



# JOINT BASE LEWIS-MCCHORD FAMILY AND MWR COMMERCIAL SPONSORSHIP GUIDE 2024

[www.jblm.armymwr.com](http://www.jblm.armymwr.com)



# THE MILITARY'S SUPPORT STARTS HERE!

Family and MWR exists to enhance the quality of life, enrich living and working environments, and foster a sense of community for Service Members, Retirees, Department of Defense Civilians, and their family members. Joint Base Lewis-McChord (JBLM) Family and MWR serves **over 152,000** Service Members, Retirees, Department of Defense Civilians, and Family Members.

Family and MWR contributes to the military's strength and readiness by providing first-choice support services and programs that reduce stress, build skills and self-confidence, while fostering a strong esprit de corps. We are proof of the military's commitment to care for the people who serve and stand ready to defend the nation.

As an integral part of military life, Family and MWR provides Service Members and their families with many fitness, entertainment, and family support outlets. Many of the events, programs and services offered at JBLM would not be possible without the contributions from local, regional, national, and international companies and organizations and community businesses.

The Sponsorship and Advertising Program can help to **immerse your brand** within the JBLM market and help you secure a measurable return on investment. Sponsorship is a great method for product sampling and to establish brand preference among this loyal demographic. Through our partnership opportunities, we provide you **direct access** to the military market and brand exposure to **maximize your investment**.

## ABOUT SPONSORSHIP AND ADVERTISING

The Family and MWR Commercial Sponsorship and Advertising Office is the central point of contact on JBLM for businesses to promote their products and services. We offer businesses the opportunity to present their company's message in a variety of **creative ways** to our military community. Sponsorship gives businesses access to our military community and helps them build goodwill, as well as **brand recognition** among this loyal growing market.

As a JBLM partner, you can provide financial or in-kind support of a JBLM Family and MWR program and activity. Most activities and events operated by Family and MWR are eligible for sponsorship support. Sponsorship and advertising may be in the form of cash, products, services, or combination of all three.

100% of sponsorship and advertising revenues are used to support vital Family and MWR programs including: special events, childcare, fitness and recreation activities, food and beverage operations, and many other programs enjoyed by Service Members, Families, Retirees, and Civilians in the JBLM community.

We can work together to **customize** an advertising or sponsorship package to achieve your company's goals!



# BETTER OPPORTUNITIES FOR SINGLE SERVICE MEMBERS (BOSS)

5,000+ eligible Service Members

## OVERVIEW

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 program pillars 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.

**Investment: \$7,500**

## BENEFITS

On-site banner display

Monthly tabling opportunities

Logo inclusion in programming materials

## BOWLING

Approximately 10,000~15,000 patrons per month

## OVERVIEW

Bowl Arena Lanes is a modern facility offering 40 well-maintained lanes and state-of-the-art scoring equipment. Facility features a full-service bar, the 10-Pin Lounge, and a full-service snack bar, the Strike Zone Café.

**Investment: \$6,000**

## BENEFITS

On-site static signage (pop-up banner or poster)

Monthly tabling opportunities

Static ad on bowling screens

Logo placement on programming materials

# CHILD & YOUTH SERVICES (CYS)

Approximately 2,272 youth are enrolled in CYS

Approximately 716 patrons visit Parent Central Services per month

## OVERVIEW

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 image -branding your business along side a widely respected and recognized CYS.

**Investment: \$8,250**

## BENEFITS

On-site poster display at Parent Central Services

Logo inclusion in programming materials to include Youth Sports

# FITNESS PROGRAMS

Approximately 105,500 patrons per month

Jensen: 5,800 · McChord: 8,100 · McVeigh: 32,700 · Sheridan: 6,800 · Soldiers Field House: 22,900 · Wilson: 29,200

## OVERVIEW

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 continues to be one of the busiest places on JBLM. 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.

