



***PARTNERSHIP
OPPORTUNITIES.***



**Touching the
lives of Soldiers
and their Families.**



U.S Army Fort Bliss

OUR ORGANIZATION

Fort Bliss MWR welcomes partners with a mission.



Family and MWR is a network of support and leisure services designed to serve the needs, interests and responsibilities of each individual in the Army community, as well as enhance the quality of their lives.

From family, child and youth programs to recreation, sports, entertainment, travel and leisure activities -- Family and MWR employees worldwide strive to deliver the highest quality programs and services at each installation.

Family and MWR helps ensure Army readiness by caring for the people who serve and stand ready to defend the nation.

FORT BLISS MARKETING OFFICE:

The MWR Marketing office is located at 12 Pershing Road. Open Monday - Friday, 8am-4:30pm.

Commercial Sponsorship & Advertising: Coral Musy - coral.i.musy.naf@army.mil • 915-568-6078

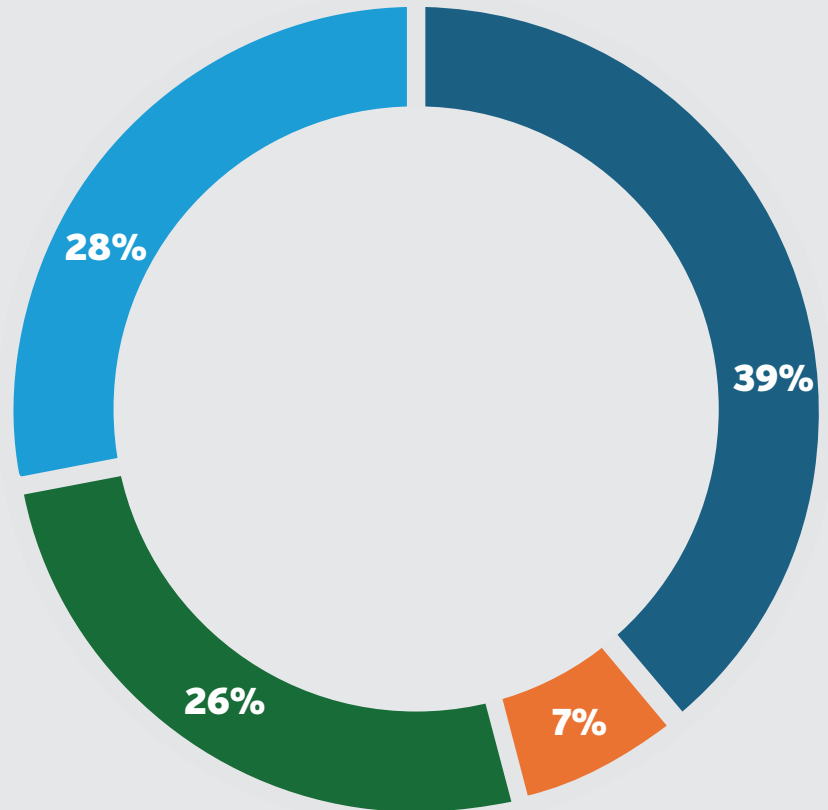
Advertising Sales Associate: Brandy Creason- brandy.l.creason.naf@army.mil • 915-568-3415

For questions concerning Marketing call (915) 568-6741. For facility specific questions, please visit the individual facility pages online at bliss.armymwr.com for more information.

