



2020

FORT BLISS SPONSORSHIP & ADVERTISING



FAMILY & MWR

“We rise by



Fort Bliss' Directorate of Family and Morale, Welfare and Recreation (MWR) provides high quality programs for the Army Family. MWR provides services from child care, financial counseling, deployment assistance, entertainment, recreational and leisure activities. Fort Bliss MWR's mission is to enhance and improve the quality of life for our patrons. MWR is the first choice for Soldiers, Family Members, Retirees, Department of Defense (DoD) Civilians and other eligible participants.

Family and MWR contributes to the Army's strength and readiness by offering services that reduce stress, build skills and self-confidence and foster strong esprit de corps. Family and MWR services also help the Army attract and retain talented people. Family and MWR is proof of the Army's commitment to caring for the people who serve and stand ready to defend the nation.



The appearance of advertising does not constitute an endorsement by the U.S. Army, department of defense, or federal government. The information in this issue is current at the time of publication; activities and events are subject to change without notice.

FOR MORE INFORMATION PLEASE CONTACT THE SPONSORSHIP AND ADVERTISING DEPARTMENT, FAMILY AND MWR MARKETING, BUILDING 12, PERSHING RD, FORT BLISS, TX 79916. PHONE: (915) 568-6078 or (915) 568-3415

lifting others.”
-Robert Ingersoll

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**“We make a living by what we get,
but we make a life by what we give.”**
- Winston Churchill

STAY ON TARGET

GENERATE GROWTH THROUGH
STRATEGIC PLANNING AND
KEEN BRAND POSITIONING



STRATEGY + PLANNING + MANAGEMENT

**“We are stronger together
than we are alone.”**

-Walter Payton

DEAR FRIEND,

George MacDonald once wrote, “Few delights can equal the presence of the one whom we trust utterly.” Our troops sacrifice themselves each and every day, and doing that requires an inner strength and fortitude that most Americans will never understand. Honoring our troops with special activities and events is one small way we can thank and show appreciation for the sacrifice they have made for us. We are very proud to serve our military community, and we hope you will share our sense of pride.

By partnering with the Fort Bliss Family and MWR Commercial Sponsorship and Advertising Program, you help provide events that educate and instill confidence in our youth, entertain active-duty service members and their families and promote a sense of community.

When support is provided to Fort Bliss MWR, your contribution stays here at Fort Bliss.

Please take a moment to review this opportunity for you to make a difference in the lives of those dedicated to the freedom of the United States of America.

Your Sponsorship & Advertising Coordinator:

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COMMERCIAL SPONSORSHIP

Commercial sponsorship is a monetary and/or in-kind fee paid to an event manager/producer. In return, sponsors receive access to the exploitable commercial potential, such as public recognition or advertising promotions associated with the property and event. The goal of a company or brand is to build a link in the target audiences' minds between the sponsor and a valued organization or event.

SPONSORSHIP BENEFITS

- Direct exposure to a large military community
- Display your company name/logo on promotional material
- Event recognition: "Sponsored in part by..."
- On-site signage, product displays, sampling and demonstrations
- On-site presence, table and chairs
- Pre-event publicity and advertising
- Knowledge that all money goes toward programs and events for Soldiers and their Families



RELATIONS BETWEEN PARTNERS

Relationship and Partnerships are the key to our success. No contribution is too small and knowing your efforts and contributes go towards programming and special events at Fort Bliss.

SPONSORSHIP & ADVERTISING ON FORT BLISS



COMMERCIAL ADVERTISING

The Commercial Advertising Program offers the opportunity to display your company's information in a variety of print publications and materials, as well as within the facilities. Advertising gives you the opportunity to target our community. Brand awareness is powerful; by partnering with MWR you will quickly see the return on your investment.

ARMY MWR SPONSORSHIP & ADVERTISING

Sponsorship and Advertising with Army MWR offers significant opportunities for distinct marketing and competitive advantages, as well as showing support for our troops.

Enhancing Image/Shaping Army Attitudes

Often companies are looking to improve how they are perceived by their target audience. Sponsoring Army MWR events that appeal to their market are likely to shape buying attitudes and help generate a positive reaction.

Driving Sales

Army MWR Sponsorship is geared towards driving sales. This can be an extremely potent promotional tool. This objective allows sponsors to showcase their product attributes to our Army community by creating positive publicity and heightening visibility. Every Army MWR sponsor is seeking wide exposure and positive publicity. Army MWR event sponsorships can often generate media coverage that might otherwise not have been available.

Differentiating from Competitors

The mere act of sponsoring an Army MWR event, especially an exclusive Army MWR sponsorship, is a significant way to create competitor differentiation. Your company name has the opportunity to stand out head and shoulders above the competition.

