



PARTNERSHIP OPPORTUNITIES.

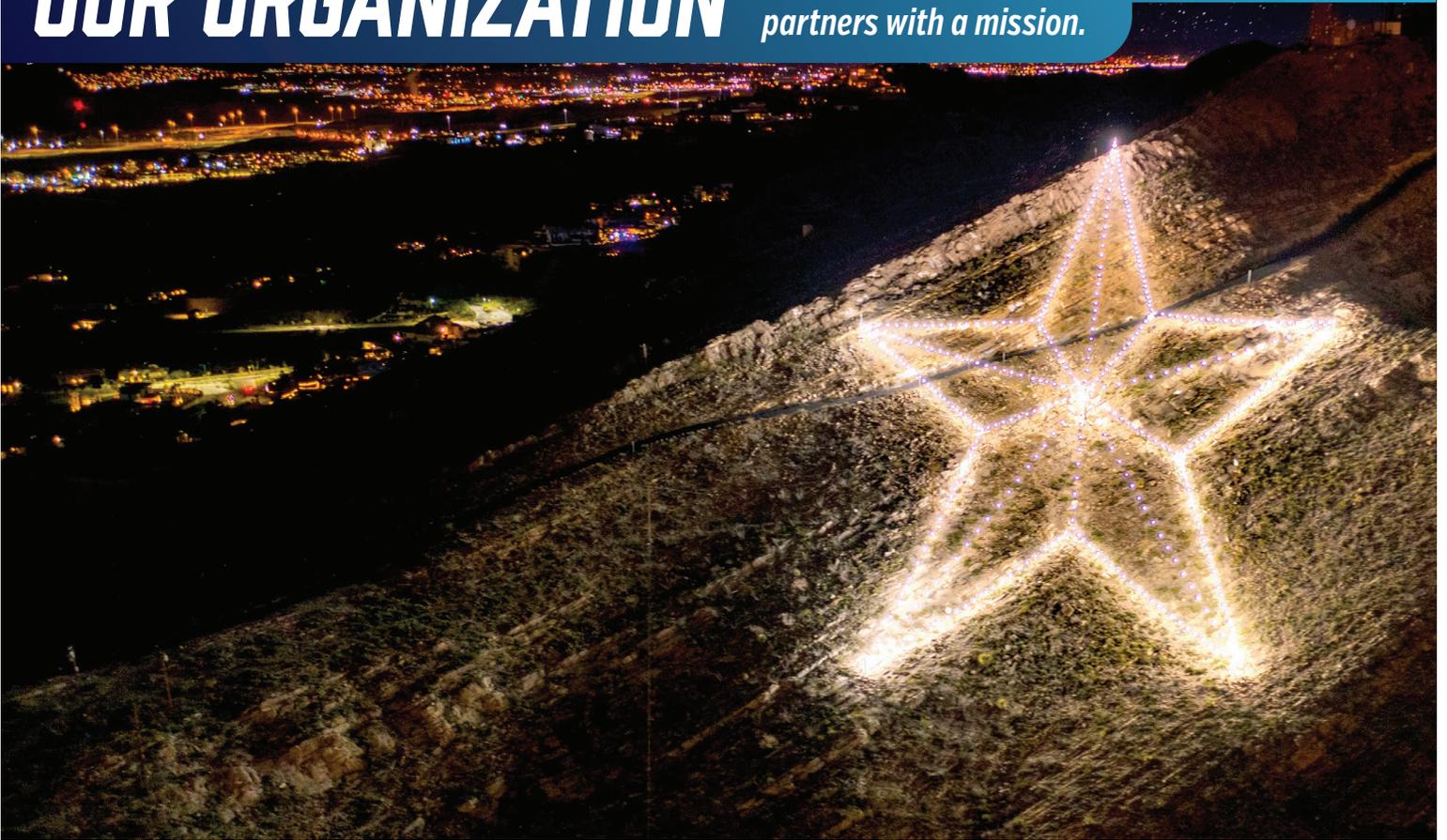
**Touching the lives of Soldiers
and their Families.**



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.