BY THE NUMBERS

Fort Bliss Total Population Supported: 162,125

- Active Duty Military: 62,985
- Total Civilians: 11,737
- Military Family Members Dependant: 42,501
- Retirees: 44,902



INBOUND GATE TRAFFIC

(monthly average)

- Cassidy - 213k
- Buffalo - 137k
- Reyes - 178k
- MSG Pena - 172k
- Old Ironside - 85k
- Sheridan - 61k
- Barreras - 138k
- Chaffee - 121K
- SGT Duran/
MSG Espinoza - 97k
- PVT Minue - 22k

FACILITY FOOT TRAFFIC

- Monthly Average: 64,516
- Library: 39,407
- Rod and Gun: 60,000
- Biggs Park: 124,120
- Soto Gym: 499,941
- Stout Gym: 229,890
- Biggs Gym: 184,680
- Logan Gym: 96,413



[Linktree*/blissMWR](#)

2 Elementary Schools inside of Fort Bliss
Website: 350,000 impressions per month
Facebook Analytics FY24:
Total Followers: 45K Organic Reach: 333,156

2025 ADVERTISING OPPORTUNITIES

blissNOW BI-MONTHLY MAGAZINE

This is the ONLY Fort Bliss publication. Bliss Now magazine highlights Fort Bliss activities, seasonal events and encompasses the social and recreational life of Fort Bliss and El Paso community. Limited space available. First come. First served.

Limited space available, first come, first served.

SPECIFICATIONS: All ads are printed in full color. High-resolution PDF files are preferred. Vector files may be accepted, providing that all images are embedded and file is converted to curves (paths, outlines). JPG and TIFF files can be accepted, only if sent in high resolution (minimum of 300 dpi).

IMPORTANT: All full, half, 2/3 vertical and 1/3 horizontal page ads have a 0.125" bleed around the edges - included with measurements.

CIRCULATION: 10,000 bi-monthly / 60,000 annually

DISTRIBUTION LOCATIONS:

Commissary, PX Pharmacy, Parent central, Biggs Park, Soto Gym, Sergeant Major Academy, WBAMC, Airport, RV Park, Main ACS, Welcome Center and Vogel Hall and mailed to residents in Fort Bliss Housing.

2025 SPACE RESERVATION & CAMERA READY GRAPHICS DUE:

January/February December 2nd	March/April February 3rd	May/June April 2nd
July/August June 2nd	September/October August 4th	November/December October 2nd

	VERTICAL	HORIZONTAL	PER ISSUE
2/3 Page (Back Cover)	W: 8.75" H: 9.125"	N/A	\$1,600
Full Page (Inside Cover)	W: 8.75" H: 11.25"	N/A	\$2,000
Half Page	W: 4.319" H: 11.25"	W: 8.75" H: 5.576"	\$1,000
1/3 Page	W: 2.825" H: 11.25"	W: 8.75" H: 3.6261"	\$700

Black dash line below indicates 0.125 in. bleed.
 0.125 in. bleed is included in measurements provided.

The diagram illustrates the layout for various ad sizes. It shows a 2/3 page vertical graphic (back cover only), a full page vertical graphic, a 1/2 page horizontal graphic, a 1/3 page vertical graphic, and another 1/2 page vertical graphic. Each layout includes a red area for the ad and a light blue area for the bleed, with a dashed black line indicating the 0.125 inch bleed margin.

DIGITAL SCREENS

We maintain digital monitors that constantly rotate Family and MWR programs and events. These monitors are open to a limited number of advertisers to ensure maximum exposure. Based on the locations alone you can expect your advertisement to be seen by thousands of patrons daily.

SIGN LOCATIONS: 24 LOCATIONS!

Soto and Stout PFCs, East Bliss Mini Mall, Mickelsen Community Library, Underwood Golf Complex, Freedom Crossing food court, Centennial Banquet and Conference Center, Soldier Activity Center, Rod & Gun Club, Aquatics Training Center, MWR Headquarters, Monti Warrior Zone & 8+ new locations.

SPECIFICATIONS: Display Area: 40"- 50" • Pixel Size: 1920 (W) x 1080 (H)

Color Space: RGB • Static File Type: JPEG or PNG

Video File Type: .wmv only, no audio, up to 30 sec max., 2500 mbps

	1 Month	6 Month	12 Month
All Monitors	\$650	\$2,700	\$4,800

BOWLING MONITORS

Your ad is above it all at Desert Strike Lanes. This 52-lane mega-bowling center is equipped with **fifty-two flat-panel monitors**. Your advertisements rotate on the monitors that are not in play, providing coverage across the entire bowling center.

