

# TOUCHING THE LIVES OF SOLDIERS AND THEIR FAMILIES

# FORT BLISS COMMERCIAL SPONSORSHIP 2019 RATE CARD

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## 2019 SPONSORSHIP OPPORTUNITIES

### JANUARY

**LUCHA FRONTERA: LIBERTY BELL** The Moth and "Scrap Iron" Brad Sanders will team up against Jack Evens. This is not your typical wrestling, there will be body slamming and high flying maneuvers in the ring.  
 January 25, 2019  
 Premium: \$400  
 Basic: \$200  
 Estimated Attendance: 400



**FITNESS RESOLUTION HEATH FAIR** This fair offers valuable information to get fit in the New Year and stay fit. This event gives you the opportunity to get a taste of what Fort Bliss and the community have to offer. This is a great opportunity to share your business with the Fort Bliss Community.  
 January 12, 2019  
 Premium: \$400  
 Basic: \$200  
 Estimated Attendance: 400



**HALF MARATHON & 5K RUN** This race is for fitness enthusiasts and will be an early morning of good energy and camaraderie. All of our runs bring out family and support group and is a great opportunity for you to promote your business in pre and post race festivities.  
 January 27, 2019  
 Premium: \$200  
 Basic: \$100  
 Estimated Attendance: 300



### FEBRUARY

**QUE PASA FORT BLISS INFO FAIR** Similar to the Beinvenidos Relocation Fair, but on a smaller level. This event gives our Soldiers and their Families, who are new to the area, information on what Fort and El Paso have to offer. One of the best ways to reach newcomers.  
 February 21, 2019  
 Please call for more information.  
 Estimated Attendance: Unknown - new event



### MARCH

**GRIT GAMES** Inspired by Les Mills GRIT, teams of four will compete in a three phase event, testing speed, strength and endurance. This is a great opportunity to connect with fitness enthusiasts on Fort Bliss.  
 March 16, 2019  
 Premium: \$300  
 Basic: \$150  
 Estimated attendance: Unknown - new event



**0.5K ST. PADDY'S DAY FUN RUN** It is not a typo, we are hosting the first (hopefully) not the last 0.5K run (or lack there of) at the Monti Warrior Zone. This is a unique, crazy and fun race to the not-so-far-away finish line, with a break area at the 0.25 mark. There will be adult beverages and donuts provided.  
 March 16, 2019  
 Premium: \$500  
 Basic: \$250  
 Estimated Attendance: Unknown - new event



### APRIL

**MCCASA WALK** Join us for the 15th annual MCCASA walk and help us raise awareness for the Month of the Military Child, child abuse, and sexual assault. Participants join us for a free one mile walk at Biggs Park, followed by a fun filled day of activities that include food, games, demonstrations and more.  
 April 6, 2019  
 Premium: \$500  
 Basic: \$250  
 Estimated Attendance: 500



**EASTERAVANGONZA** Please join us as we invite our Soldiers and their Families out to celebrate Easter at Biggs Park. This is a fun-filled event with lots of activities, inflatables and the Easter Bunny.  
 April 20, 2019  
 Premium: \$1,000  
 Basic: \$600  
 Estimated Attendance: 3000 - 5000



LOOK FOR THESE ICONS TO REACH YOUR

# TARGET MARKET



MILITARY FAMILIES



ACTIVE-DUTY MILITARY



LEADERSHIP PRESENCE



GENERAL PUBLIC

# U.S. ARMY MWR FORT BLISS

# 2019 SPONSORSHIP OPPORTUNITIES



## MAY

### OLD IRONSIDES MUD CHALLENGE

This event is hosted by Fort Bliss Sports and Aquatics. Participants compete in five-mile course with numerous obstacles, while sloshing through the mud and water. \*T-shirts

May 4, 2019

Premium: \$1,500

Basic: \$500

Estimated Attendance: 1,000

**OFFER EXPIRED**



### DESIGNER HANDBAG BINGO

A huge success last year, this event offers participants a chance to WIN BIG. Winners receive their choice of a designer handbag that may have money inside. Plan on food specials, games of laughs. We are looking for sponsorship in the form of designer bags, cash and additional prizes.

May 16, 2019

Premium: \$200

Basic: \$100

Estimated Attendance: 100

**OFFER EXPIRED**



### MILITARY SPOUSE APPRECIATION DINNER

This event is all about celebrating Military Spouses on Fort Bliss. Join us as we say, "Thank You" with a evening of prizes and fun!

