

TOUCHING THE LIVES OF SOLDIERS AND THEIR FAMILIES

FORT BLISS COMMERCIAL SPONSORSHIP 2020 RATE CARD

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2020 SPONSORSHIP OPPORTUNITIES

JANUARY

LUCHA LIBRE

January 11, 2020

Premium: \$400

Basic: \$200

Estimated Attendance: 200-400



This is a masked Mexican-style wrestling event! There will be body slamming and high-flying maneuvers in the ring.

FITNESS RESOLUTION HEALTH FAIR

January 11, 2020

Premium: \$400

Basic: \$200

Estimated Attendance: 200-400



Patrons have the chance to learn about classes offered by Group Fitness. This is a great opportunity to share your business with members of the Fort Bliss Community.

HALF MARATHON & 5K RUN

January 25, 2020

Premium: \$400

Basic: \$200

Estimated Attendance: 300-500



Patrons can start the New Year off right with the Half Marathon and 5K. This event is a great opportunity for you to promote your business and connect with the El Paso Community.

FEBRUARY

QUE PASA FORT BLISS INFO FAIR

February 12, 2020

Premium: \$400

Basic: \$200

Estimated attendance: 300-500



Similar to the Bienvenidos Relocation Fair, but on a smaller level, this event provides information to Military Families on what Fort Bliss and El Paso has to offer. One of the best ways to reach newcomers.

RUN THE RUNWAY 5K

February 22, 2020

Premium: \$500

Basic: \$300

NEW EVENT: Estimated attendance: N/A



Military Families and the El Paso Community get a chance to participate in a 5K run on a tarmac at the Biggs Army Airfield. They'll learn about different airframes used by the Fort Bliss Aviation, and talk to the pilots and crew chiefs.

MARCH

0.5K ST. PADDY'S DAY FUN RUN

March 14, 2020

Premium: \$500

Basic: \$250

Estimated Attendance: 200-400



Join the 2nd annual extra-short 0.5K run happening at Freedom Crossing. This is a unique, crazy and super fun race to the not-so-far-away finish line, with a break area at the 0.25 mark. Sponsors will be able to join in the fun and mingle with the runners.

APRIL

MCCASA WALK

April 4, 2020

Premium: \$500

Basic: \$250

Estimated Attendance: 1000



Help us raise awareness for the Month of the Military Child by supporting the 16th annual MCCASA walk. Participants join for a free mile walk at Biggs Park, followed by fun-filled activities with food, games and more.

EASTERAVAGANZA

April 11, 2020

Premium: \$1,000

Basic: \$600

Estimated Attendance: 3000-5000



This is our biggest event this spring season. Join Soldiers and their Families to celebrate Easter at Biggs Park. This is a fun-filled event with lots of activities, inflatables and the Easter Bunny.

MAY

DESIGNER HANDBAG BINGO

May 2, 2020

Premium: \$400

Basic: \$200

Estimated Attendance: 300



Participants get a chance to WIN BIG. Winners will score a designer handbag that have cash inside. Plan on food specials, games and a lot of laughs. We are looking for sponsorship in the form of designer bags, cash and additional prizes.

MILITARY SPOUSE APPRECIATION DAY

May 8, 2020

Premium: \$400

Basic: \$200

Estimated Attendance: 300-400



Join us to celebrate Military Spouses on Fort Bliss, as we say, "Thank You" with an evening of games, prizes and loads of fun! This is a great opportunity to promote your business to our Military Spouses!

ARMED FORCES KIDS RUN

May 15, 2020

Premium: \$400

Basic: \$200

Estimated Attendance: 250-350



Join the Youth Sports Plex for the Armed Forces Kids Run 2020! This is a great family-friendly event to boost self-esteem, self-confidence and develop a sense of independence. Participants can walk, jog or run!

ARMED FORCES DAY PARADE

May 16, 2020

Premium: \$2,000

Basic: \$1,000

Estimated Attendance: 3000-4000



This is our 3rd annual Armed Forces Day Parade. Local businesses, schools, and Fort Bliss units will participate in making the parade a success. The parade will be followed by an Armed Forces Day Celebration. 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.