SIGN LOCATION:

Desert Strike Lanes, 2494 Ricker Road

SPECIFICATIONS: Display Area: 42" • Pixel Size: 1920 (W) x 1080 (H)

Color Space: RGB • Static File Type: JPEG, PNG or PDF

	1 Month	6 Month	12 Month
All Monitors	\$500	\$1,000	\$1,800

FORT BLISS MWR WEBSITE

An ad on the MWR Website is a direct link to your website from ours, immediately connecting our visitors to your website. Your ad will be visible throughout the entire website which receives an average of 350,000 impressions per month. It is linked throughout the Army and the world.

SPECIFICATIONS: Tile: Pixel Size: 300 (W) x 250 (H) • Banner Size: 728 (W) x 90 (H)

File Type: JPEG, PNG, PDF or GIF • Color Space: RGB **We will be converting to CPM rates soon, lock in the flat rate while it is still available.**

	1 Month	6 Month	12 Month
Tile	\$700	\$2,100	\$4,100
Banner	\$400	\$1,500	\$2,900

OUTDOOR MARQUEES

Full-color, double/triple-sided LED digital displays at various locations on Fort Bliss.

***Fort Bliss Family & MWR is not responsible for resizing or recreating your graphics.**

A fee will be applied for resizing and recreating.

SIGN LOCATIONS/SPECIFICATIONS:

Cassidy: corner of Cassidy and Marshall Rd.

Centennial: at Constitution and Sergeant Major Blvd.

Milam: across from the Milam Elementary School

Constitution: corner of Cassidy and Constitution

Buffalo Soldier: at the entrance of Buffalo Soldier Gate

- Pixel Size: 288 (W) x 96 (H)

- Pixel Size: 288 (W) x 120 (H)

- Pixel Size: 224 (W) x 96 (H)

- Pixel Size: 416 (W) x 120 (H)

- Pixel Size: 288 (W) x 96 (H)

Color Space: RGB • Static File Type: JPEG or PNG is recommended

Video File Type: .wmv is recommended

	Centennial	Milam	Buffalo Soldier	Cassidy	Constitution	Marquee Discount
1 Month	\$300	\$400	\$450	\$650	\$800	
6 Months	\$1,325	\$1,835	\$2,090	\$3,110	\$3,825	3/4ct.-10% off
12 Months	\$2,450	\$3,410	\$3,890	\$5,810	\$7,250	ALL-15% off

BANNER & WALL CLING PLACEMENT

If you're looking for longevity, we offer numerous high-traffic locations throughout Fort Bliss allowing for maximum consumer exposure.

SPECIFICATIONS: All indoor wall clings and outdoor banners must be equipped with grommets for hanging. Outdoor banners must be weather resistant and equipped with grommets for hanging and wind slits. All advertising must include the FMWRC approved disclaimer: **"No official U.S. Army endorsement is implied."**

NOTICE: The Commercial Sponsorship & Advertising Department is not responsible for lost or damaged banners due to inclement weather.

In addition to fee, there is a professional print/install fee. Please inquire as pricing changes frequently. **Outdoor banner available.**	Biggs PFC, Aquatics Training Center, *Biggs Park, *Omar Bradley Sports Complex, & *Stout Track & Field Complex	Soldier Activity Center, Stout & Logan PFC	Soto PFC <i>NOW OPEN 24/7!</i>
1 Month	\$14 sq. ft.	\$18 sq. ft.	\$19 sq. ft.
6 Months	\$12 sq. ft.	\$16 sq. ft.	\$17 sq. ft.
12 Months	\$11 sq. ft.	\$14 sq. ft.	\$15 sq. ft.

