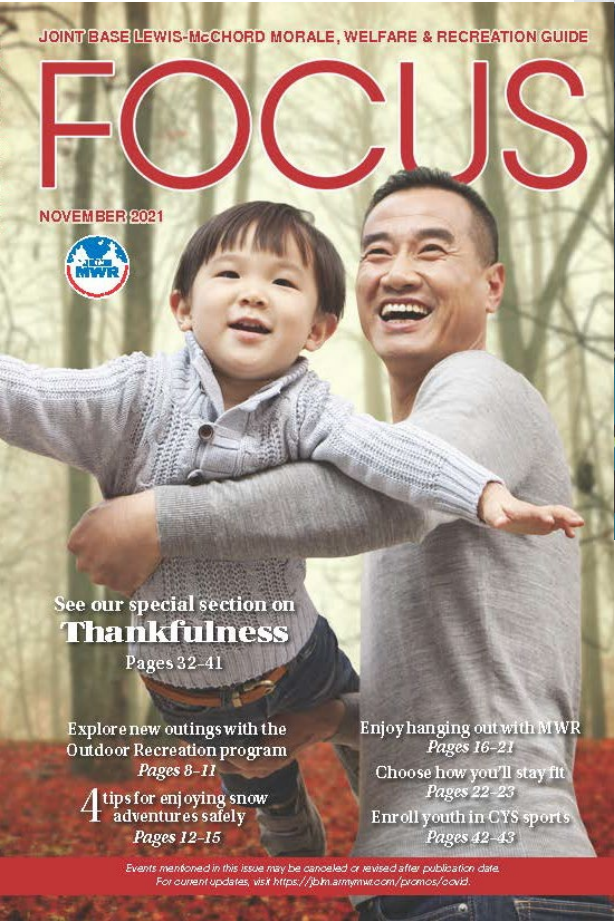
FOCUS Magazine

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

Facility Poster or Banner Advertising

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!

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

Banner **Sizes:**

Est. Impressions: Vary based on facility
Locations: Gyms, Warrior Zone, Libraries, Arts & Crafts, Outdoor Recreation Center, Bowling Alleys

Fence Banner Advertising

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 Shoppette Intersection, Madigan Gate, or Integrity Gate (DuPont)

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 Advertising

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.

LCD TV Screen Advertising

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.

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 Readerboard Advertising

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.

Computer Desktop Advertising

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.

Window or Front Counter Wrap Advertising

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.



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
- ✓ Distribute pre-approved corporate literature during the event
- ✓ Generate leads via prize drawings* and giveaways*
- ✓ Enhance customer experience
- ✓ Build business relationships and promote a positive brand
- ✓ Logo/name inclusion in paid and promotional media and publicity
- ✓ VIP access and parking passes
- ✓ Catered hospitality
- ✓ Invitation to exclusive sponsorship appreciation events on base
- ✓ Increase return on investment
- ✓ Boost brand visibility
- ✓ Engage niche markets
- ✓ Gain a competitive advantage
- ✓ Gain valuable insights
- ✓ Build credibility through association
- ✓ On-site sampling

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.

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



Engage With Our Military Community at Fun On-Base Events

Volunteer of the Year Recognition Ceremony

April 2023 | 150+ | McChord Club or American Lake Conference Center

The importance of volunteers to our installation cannot be overestimated. Whether the individual volunteers as a youth sports coach or contributes his or her time and resources as a battalion newsletter editor, the efforts that are put forth deserve our heartiest congratulations and recognition. It is for that reason that the Volunteer of the Year Recognition Ceremony was created to recognize those outstanding volunteers whose unselfish and dedicated service has made a significant difference at JBLM.

Get your business in front of the biggest movers and shakers in the community by showcasing what you do..

Easter Dash

April 2023 | 1,000+ | 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.