LOOK FOR THESE
ICONS
TO REACH YOUR

TARGET MARKET



MILITARY
FAMILIES



ACTIVE-DUTY
MILITARY



LEADERSHIP
PRESENCE



GENERAL
PUBLIC

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MWR
FORT BLISS

2020 SPONSORSHIP OPPORTUNITIES



JUNE

AQUAPALOOZA

June 20, 2020

Premium: \$600

Basic: \$300

Estimated Attendance: 1000-2000



This is a family-friendly, free and water-filled event that allows our patrons to kick off summer in a fun way. There will be water slides, slip-n-slides, a fire truck and more! Sponsor's support will help us keep our Fort Bliss families cool during hottest time of the year!

JULY

POP GOES THE FORT

July 4, 2020

Premium: \$5,000

Basic: \$2,500

Estimated Attendance: 25000



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 Orchestra, an amazing fireworks display and a 50 Cannon Salute to the Nation. Sponsors can enjoy all the fun festivities of the evening while supporting Fort Bliss Soldiers and their Families.

LUCHA LIBRE

July 17, 2020

Premium: \$400

Basic: \$200

Estimated Attendance: 200-300



This is a masked Mexican-style wrestling event! There will be body slamming and high-flying maneuvers in the ring. This is a free event to attend at Stout PFC.

AUGUST

RELOCATION FAIR

August 4, 2020

Premium: \$900

Basic: \$400

Estimated Attendance: 1500



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.

BLISS BOULDER BATTLE

August 15, 2020

Premium: \$400

Basic: \$200

Estimated Attendance: 100-200



Participants will be able to come out and test their climbing skills at the Soldier Activity Center. Open to Youth ages 10+, Active-Duty and Civilians Male and Female. Sponsors can directly support this event and experience the art of climbing in person.

CARDBOARD REGATTA

August 22, 2020

Premium: \$300

Basic: \$150

Estimated Attendance: 150



Cardboard Regatta will be full of spectators waiting to see who will float, sink or swim! Join us for this great event and support teams that put crafty skills together and build a boat out of only cardboard and recyclable.

SUMMER CONCERT

August (TBA), 2020

Premium: TBA

Basic: TBA

Location: Biggs Park; Talent: TBA



We are excited to be partnering with Freedom Crossing to have a big summer concert. With this new partnership we will be able to bring on bigger talent and with combining resources, this is one show you will want to be a part of. Come on board prior to us securing talent, as the prices may increase.

SEPTEMBER

BOSS BASH

September 25, 2020

Premium: \$1,500

Basic: \$800

Estimated Attendance: 1500-3000



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. Sponsors will benefit by getting in touch and reaching out to single Soldiers on Fort Bliss.

IRON SOLDIER SPRINT TRIATHLON

September 19, 2020

Premium: \$400

Basic: \$200

Estimated Attendance: 150



Join us for the 8th Annual Iron Soldier Sprint Triathlon. Athletes will compete in a 400-meter swim, 15-mile bike ride and a 5K run. Come, cheer the participants and connect with fitness enthusiasts here at Fort Bliss.

DOGGY SWIM DAY

September 12, 2020

Premium: \$400

Basic: \$200

Estimated Attendance: 250-400



Don't miss a swim party for dogs and their parents at the Community Pool. Dogs can jump in the pool and cool off their paws! There will also be games and prizes to enjoy. This event is a great opportunity to connect with pet lovers and their furry friends.

OKTOBERFEST FAMILY DAY

September 20, 2020

Premium: \$800

Basic: \$400

Estimated Attendance: 1500-2000



This free family-friendly event celebrates Oktoberfest at Fort Bliss. Participants will enjoy live entertainment, authentic German food and drinks, inflatables and games. Sponsors will get an opportunity to connect with the El Paso Community while enjoying the event.

WINE & CHILE FEST

September (TBA), 2020

Premium: \$400

Basic: \$200

Estimated Attendance: 300



Come out to join us in celebrating the Fall season as we enjoy wine tasting and chile roasting! Last year this event was highly successful and featured wine sampling, games, hors d'oeuvres, entertainment and more.

OCTOBER

ZOMBIE RUN

Oct. 17, 2020

Premium: \$500

Basic: \$300

Estimated Attendance: 300-400



This 2nd annual event guarantees lots of thrill and fun. This family-friendly run allows participants to showcase their best skills to survive the Zombie infested route. Sponsors can provide a zombie team along the route and be part of this fun run.