PREMIUM POSTER PLACEMENT

Premium poster advertising puts your information in just the right place. Our state-of-the-art facilities garner a large amount of foot traffic daily, by a wide-range demographic that includes Soldiers, Civilians and Family members of all ages.

SIGN LOCATIONS: 14 LOCATIONS!

Stout PFC, Milam PFC, Biggs PFC, Aquatics Training Center, Tennis Club and Fitness Zone, Soldier Activity Center, Bowling Center, Centennial Banquet and Conference Center, Auto Crafts, Replica Aquatic Center, Soto PFC, Logan PFC & Monti Warrior Zone.

SPECIFICATIONS: Poster Size: 22' (W) x 28' (H) - All advertising must include the FMWRC approved disclaimer: **"No official U.S. Army endorsement is implied."**

	Soto/Logan PFC	All Others
1 Month	\$200	\$150
6 Months	\$900	\$800
12 Months	\$2,000	\$1,300

VEHICLE PLACEMENT

If more bang for your buck is what you're after, put your automobiles on display at one of our high-traffic facilities. Vehicle upkeep (washing, detailing, etc.) is required and the responsibility of the dealership. Details regarding logistics and certain guidelines will apply.

	Centennial	Stout PFC	Soto PFC
1 Vehicle	\$1,000/mo.	\$1,000/mo.	\$2,000/mo.
Each Addt'l	\$250/mo.	\$250/mo.	\$350/mo.

UNDERWOOD GOLF COMPLEX

Fort Bliss is home to one 18 hole course Sunrise, at Underwood Golf Complex. Set at the base of the Franklin Mountains, these courses are a favorite among Soldiers, Civilians, Retirees, and youth. Underwood hosts quarterly Garrison Commander Scrambles, Night Golf Scrambles, Member Appreciation Night, adult and youth clinics, club championships, invitationals and more! Numerous advertising opportunities are available to reach those golfers at Underwood who average over 50,000 rounds of golf played each year.

Tee marker advertising includes a 12" x 12" plaque and a 30 second video that plays on the GPS systems located in all of Underwood Golf Complex golf carts.

SPECIFICATIONS: Color Space: RGB • Video File Type: .WMV • Encoder: WMV1, WMV2 or WMV3
Duration: up to 30 seconds • Resolution: No larger than 720 pixels wide x 422 pixels tall Frame rate: 15 FPS
Bit Rate: 1000 kbps or less • Audio Encoder: WMA8 • Channel: 1 (mono) • Bit rate: 64kbps or less

	Quantity	Price
Tee Markers and GPS	18	\$2,000/yr. <small>Additional discount for renewal</small>

ADVERTISING OPPORTUNITIES

Increase your brand awareness and reach to your target market.

Advertising through Fort Bliss MWR offers a range of opportunities to engage with the military community through our advertising and online platforms. Partnering with Fort Bliss MWR provides a unique chance to build partnership and lasting relationships while increasing brand awareness across the installation.

EXAMPLES OF ADVERTISING OPPORTUNITIES

Digital Screens

Bowling Monitors

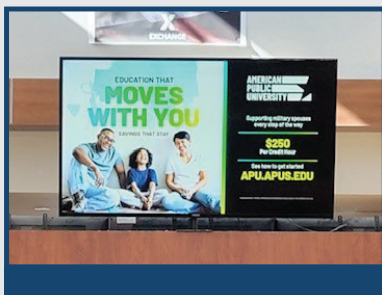
Outdoor Marquees

BlissNOW Magazine

Banner Placement

Premium Poster Placement

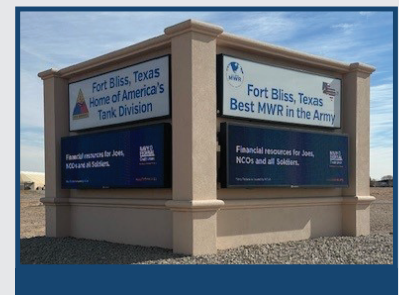
Fort Bliss MWR Website



Digital Screens



Banner Placement



Outdoor Marquees

**The following disclaimer must be added to all print media upon submission:
“No official U.S. Army endorsement is implied.”**

Does not apply to Bliss NOW.* **DISCLAIMER: Fort Bliss Family and MWR adheres to the standard industry definition of reproducible art and reserves the right to accept or reject art depending on the application. Fort Bliss Family and MWR reserves the right to reject advertising based on content not meeting traditional values.