BY THE NUMBERS

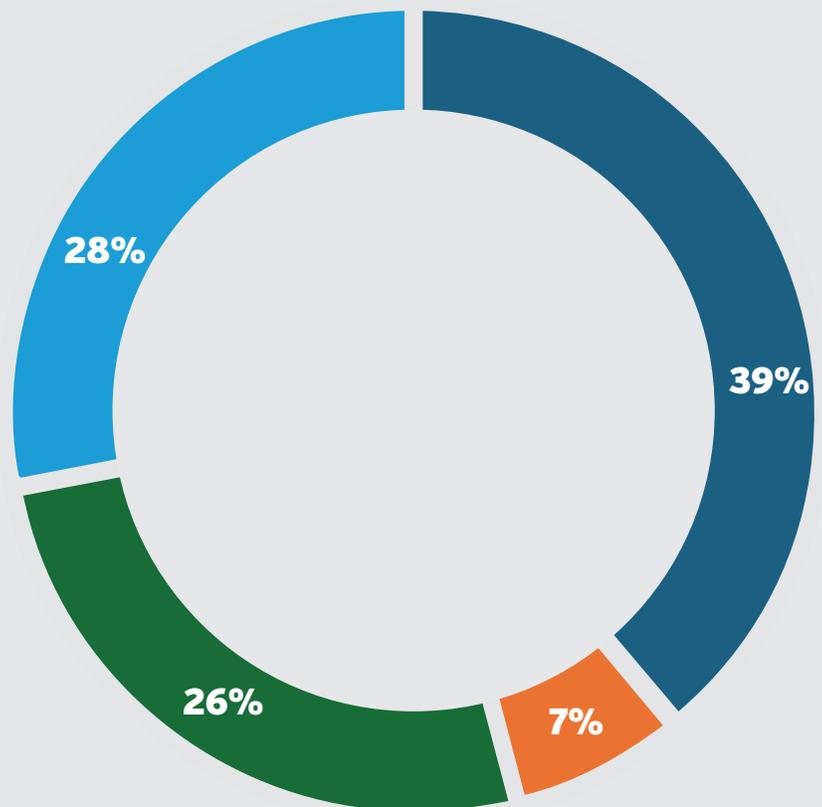
**Fort Bliss Total
Population Supported:
162,125**

■ **Active Duty Military: 62,985**

■ **Total Civilians: 11,737**

■ **Military Family
Members Dependant: 42,501**

■ **Retirees: 44,902**



2 Elementary Schools inside of Fort Bliss

Website: 350,000 impressions per month

Facebook Analytics FY24:

Total Followers: 45K Organic Reach: 333,156

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

Centennial: 23,618

Underwood Golf: 19,111

Monti Rec Center: 20,982

SPC: 21,460

ADVERTISING OPPORTUNITIES

Increase your brand awareness and reach 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

Flyer and A-Frames

Banner Placement

Premium Poster Placement

Fort Bliss MWR Website

Fort Bliss MWR Social Media



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.

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	\$600	\$2,500	\$5,500
Banner	\$500	\$2,000	\$3,500

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
1 Month	\$300	\$400	\$450	\$650	\$800

****ASK ABOUT 6 MONTH AND 12 MONTH RATES***

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.

14 LOCATIONS!

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

	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 COURSE

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.

SPECIFICATIONS: Place your logo (in a form of a sticker) or wrap one of many golf carts. **Ask about pricing.*

2026 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: 5,000 bi-monthly / 20,000 annually

DISTRIBUTION LOCATIONS:

Commissary, PX Pharmacy, Parent Central, Biggs Park, Soto Gym, Sergeant Major Academy, WBAMC, El Paso Airport, RV Park, Main ACS, Welcome Center and Vogel Hall.

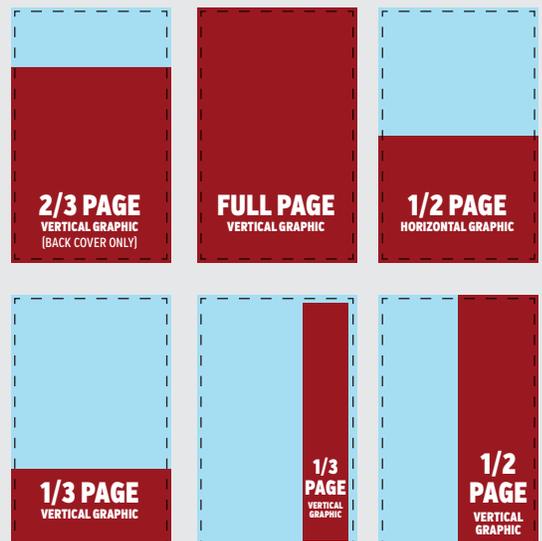
2026 SPACE RESERVATION & CAMERA READY GRAPHICS DUE DATES:

January/February December 5th	March/April February 6th	May/June April 3rd
July/August June 5th	September/October August 3rd	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	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.