Armed Forces Day

Open to the Public! May 2024

In honor of military veterans and their families, Armed Forces Day seeks to celebrate America's heritage. Attendees enjoy exploring military displays, watching historical reenactments, touching displays of Air Force and Army military aircraft, vehicles and equipment, dancing to live music, bounce houses, carnival games, climbing up to the top of the climbing wall, and browsing craft and delicious fair food vendors.

Food Trucks & Fireworks

July 2022 & 2023 | 1,000+ | Cowan & Memorial Stadiums

Joint Base Lewis-McChord (JBLM) will host the Independence Day celebration at Cowan and Memorial stadiums with different food trucks/tents and a 30-minutes firework display.

Your company has the opportunity to be represented at a fun and popular event, and as a generous supporter of JBLM to a large audience.

Single Service Member Day

August 2022 & 2023 | 1,000+ | 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

October 2022 & 2023 | 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.

JBLM Air Show & Warrior Expo

Open to the public! July 2023 | McChord AFB

After a long hiatus, the JBLM Air Show and Warrior Expo is back, and is staged to be the best yet! JBLM will roar to life as patrons of all ages enjoy spectacular and aerial acts provided from the talented Air Force Thunderbirds, our McChord Field Airmen, and the Army Golden Knights. If that's not enough, we expect over 100,000 visitors per day to enjoy two-days of incredible ground acts, static displays and activities. The 2023 Air Show and Warrior Expo will be one of the most dynamic events of the year!





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

Summer Outdoor Movie Nights

Locations Vary

Our popular summer outdoor movie nights have been a hit on both the Army and Air Force ends of JBLM! Approx. 40-120 cars attend and enjoy popular titles like Encanto, Sonic the Hedgehog 2, and The Lost Boys. Sponsors receive recognition on the big screen and on event advertising across base.

Libraries Programs

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 the Summer Reading Program and the Winter Reading Program.

Race Series

Locations Vary

It is a runner's world on Joint Base Lewis-McChord! Each year the Sports, Fitness and Aquatics team hosts runs, including: Shamrock n' Roll Run, Down n' Dirty Trail Run, Freedom Run, Friday for the Fallen, Turkey Trot, and Jingle Bell Jog.

Child and Youth Programs

Locations Vary

Child and Youth Service (CYS) recognizes the challenges of our Service Members and their Families. By offering quality programs for children, youth and students, CYS supports the Service Members Family by reducing the conflict between mission readiness and parent responsibilities. Members of our well-trained, professional staff work hard to make sure we deliver quality programming throughout the year, giving special emphasis on Month of the Military Child, Armed Forces Day Kids Run, and Youth Sports. By becoming a corporate sponsor, you will be a part of this positive identity - branding your business along side a widely respected and recognized CYS.

Better Opportunities for Single Service Members (BOSS)

Warrior Zone

The mission of the BOSS program is to enhance the morale and welfare of single Service Members, increase retention and sustain combat readiness. The BOSS program is facilitated through its three core components aimed at maintaining a balanced life: leisure and recreation, community service and quality of life. BOSS affords Service Members the opportunity to assist in planning and execution of recreational activities and provides direction for Service Members interested in performing military and civilian community service-related projects.

Fitness Center Programs

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 and fitness centers to keep personnel fit and ready for the next mission.

Our fitness centers continue to be one of the busiest places on JBLM. On average, we see over 61,000 visits per month – and that number continues to grow.

Whether you choose to sponsor an event or the entire program, your company will gain valuable exposure and visibility to thousands of Service Members daily.

Warrior Zone Programs

Warrior Zone

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, and an outdoor stage to keep our Service Members engaged. Additionally, the Warrior Zone hosts dozens of events to include but not limited to Esports Tournaments, Trivia Nights, Pool Tournaments, Game Nights, and much more!



Winter Celebrations

Location Vary

Joint Base Lewis-McChord will give the community a holiday kick-off to remember, complete with a Santa sighting in almost every housing neighborhood on JBLM, an ice skating rink, farm-grown Christmas tree giveaway (restrictions apply), 5K fun run, and a holiday parade!



*Contact us today to
get started.*

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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.