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP: Reach your target demographic with “top of the mind awareness” in a one on one experience at our events. Advocate for your brand and sponsor our great events.

EXAMPLES OF SPONSORSHIP OPPORTUNITIES:

Special Events

Seasonal Festivals

Sporting Events

Family Orientated Events

Community Service Events

EVENT SPONSORSHIP INCLUDES:

Table space at event

Sponsor mention on social media posts for an event

Sponsor logo and mention on social media posts for an event with a link to your website is available at a premium fee

****Events & dates are subject to change****

Additional events will be added as they become available.

Exclusivity rates available, please inquire with MWR Sponsorship and Advertising for complete details.

2025 SPONSORSHIP OPPORTUNITIES

FEBRUARY

Lucha Libre

February 7 | Stout PFC

Premium: \$800 • Basic \$500

Estimated Attendance: 500+

It's high-flying entertainment with Mexican-style Wrestling!



MARCH

Outdoors Day

March 8 | Rod & Gun Club

Premium: \$600 • Basic \$300

Estimated Attendance: 300+

Come out to Rod & Gun and enjoy Outdoors Day. We will be providing different activities for people to try out. Demonstrations to know more about what the range can do as well as other outdoor activities on Fort Bliss and the El Paso community.



APRIL

Purple Up & MCCASA

April 5 | Location: Biggs Park

Premium: \$1,000 • Basic \$800

Estimated Attendance: 3,000



Celebrate Military Children for their strength by wearing purple and attending a free event full of activities, demos, inflatables, refreshments and more!

EasterAvaganza

April 19 | Biggs Park

Premium: \$1,000 • Basic \$800

Estimated Attendance: 3,000-5,000



Soldiers and Families celebrate Easter with lots of activities, inflatables & more.

MAY

Spouses Night Out

May 9 | Centennial

Premium: \$1,000 • Basic \$800

Estimated Attendance: 3,000-5,000



This event is all about celebrating Military Spouses on Fort Bliss. Join us as we say, "Thank You" with a day of free activities, workshops, prizes and refreshments.

Armed Forces Day Parade

May 17 | Smith Parade Field

Premium: \$1,800 • Basic \$1,000

Estimated Attendance: 10,000



Local Businesses, Schools, and Fort Bliss units participate in this glorious parade. It is followed by a celebration with inflatables, static displays and FUN. As a sponsor you can attend the event to promote your business and we invite you to have a float or vehicle in the parade.

Harry Potter Festival

TBD | Marshal Park

Premium: \$800 • Basic \$500

Estimated Attendance: 600+



This wizard-themed event includes activities, crafts, local vendors and more inspired by the Harry Potter universe.

SEPTEMBER

Oktoberfest Family Day

September 21 | Biggs Park

Premium: \$1,000 • Basic \$800

Estimated Attendance: 3,000-5,000



Oktoberfest is one of the biggest and most sought out events of the year. Sunday is discounted family day. We add inflatables, crafts, food trucks and fun for Families to enjoy and experience a family friendly Oktoberfest Celebration. includes one banner during Friday and Saturday Night.

NOVEMBER

Renaissance Fair

November 8 | Biggs Park

Premium: \$1,000 • Basic \$800

Estimated Attendance: N/A



Join Fort Bliss MWR to celebrate our first ever Renaissance Fair!