Helping with good "Corporate Citizenship" Role

Another powerful Army MWR sponsorship objective allows companies to be viewed as an "Army Supporter". Supporting the Army community and contributing to its morale, welfare and recreational development is extremely powerful and creates enormous goodwill.

Enhancing Business, Consumer and Vip Relations

Army MWR Sponsorships offer hospitality opportunities that are always very attractive to companies. Perks may include special exclusive networking events, such as VIP receptions or golf tournaments — opportunities to meet key Senior Army Leaders and solidify business relationships with our Army community.



SPONSORSHIP ON FORT BLISS

Our success is measured on the impact we have in driving your business forward.

ARMY MWR SPONSORSHIP MISSION

The mission of the Army Commercial Sponsorship program is to support vital Military Family and MWR programs by obtaining private sector funding, services, or supplies in exchange for advertising and promotional opportunities within the Army community.

SPONSORSHIP OPTIONS

- Monetary Support
- In-Kind products (foods, beverage, cups, plates, cutlery, napkins, etc.)
- Prizes (home electronics, overnight accommodations, resort stays, etc.)
- Presenting sponsors of event or main attraction (fireworks, stage, carnival, etc.)
- Transportation services or equipment
- Exclusive sponsorship for a single event based largely upon the budgetary needs for underwriting the event.

SPONSORSHIP PACKAGES

PREMIUM PACKAGE

- 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 publicity, to include all ads, posters & flyers.
- Logo inclusion on event t-shirt (if applicable)
- FREE banner placement on MWR fence day of the event (if sponsor provides banner, if applicable).
- Free admissions and meal passes (if applicable)

BASIC PACKAGE

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

EVENT PHOTO GALLERY

A SERIES OF PHOTOS FEATURING SOME OF OUR FINE FAMILY AND MWR EVENTS.



+ Underwood Golf Complex



+Easter-A-vaganza




+ Pop Goes the Fort

+ Monster Bash

MONSTER Bash
Monster MASQUERADE

BOURBON ST
 Friday, October 26 & Saturday, October 27
 6-10pm · Trading Post
 1717 Marshall Rd.
 Info: 588-8247

Free entertainment, inflatable attractions, games and more!
 Free masquerade masks for the first 500 children (ages 3-17)
 Food & beverages available to buy
 3 Haunted Houses:
 \$1 Scarily Scary,
 \$2 Pretty Scary &
 \$1 Massacre on Marshall Rd.

MWR
 USAA®



BOSS BASH

**BIGGS PARK
 SEPTEMBER 29
 10AM-4PM**

ANNUAL FREE ORGANIZATIONAL DAY FOR SINGLE SOLDIERS. OPEN TO SINGLE SOLDIERS, GEOGRAPHICAL BACHELORS AND SINGLE PARENTS

- MINUTE TO WIN IT GAMES
- SPORTS ACTIVITIES
- LIVE DJ
- GIVEAWAYS & PRIZES
- FREE FOOD

\$3 BEERS

INFO: (915) 744-1527

MWR boingo USAA



+ BOSS Bash



A PICTURE PERFECT HOLIDAY

AROUND THE WORLD

HOLIDAY FEST 2018

DECEMBER 7 · 5-9PM
BIGGS PARK · INFO: 588-8247
Free Holiday Fun!

FREE PICTURES WITH SANTA!

TRAIN RIDES, FUN ACTIVITIES, HOT COCOA AND MORE!