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



Linktree*/blissMWR

***SCAN THE QR CODE AND CHECK
OUT OUR UPCOMING EVENTS!***

****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.

2026 SPONSORSHIP OPPORTUNITIES

MARCH

St. Patty's 8k/0.5k

March 21 | Location: Freedom Crossing

Premium: \$800 • Basic \$600

Estimated Attendance: 800+

It is not a typo, we are hosting a 0.5K run at Freedom Crossing. This is a unique, crazy and fun race to the not-so-far-away finish line, with a break at the 0.25 mark. There will be adult beverages and snacks provided.

APRIL

EasterAvaganza

April 4 | Biggs Park

Premium: \$1,000 • Basic \$800

Estimated Attendance: 3,000-5,000

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

Outdoors Day

April 8 | Rod & Gun Club

Premium: \$600 • Basic \$300

Estimated Attendance: 500

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.

Purple Up & MCCASA

April 18 | Location: Biggs Park

Premium: \$1,000 • Basic \$800

Estimated Attendance: 4,000-6,000

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

MAY

Spouses Night Out

TBD May | Centennial

Premium: \$1,000 • Basic \$800

Estimated Attendance: 1,000-2,000

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 16 | Smith Parade Field

Premium: \$1,500 • 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 18 & 19 - Adults Only | Biggs Park

September 20 - Family Day | 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

Wine, Beer & Chile Festival

TBD | Biggs Park

Premium: \$1,000 • Basic \$800

Estimated Attendance: N/A

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 4 | 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.

2026 SPORTS, FITNESS & AQUATICS (SFA) EVENTS

JANUARY

Half Marathon & Health Fair

January 24 | Soto 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 28 | 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 Swim

April 4 | 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

Iron Soldier Taco Trot 5K Run

May 9 | Soto PFC

Premium: \$500 • Basic \$250

Estimated Attendance: New Event N/A

Celebrate the spirit of Cinco de Mayo! Open to families, friends, pets and athletes of all levels. Costumes are highly encouraged.

JULY

Border Rumble Boxing Smoker

July 24 | 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 15 | Community 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 12 | 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

Norwegian Foot March

October 23 | 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.

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.

November

Turkey Trot 5k

November 21 | 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.

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

2026 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.

2026 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

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

Pop Goes The Fort



JUNE 27, 2026 AT BIGGS PARK

Platinum- \$30,000

- Event Title Sponsor
- Mention on radio ads
- Logo on printed materials
- Logo on all event signage
- Additional signage at event
- Premium high traffic booth
- Logo on digital ads
- Mention on social media posts
- Logo and mention on event website with a link to your site

Gold- \$20,000

- Premium high traffic booth
- Logo on digital ads
- Mention on social media posts
- Logo and mention on event website

Silver- \$10,000

- Booth space at the event
- Mention on social media posts
- Logo and mention on event website

Media- \$5,000

- Signage at the event
- Mention on social media posts
- Logo and mention on event website

Help us celebrate America's independence with the Biggest and most Patriotic event of the year featuring live music and a spectacular firework display. This event is open to the public with an attendance rate of 20,000+ patrons from both the Fort Bliss & the El Paso communities! This is an event that truly can't be missed!



CONNECT WITH NEW SOLDIERS AND FAMILIES

Open to all



Newcomers Sponsorship Opportunity | FORT BLISS MWR

📍 EVERY THURSDAY AT CENTENNIAL

👥 80 - 100 NEW SOLDIERS EVERY WEEK



INTRODUCE YOUR BRAND DIRECTLY TO SOLDIERS
AND THEIR FAMILIES AS THEY ARRIVE AT FORT BLISS.

🚀 SPONSORSHIP OPTIONS

Video on Screen

1-2 minutes during break

Flyer

Direct handout to attendees

Table Tents

Display on each table:

All-Day Table at Newcomers

Maximum exposure & direct engagement

🎁 Giveaways are welcome and encouraged!

🚀 INTERESTED OR HAVE QUESTIONS?

Contact us to learn more and secure your spot.

📞 CALL (915) 568-6078

📷 Instagram: @FortBlissMWR

bliss.armymwr.com