MWR 15 Days of Holiday Giveaways

November-December TBD | MWR Facebook Page

In-Kind Donation Valued at: \$150

Estimated Online Participation: 4,000-6,000



MWR is bringing the holiday spirit to our patrons! Join the fun with our “15 Days of Holiday Giveaways”. We spread holiday cheer by giving our Military Families a chance to win holiday gifts. Participants answer questions that will be provided each weekday during the above time frame. We direct them to your webpage or FB to find the answer to a specific question to increase traffic to your page. Sponsors are welcome to spread holiday cheer and provide prizes, gift cards or Sponsorship in the amount of/or valued at \$150.00.

DECEMBER

Annual Christmas Tree Lighting and Celebration

December 5 | Biggs Park

Premium: \$1,000 • Basic \$800

Estimated Attendance: 2,000-4,000



Join Fort Bliss MWR and Fort Bliss RSO for the tree lighting celebration.

The original Holiday Tree was given and dedicated by the Cain Family, members of Center Chapel One, in 1979 in loving memory of their Beloved Daughter, Arlene P. Cain - “The Beauty of Arlene was a Special Ray of Sunshine Forever in Our Hearts.” Enjoy songs from Bliss Elementary Choir, Music, Photos with Santa, Inflatables, Crafts, Free Cookies and Hot Cocoa.

2025 SPORTS, FITNESS & AQUATICS (SFA) EVENTS

JANUARY

Half Marathon & Health Fair

January 25 | Stout PFC

Premium: \$500 • Basic \$250

Estimated Attendance: 300+



This run is for fitness enthusiasts and will be an early morning of good energy and camaraderie. All our runs bring out family and support groups. It is a great opportunity for you to promote your business in pre- and post-race activities.

FEBRUARY

Run for the Fallen

February 22 | Soto PFC

Premium: \$2,500 - Only 3 spaces available

Estimated Attendance: 800+



Who are you running for? Come out to honor our fallen service members in the annual Run for the Fallen 5K/1 mile walk.

APRIL

Easter Egg Float

April 19 | Aquatics Training Center

Premium: \$200 • Basic \$100

Estimated Attendance: 100-500



Participants hunt for eggs in the pool, a twist to an original easter egg hunt!

MAY

Armed Forces Race

May 3 | Soto PFC

Premium: \$500 • Basic \$250

Estimated Attendance: N/A



Celebrate the spirit of Armed Forces Day! Open to families, friends, pets and athletes of all levels. Costumes are highly encouraged.

JULY

Boxing Smoker

July 25 | Soto PFC

Premium: \$200 • Basic \$100

Estimated Attendance: 100-500



This is an Amateur Boxing event where the only fighters allowed are Active-Duty Military Boxers. Open to both male and female participants. This event is Sanctioned by the USA Boxing Border Association. Special Guest Appearances by some of El Paso's Boxing Sensations. Spectators are welcome and entry is free???

AUGUST

Cardboard Regatta

August 16 | Pool

Premium: \$400 • Basic \$200

Estimated Attendance: 100-150



Sponsors are encouraged to use this as a TEAM BUILDING event and have their organization build a boat and participate in their own heat! And see if you can make it to the distance. Start saving that Cardboard.

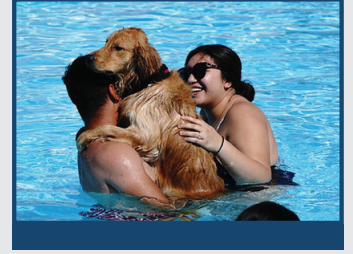
SEPTEMBER

Doggy Swim Day

September 6 | Soto PFC

Premium: \$500 • Basic \$250

Estimated Attendance: 100+



Come beat the heat with your Furry friends with a swim day for pups. Swimming, craziness and furry friends, make for a PAW-fect Day.

9/11 Memorial Stair Climb

September 11 | Soto PFC

Premium: \$200 • Basic \$150

Estimated Attendance: 200+



Participants pay tribute in their own way by climbing the equivalent of the 110 stories of the World Trade Center utilizing stationary stair steppers, Row 2001M or Walk 21 laps around the track.