FLOATING PUMPKIN PATCH

October 24, 2020

Premium: \$400

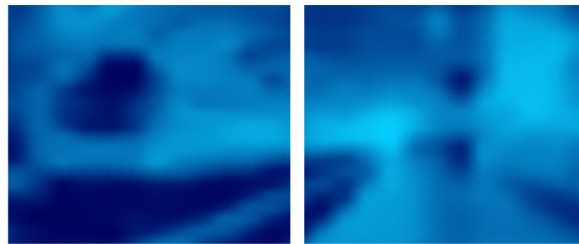
Basic: \$200

Estimated Attendance: 150



This fun event allows our patrons to come and hunt for a pumpkin in the pool! Sponsors get an opportunity to connect with participants and support this unique pumpkin experience.

2020 SPONSORSHIP OPPORTUNITIES



MONSTER BASH

October 23-24, 2020

Premium: \$1,800

Basic: \$1,000

Estimated Attendance: 3000-5000



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

HAUNTED HOUSE

October 2&3, 9&10, 16&17, 23&24, 30&31, 2020

Premium: \$3,000

Basic: \$1,000

Estimated Attendance: 3000-4000



Join us if you dare for 10 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 has a growing number of terrified guest running for the doors.

HALLOWEEN BOOING PARTY

October (TBA), 2020

Premium: \$400

Basic: \$200

Estimated Attendance: 300-500



Participants will enjoy bowling specials, costume contests, food, games and fun for all ages at Desert Strike Lanes. This is a great way for sponsors to connect with our ghouls and goblins and join the panel of judges for the best costume contest.

HALLOWEEN CLASSIC

October 30-Nov 1, 2020

Premium: \$1300

Basic: \$750

Estimated attendance: 1500



This basketball tournament initially held in 1995, now attracts both local high caliber and New Mexico and Arizona teams. 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 4, 2020

Premium: \$1,000

Basic: \$500

Estimated Attendance: 1500-3000



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

CHRISTMAS TREE LIGHTING

December (TBA), 2020

Premium: \$300

Basic: \$200

NEW EVENT: Estimated Attendance: N/A



Celebrate the Season with the 1st AD Band Christmas Concert during the official Tree Lighting ceremony. Participants will enjoy warm drinks, and craft activities. This event is a great way to kick off the holiday season with family and friends.

HOLIDAY FAMILY THANK YOU

December (TBA), 2020

Premium: \$400

Basic: \$200

Estimated Attendance: 250



Patrons will enjoy the holiday celebration with lots of specials at Desert Strike Lanes Bowling Center. This is a great way to join in the celebration and support our Fort Bliss Families.

CLAUS AND PAWS 5K FUN RUN/WALK

December 5, 2020

Premium: \$500

Basic: \$250

Estimated Attendance: 500



Patrons are able to bring their dogs out for a 5K run/walk. There will be treats provided at the finish line for the dogs. This is a family-friendly event, all are encouraged to dress up.

HOLIDAY GIVEAWAY

December 2020

Estimated Attendance: N/A



MWR is bringing the holiday spirit to our patrons! Join the fun with a "Holiday Giveaway" contest. Our military community will be entered into a drawing, when they answer questions that will be provided each weekday during December. Sponsors are welcome to spread holiday cheer and provide prizes, cash or gift cards as part of this promotion.

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. Events include Sprint Tri-fecta, St. Patrick's Tournament, Civil War Tournament, Night Golf, Independence Day, Turkey Shootout, Ham Shootout. Please inquire about dates and prices.

RIGHT ARM NIGHT

Monthly

Premium: \$200

Estimated Attendance: 50-150



Held at Pershing Pub, this social 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.

YAPPY HOUR

Monthly: March 6, April 23, May 29, June 25, July 24, Aug. 27, Sept. 17

Premium: \$100.00

Basic: \$50.00

Estimated Attendance: 25-50



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

Yearly: \$2,000

Monthly: \$250



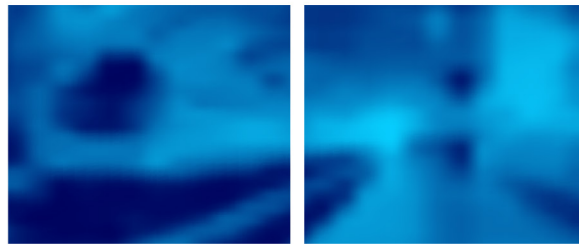
Support BOSS by providing lunch for unit reps while they come together to discuss their programs. Join BOSS and promote your business or event. \$250 or food provided per meeting or \$2,000 for the year and access to meetings.