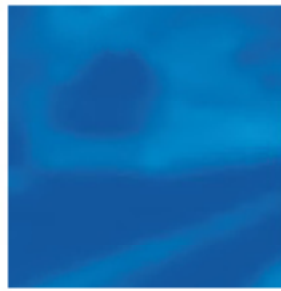
MWR USAA



+ Holiday Festival

DIGITAL

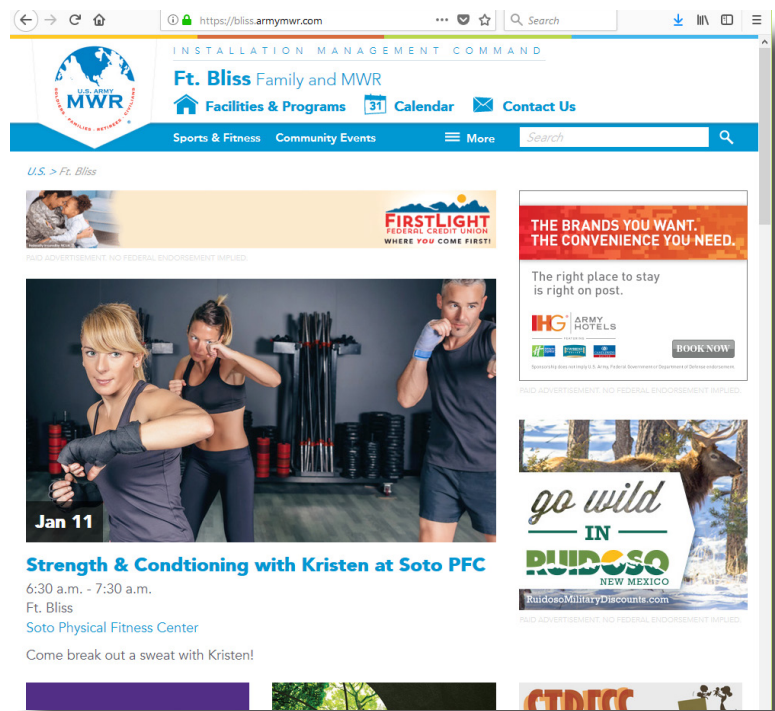
ADVERTISING OPPORTUNITIES



ADVERTISING ON DIGITAL SCREENS



WWW.BLISS.ARMYMWR.COM



OUTDOOR DIGITAL MARQUEES



BLISSNOW MAGAZINE



RANGE BALLS

Get over 6000 range balls with your company logo on them. Over 50,000 rounds of golf is played yearly at Under Golf Complex and your business could get countless impressions by placing your logo on the range balls. Please inquire with your sponsorship advertising representatives if this opportunity is available.



BOWLING CENTER MONITORS



BANNER PLACEMENT



PREMIUM POSTER PLACEMENT



VEHICLE DISPLAY



A little history about

FORT BLISS



Since its establishment in 1848, Fort Bliss has been proud of its legacy of service to the Army and the surrounding communities.

An infantry and cavalry post prior to World War II, Fort Bliss became the center of Anti-aircraft Artillery training in 1942 and then evolved into the Air Defense Center.

Today, Fort Bliss is multi-faceted, multi-functional installation serving and supporting all branches of the service as well as other federal agencies.

It is home to a diverse listing of organizations such as, the 1st Armored Division-America's Tank

Division; the 32nd Army Air and Missile Defense Command; the Joint Modernization Command; William Beaumont Army Medical Center; the United States Army Sergeants Major Academy; and Joint Task Force North.

Significant changes have taken place over the past eight years at Fort Bliss. The post has transformed from an institutional training installation into a major mounted maneuver training post. With the arrival of the 1st Armored Division from Germany, a Fires Brigade from Fort Sill, and multiple other units, Fort Bliss has tripled in size. With a \$6B expansion, the post is a sprawling mega-complex developed on East Fort Bliss. West Fort Bliss remains as the historical area which was first established on La Noria Mesa in 1893. Currently, 90,000 Soldiers and Family Members call Fort Bliss and El Paso home.

The Fort Bliss cantonment area is in West Texas within the city limits of El Paso. The remainder of its contiguous acreage sprawls across portions of Texas





and New Mexico, extending forty-five miles north to New Mexico's White Sands Missile Range and seventy-five miles northeast to New Mexico's Lincoln National Forest.

All told, the 1.12 million acres comprising Fort Bliss is larger than the state of Rhode Island.

The training facilities here at Fort Bliss are considered the Army's flagship for home station training. Designed to provide the highest quality training for our Soldiers. State-of-the-art training facilities are available throughout the Fort Bliss complex.

These range from the Mission Training Center, Close Combat Tactical Trainer, Simulation Center, Training Support Center, Engagement Skills Trainer, Aviation Combined Arms Tactical Trainer, Medical Support Training Center, Digital Multi-Purpose Range Complex, to the Digital Air and Ground Integrated Range.

Fort Bliss has excellent recreation facilities including a huge community multi-purpose park, a state of the art RV Park, several aquatic centers, a 36-hole golf course, an auto hobby shop, a 52-lane bowling center, the largest fitness center in the Army, plus so much more. In October 2010, the Army Air Force

Currently, 90,000 Soldiers and Family Members call Fort Bliss and El Paso home.

Exchange Service opened a new 500,000 square foot "Freedom Crossing at Fort Bliss."

This is a first-of-a-kind Lifestyle Center featuring a large Main Exchange store, sit down casual dining, a 10 multi- screen movie theater with first run movies and a variety of retail offerings similar to any off-installation mall, but with a small town, main street feel.

Another new facility is the post Commissary located adjacent to Freedom Crossing; it offers a wide variety of food items and other goods which compares with any quality market.

The total population served at Fort Bliss exceeds 164,000 which includes; contractors, retirees, and family members. Fort Bliss is currently home to over 33,000 Active Duty service members.

TOGETHER WE ARE STRONGER

Through our partnership we will continue to provide quality programs and services for the Fort Bliss Community.

FAMILY AND MWR MARKETING

12 Pershing Road
Fort Bliss, Texas 79916
(915) 568-3415
(915) 568-6078
www.bliss.armymwr.com