May 16, 2019

Premium: \$200

Basic: \$100

Estimated Attendance: 100

**OFFER EXPIRED**



### ARMED FORCES DAY PARADE

The second annual Armed Forces Day Parade and a Fort Bliss tradition. Local businesses, schools, and Fort Bliss units will participate in making the parade a success. The parade is followed by an Armed Forces Day Celebration. As a sponsor you can attend the event to promote your business or we invite you to have a float or vehicle in the parade.

May 18, 2019

Premium: \$5,000

Basic: \$1,000

Estimated Attendance: \$4,000-\$6,000

**OFFER EXPIRED**



## JUNE

### AQUAPALOOZA

Help us kick off summer with a water-filled event. We will have water slides, slip-n-slides, a fire truck and more! Help Fort Bliss families cool during the hottest time of the year.

June 22, 2019

Premium: \$6,000

Basic: \$2,000

Estimated Attendance: 1,000

**OFFER EXPIRED**



### CASINO NIGHT

Don't miss this fun evening of mock gambling at Monti Warrior Zone. You'll have the opportunity to interact with younger soldiers they enjoy the evening's festivities.

May 18, 2019

Premium: \$1,000

Basic: \$100

Estimated Attendance: unknown - new event

**OFFER EXPIRED**



## JULY

### POP GOES THE FORT

Our biggest and most patriotic event of the year continues to bring the community together on Fort Bliss with a powerful performance by the El Paso Symphony, an amazing fireworks and a Cannon Salute to our Nation. Come out and enjoy all the fun festivities of the evening with Fort Bliss Soldiers, their Families and El Paso Community.

July 4, 2019

Premium: \$5,000

Basic: \$2,500

Estimated Attendance: 25,000

**OFFER EXPIRED**



## AUGUST

### CARDBOARD BOAT REGATTA

Not only join us for this great event but have your team help crafty skills together and build a boat out of only cardboard and recyclable materials. See if your hard work pays off and if you can make it the distance.

August 10, 2019

Premium: \$300

Basic: \$50

Estimated Attendance: 150

**OFFER EXPIRED**



### TAP & CORK: CRAFT BEER AND WINE FEST

Our third annual Craft Beer and Wine festival offers participants the opportunity to come out and sample a variety of craft beers and wines offered locally. We have a variety of entertainment with different genres of music. There will be activities and vendors. \*Limited spacing is available and this is on a first come, first serve basis.

August 2 - 3, 2019

Premium: \$1,000

Basic: \$400

Estimated Attendance: 1,000

**OFFER EXPIRED**



### RELOCATION FAIR

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

August 2019

Premium: \$1,000

Basic: \$400

Estimated Attendance: 1,000

**OFFER EXPIRED**



## SEPTEMBER

### BOSS BASH

This event recognizes single and unaccompanied Soldiers for their dedication and contribution to the Army mission. The day is free of charge for all Single Soldiers and includes various sporting events, a meal, entertainment, fun and games with GREAT prizes. This is a great way for our sponsors to get in touch and reach out to our single soldiers on Fort Bliss.

Sept. 13, 2019

Premium: \$1,500

Basic: \$800

Estimated Attendance: 1,500-3,000



### IRON SOLDIER SPRINT TRIATHLON

Join us for the 7th Annual Iron Soldier Sprint Triathlon. Athletes will compete in a 400-meter swim, 15-mile bike ride and a 5K run. Come and see who will take home the title. A great opportunity to connect with fitness enthusiasts here at Fort Bliss.

Sept. 14, 2019

Premium: \$400

Basic: \$200

Estimated Attendance: 150



## OCTOBER

### ZOMBIE RUN

As we say goodbye to a 25 year old tradition (German American Night Run) we say "Hello" to a new one.

Oct. 19, 2019

Premium: \$500

Basic: \$300

Estimated Attendance: Unknown - new event



### HARVEST FESTIVAL

Old Fort Bliss Replica puts on a spooky good time at the annual Haunted Pumpkin Patch. Patrons get cozy by the campfire and participate in other ghoulish activities.

Oct 25 & 26, 2019

Premium: \$400

Basic: \$250

Estimated Attendance: 250-500



### MONSTER BASH

This two day festival is our annual Halloween festival filled with rides, spookiness, entertainment and more. This event has been very popular and well attended by Fort Bliss Soldiers, families and the El Paso Community.

October 25-26, 2019

Premium: \$2,000

Basic: \$1,200

Estimated Attendance: 3,000-5000



### HAUNTED HOUSE

Join Family and MWR for a minimum of 9 nights of terror as you participate in one of the scariest haunted houses in El Paso. The special events team has definitely created a buzz in the haunted house world with the Massacre on Marshall Road. Each year seeing more and more terrified guest through the doors.