SPONSORSHIP PACKAGES:

PREMIUM: Verbal recognition; Prime table location; Optional booth or display at the event, to include table for informational materials, giveaways, and/or drawing items provided by sponsor; Logo inclusion on all print and digital media; Logo inclusion on event t-shirt (if applicable); Free admissions and meal passes (if applicable).

BASIC: Optional booth or display at event, to include table for informational materials, giveaways, and/or drawing items provided by sponsor.

2020 SPONSORSHIP OPPORTUNITIES



BOSS SPONSORSHIP OPPORTUNITIES

Better Opportunities for Single Soldiers (BOSS), is a program for single Soldiers, single parents, geographical bachelors, and foreign-service members. The BOSS program is designated to help the installation on addressing the well-being and moral issues of the single Soldiers on Fort Bliss. BOSS impacts the lives of single Soldiers stationed at Fort Bliss by encouraging them to make the most of their time while stationed here. This program is Soldier-driven, with a foundation in giving military members encouragement to improve the three major areas that impact the Soldiers: Quality of Life, Community Service, Recreation and Leisure.

BOSS LEISURE TRIPS

January-December 2020

Price: Please Inquire



BOSS schedules trips throughout the year to allow single Soldiers an opportunity to relax and enjoy various activities in different locations such as Wolf Creek, CO; Oliver Lee State Park, White Sands, Taos, Ruidoso, NM, Belmore, TX or Orlando, FL. If you are interested in sponsoring any of the BOSS trips, please inquire about dates and details.

BOSS LIFE SKILLS

January-December 2020

Price: Please Inquire



BOSS offers the Life Skills Program that teaches primary learning objectives to improve a Soldier's resiliency. The program contributes to growth of five primary areas: personal and character development, earning skills, health and nutritional wellness, physical strength, and emotional stability. If you would like to sponsor this program, please inquire about dates and specific classes/activities.

BOSS LUNCHES

4th Tuesday of every month

Yearly: \$2,000

Monthly: \$250



Support BOSS by providing lunch for unit reps while they come together to discuss their programs. Join BOSS and promote your business or event. \$250 or food provided per meeting or \$2,000 for the year and access to meetings.

BOSS BASH

September, 2020

Premium: \$1,500

Basic: \$800

Estimated Attendance: 1,500-3,000



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. Sponsors will benefit by getting in touch and reaching out to single Soldiers on Fort Bliss.

MONTI WARRIOR ZONE SPONSORSHIP OPPORTUNITIES

Monti Warrior Zone is a state-of-art facility that provides a variety of activities and services for all patrons ages 18 years and over. The facility features computers, gaming system, pool/poker tables, a full-service snack bar and more! This is a place for Soldiers to relax and have a good time. If your organization is interested in supporting this facility, there are numerous opportunities for your business to get involved.

UFC FIGHT NIGHTS

January-December 2020

Price: Please Inquire



Every month our patrons get an opportunity to watch UFC fights on numerous wide-screen TVs, while enjoying food and drink specials. It is a great social event for UFC enthusiasts.

SUPERBOWL PARTY

February 2, 2020

Price: Please Inquire



This event celebrates the end of the football season with snacks, drink specials, games and giveaways. Open to the public, Superbowl Party is a great way for sponsors to connect with attendees.

TOURNAMENTS

Monthly, Dates TBA

Price: Please Inquire



There are various tournaments offered to our Soldiers and the public on monthly basis to include pool, Texas Hold'em, sports and gaming events. Sponsors get an opportunity to put their logo on T-shirts or provide refreshments or prizes depending on each tournament needs.

NFL SUNDAY TICKET

September 2020-January 2021

Price: Please Inquire



This social event is geared towards all patrons who want to catch all the NFL action every Sunday during football season. Sponsors get the opportunity to engage with participants while providing support and allowing our patrons to watch the games for free.

U.S. ARMY
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FORT BLISS

- * All events have limited space and are on a first-come, first-serve basis.
- * Events and dates subject to change. Additional events may be added.
- * Please inquire with MWR Sponsorship and Advertising for details.