**Investment: \$15,000**

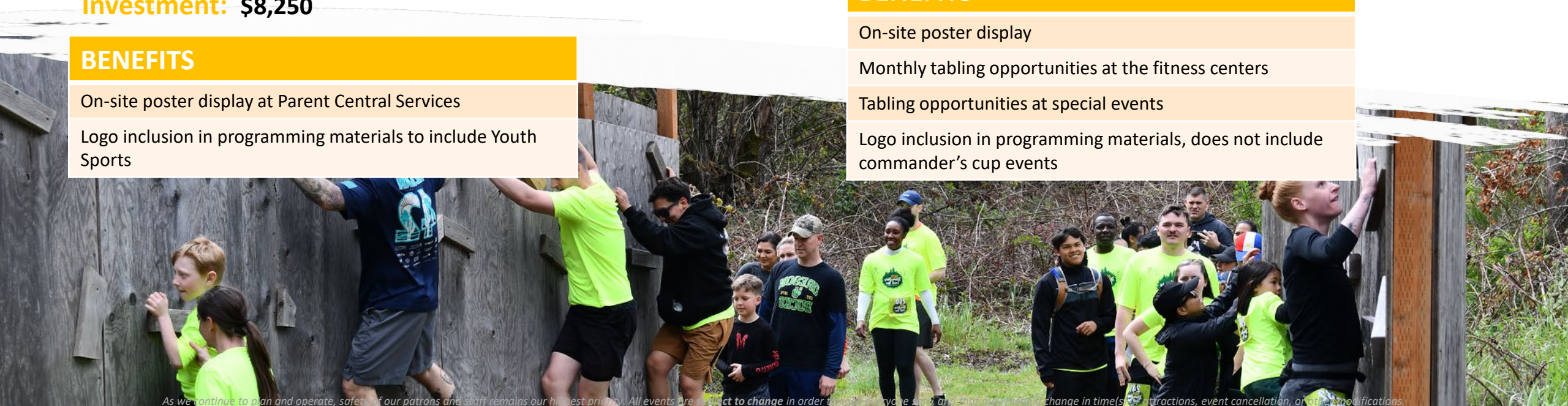
## BENEFITS

On-site poster display

Monthly tabling opportunities at the fitness centers

Tabling opportunities at special events

Logo inclusion in programming materials, does not include commander's cup events



*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 ensure everyone's safety and may be subject to change in time(s), attractions, event cancellation, or other notifications.*

# GOLF

Approximately 10,000 patrons per month

## OVERVIEW

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.

**Investment: \$6,650**

## BENEFITS

On-site banner display on the golf driving range partition

*\*Does NOT include cost of printing, installation and ad removal*

Monthly tabling opportunities

Tabling opportunities at special events

Logo inclusion in programming materials, does not include commander's cup events

Two (2) golf cart wraps

*\*Does NOT include cost of printing, installation and ad removal*

# LIBRARY

Approximately 20,705~23,629 patrons per month

Grandstaff Memorial Library: 16,436 · McChord Library: 5,136

## OVERVIEW

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.

**Investment: \$10,000**

## BENEFITS

On-site banner display at two (2) libraries

Monthly tabling opportunities

Logo inclusion in programming materials

Ad display on computer desktop background

# WEEKLY WELCOME RECEPTION

Approximately 100~300 Service Members per week

## OVERVIEW

Have lunch on us! Service member and their families will have an opportunity to learn about what JBLM has to offer – from childcare, leisure activities and fitness to employee and education opportunities. This program provides sponsors an excellent opportunity to engage with potential clients that are new to the area and in need of multiple services.

**Investment: \$9,345**

## BENEFITS

Banner displayed on-site

On-site tabling opportunities

Logo inclusion in Weekly Welcome Reception promo materials



# WARRIOR ZONE

Approximately 6,348~8,424 patrons per month

## OVERVIEW

Warrior Zones offer high-tech recreation opportunities for service members who want to get out of their barracks rooms but stay on their installations. While computer gaming is the main attraction, service members also gather to watch sporting events on large, high-definition, flat-screen TVs, while eating, gaming and mingling.

**Investment: \$10,000**

## BENEFITS

On-site static signage (banner or poster)

Monthly tabling opportunities

Ad display on computer desktop background

Logo inclusion in programming materials



# EVENT PACKAGES

An ideal way to maximize marketing dollars.

## ADVANTAGE INCLUDE:

- Multiple community touch point
- High frequency and reach
- Added value discounts and more!

## LARGE EVENTS INCLUDE:

- Easter Dash, 31 March 2024
- YTC Easter Egg Hunt, 31 May 2024
- Kids' Fest, 27 April 2024
- **Armed Forces Day, 18 May 2024**
- ODR Fishing Derby and Expo, 8 June 2024
- **Freedom Fest, 29 June 2024**
- Down & Dirty Trail Run, 20 July 2024
- Single Service Member Day, August 2024
- Oktoberfest, 28 September 2024
- Haunted Crooked Road, October 2024
- YTC Fall Fest, October 2024
- Winterfest, 7 December 2024
- Army vs Navy Flag Football Game, December 2024
- Right Arm Nights, Last Thursday every month

SPONSORSHIP OPPORTUNITIES & BENEFITS	EXCLUSIVE PACKAGE \$92,000	SUPPORT PACKAGE \$32,670
<b>Category Exclusivity!</b>	<b>X</b>	
<b>Presenting rights for selected events</b>	<b>X</b>	
Press releases in two (2) issues of Explore JBLM magazine	<b>X</b>	
Tabling opportunities for customer engagement at <b>ALL</b> large events with attendance of 500 people or more (table(s), chair(s), & canopy provided)	<b>X</b>	<b>X</b>
Logo/name inclusion on promotional materials (sponsorship agreement must be finalized by print date)	<b>X</b>	<b>X</b>
Logo/name inclusion on website	<b>X</b>	<b>X</b>
Verbal Recognition at event(s)	<b>X</b>	<b>X</b>
VIP access and parking passes	<b>X</b>	<b>X</b>
Catered hospitality	<b>X</b>	<b>X</b>
Mentioning on social media	<b>X</b>	<b>X</b>

# REFERRAL BONUS

Commercial Sponsors/Advertisers with a current agreement in effect can save up to **\$500** on their annual renewal by referring a new sponsor/advertiser who signs an agreement of equal or great value. Certain restrictions apply. Inquire for details.



**Contact us today to  
get started.**

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U.S. ARMY



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