October 2019

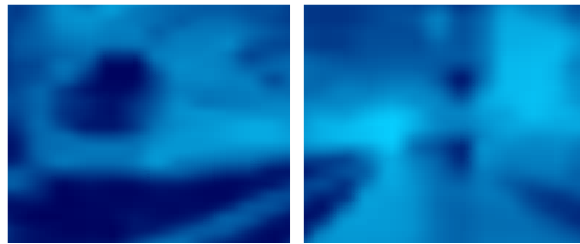
Premium: \$3,000

Basic: \$1,000

Estimated Attendance: 3,000-4,000



# 2019 SPONSORSHIP OPPORTUNITIES



## OCTOBER

### BOWLING CENTER HALLOWEEN PARTY

October 2019

Premium: \$400

Basic: \$200

Estimated Attendance: 1,000



Join Desert Strike Lanes for their annual Halloween Spooktacular Bowling Party. There will be bowling specials, costume contests, food, games and fun for all ages.

### HALLOWEEN CLASSIC BASKETBALL TOURNAMENT

October 26-28, 2018

Premium: \$1300

Basic: \$750

Estimated attendance: 2000



Initially held in 1995, this tournament now attracts local high caliber teams, and teams from New Mexico and Arizona. This is a three day tournament held at Logan Heights Physical Fitness Center. The format is a double elimination tournament, NCAA regulation play.

## DECEMBER

### HOLIDAY FESTIVAL

December 6, 2019

Premium: \$1,100

Basic: \$600

Estimated Attendance: 3,000



Our Holiday Festival celebrates the season with free photos with Santa, art and crafts, games and refreshments. Every year we do a different theme and this year's will not disappoint.

### NEW YEARS BINGO

December 31, 2019

Premium: \$200

Basic: \$100

Estimated Attendance: 50-100



The Centennial Banquet and Conference Center will once again host the very popular New Year's Bingo. With great prizes, sponsors should expect a premium opportunity to interact with an excited and enthusiastic crowd. This event is open to military ID card holders and their guests.

### HOLIDAY FAMILY THANK YOU

December 2019

Premium: \$400

Basic: \$200

Estimated Attendance: 500



Join the Fort Bliss Bowling Center as they say Happy Holidays and Thank you to our Fort Bliss Families with glow bowling and numerous discounts on food, games and shoe rentals.

### CLAUS AND PAWS 5K FUN RUN/WALK

December 7, 2019

Premium: \$500

Basic: \$250



This event was a huge success last year! Participants will enjoy a fun run or walk. The whole family is invited, including furry friends, and dressing up is encouraged. There will be free photos with santa, goodies and more!

## ADDITIONAL OPPORTUNITIES

### GOLF TOURNAMENTS

TBA/Monthly

Premium: \$250



There are numerous tournaments hosted by Underwood Golf complex. Come out and help us reward all of the golfers for their continued support and love of the game. Please inquire about dates and pricing.

### RIGHT ARM NIGHT

Monthly

Premium: \$300

Estimated Attendance: 50-150



Held monthly at the Pershing Pub, Right Arm Night is attended by Soldiers for the purposes of camaraderie, unit cohesion and to "let loose"! This old Army tradition encourages leaders to come together and build relationships with the ones helping them get through their daily mission.

### NIGHT GOLF

Spring & Fall

Premium: \$500

Basic: \$200

Estimated Attendance: 50-100



Underwood Golf Complex's Night Golf is an insanely fun, two-person scramble on a glowing course with a glowing ball. Carts, tee boxes, fairways, bunkers, greens and flag poles will be illuminated with glow sticks. Golfers will receive glow gear, dinner and prizes.

### YAPPY HOUR

Monthly

Premium: \$100.00

Basic: \$50.00

Estimated Attendance: 50-100



Join dog lovers and owners for an evening on the Centennial Patio with homemade dog treats, drinks and food specials. We play dog themed games and watch our furry pets mingle. \$50 - \$100 (in kind donation may be accepted in trade of monetary support)

### BOSS LUNCHES

4th Tuesday of every month

Premium: \$2500

Basic: \$250



Support BOSS by providing lunch for unit reps while they come together to talk about up and coming events in El Paso and on Fort Bliss. Your business can join them for lunch as well as talk about your business or event. \$250 or food provided per meeting or \$2,500 for the year and access to meetings.

\* Events and dates subject to change. Additional events may be added.

\* Please, inquire with MWR Sponsorship and Advertising for complete details.

U.S. ARMY  
**MWR**  
FORT BLISS