OCTOBER

Spooky Floating Pumpkin Patch

October 24 | Aquatics Training Center

Premium: \$200 • Basic \$100

Estimated Attendance: 100+



Swim around our decorated Spooky Floating Pumpkin Patch and pick a pumpkin to take home! Enjoy Halloween goodies, games and more.

Halloween Classic Basketball Tournament

October 25-27 | Soto PFC

Premium: \$1000 • Basic \$500

Estimated Attendance: 2,000 over three days



Initially held in 1995, this three-day basketball tournament attracts local high caliber teams from NM and AZ along with spectators.

Norwegian Foot March

October 25 | Soto PFC

Premium: \$1,000 • Basic \$500

Estimated Attendance: 500



The Norwegian Foot March is a military endurance test. Participants march or run a 18.6 mile long route, carrying a rucksack of 24lbs.

November

Turkey Trot 5k

November 23 | Soto PFC

Premium: \$200 • Basic \$100

Estimated Attendance: 100+



Start a new Thanksgiving tradition! Open to families, friends, pets and athletes of all levels. Costumes are highly encouraged.

DECEMBER

Zumba Under The Stars

December 7 | Soto PFC

Premium: \$200 • Basic \$100

Estimated Attendance: 100+



Love dancing? Love fitness? Why not do both?! Get ready to move and groove with our Zumba Under The Stars Fitness Party!

Additional events happening with SFA

Place an information table at every game!

Top Gun Open Volleyball League:

February 1-March 22 **Premium \$3,500 • Basic \$2,500**

Spring Flag Football League:

April 12-May 17 **Premium \$3,500 • Basic \$2,500**

2025 ACS: ARMY COMMUNITY SERVICE EVENTS

AUGUST

Relocation Fair

August TBD | Centennial

Premium: \$800 • Basic \$400

Estimated Attendance: 1,500+



This event showcases the resources from ACS, Family and MWR, and various support agencies within the Fort Bliss and El Paso Community. This is an opportunity for Incoming Soldiers, Families, and incoming Sergeants Major Academy class to meet with on and off-post agencies and business to see what they have to offer. All sponsors are strongly encouraged to attend this event.

2025 RECREATION EVENTS

MONTHLY

Inquire for rate

Underwood Golf/Rod & Gun Tournaments



There are numerous tournaments hosted by Underwood Golf Complex and the Rod & Gun Club. Come out and help us reward all of the participants for the continued support and love of the outdoor tournaments.

MONTHLY

Inquire for rate

Monti Warrior Zone UFC Fight Nights



The Monti Warrior Zone is the place to be featuring every UFC PPV event. Patrons 18+ over are invited to watch for FREE! A full bar and kitchen is also open for purchase of food and beverages.

FORT BLISS BOSS PROGRAM

Advocate for your brand to support our Single Soldiers!

BOSS BASH • August TBD: **Premium \$1,500 • Basic \$1,000**

BOSS Meetings the first Tuesday of every month: **\$250 per meeting or \$2,000 full year.**

BOSS Kick Back the second Thursday of every month: **\$250 per kickback or \$2,000 full year.**

Logo on BOSS Polo Shirts: **\$2,000 (only 3 spaces available).**

BOSS BBQ Pool Parties: **\$500 each or \$1,500 for all 4**

CENTENNIAL BANQUET & CONFERENCE CENTER

Additional events happening at the Centennial

A quick description of what you get if you choose this option...xxx...xxx

Super Sunday Super Bowl:

Premium \$2,000 • Basic \$1,000

Valentine's Dinner: \$500

Easter Brunch: \$500

Mother's Day Brunch: \$500

Father's Day Brunch: \$500

Friendsgiving: \$500

Army vs Navy Watch Party:

Premium \$1,000 • Basic \$800

Handbag Bingo:

Premium \$1,000 • Basic \$800

Holiday Brunch: \$500