

FORT BLISS

COMMERCIAL SPONSORSHIP

2022 RATE CARD

MARLO BRESTAR

*Commercial Sponsorship & Advertising Coordinator
Directorate of Fort Bliss Family & MWR*

Touching the lives of Soldiers & their Families.



LOOK FOR THESE ICONS TO REACH YOUR
TARGET MARKET



MILITARY FAMILIES



ACTIVE-DUTY



**LEADERSHIP
PRESENCE**



GENERAL PUBLIC





****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. ****

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JANUARY

HALF MARATHON & 5K RUN & FITNESS HEALTH FAIR

January 29, 2022

Premium: \$400 // Basic: \$200

Estimated Attendance: 300+

This run 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.



FEBRUARY

SPIN UNDER THE SEA

February 12, 2022

Premium: \$200 // Basic: \$100

Estimated Attendance: 50+



BOXING SMOKER

February 25, 2022

Premium: \$200 // Basic: \$100

Estimated Attendance: 100-500



MARCH

DEADLIFTS AND DEADPOOL

March 5, 2022

Premium: \$200 // Basic: \$100

Estimated Attendance: 50+



0.5K ST. PADDY'S DAY FUN RUN

March 19, 2022

Premium: \$500 // Basic: \$250

Estimated Attendance: 150+

It is not a typo, we are hosting the first (hopefully) not the last 0.5K run (or lack there of) at Freedom Crossing. 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.



APRIL

BOSS GOT TALENT

April 8, 2022

Premium: \$300 // Basic: \$150

Estimated Attendance: 50+



APRIL

MCCASA WALK

April 9, 2022

Premium: \$500 // Basic: \$250

Estimated Attendance: 1,000

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 to include food, games, demonstrations and more.



EASTERAVAGANZA

April 16, 2022

Premium: \$1,000 // Basic: \$600

Estimated Attendance: 3000 - 5000

Join the fun with Soldiers and their Families as we celebrate Easter at Biggs Park. This is a fun-filled event with lots of activities, inflatables and photos with the Easter Bunny.



EASTER EGG FLOAT

April 16, 2022

Premium: \$200 // Basic: \$100

Estimated Attendance: 100-500

Participants hunt for eggs in the pool!



SURVIVAL OF THE FITTEST

April 29-30, 2022

Premium: \$200 // Basic: \$100

Estimated Attendance: 100+



MAY

MILITARY SPOUSE APPRECIATION DAY

May 6, 2022 [tentative]

Premium: \$300 // Basic: \$150

Estimated Attendance: 100+

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



ARMED FORCES DAY PARADE

May 21, 2022

Premium: \$2,500 // Basic: \$1,500

Estimated Attendance: 4,000 - 6,000

Local businesses, schools, and Fort Bliss units participate in this glorious parade. It is 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.



MEMORIAL DAY MURPH

May 30, 2022

Premium: \$200 // Basic: \$100

Estimated Attendance: 100+



JUNE

DESIGNER HANDBAG BINGO

June 4, 2022

Premium: \$400 // Basic: \$200

Estimated Attendance: 100+

This event offers participants a chance to WIN BIG. Winners receive their choice of a designer hand bag that may have money inside. Plan on food specials, games and tons of fun. Sponsorship would be in the form of designer bags, cash and additional prizes.



RUN THE RUNWAY

June 11, 2022

Premium: \$200 // Basic: \$100

Estimated Attendance: 100+



AQUAPALOOZA

June 18, 2022

Premium: \$600 // Basic: \$300

Estimated Attendance: 1,500

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



SPIN INTO SUMMER

June 25, 2022

Premium: \$200 // Basic: \$100

Estimated Attendance: 50+



JULY

POP GOES THE FORT

July 4, 2022

Premium: \$4,000 // Basic: \$2,000

Estimated Attendance: 25,000

Our biggest and 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 display and a 50 Cannon Salute to our Nation. Come out and celebrate! Enjoy all the fun festivities of the evening with Fort Bliss Soldiers, their Families and El Paso Community.



DANCE GLOW PARTY/ FORT BLISS FITNESS

July 9, 2022

Premium: \$200 // Basic \$100

Estimated Attendance: 50+



LUCHA LIBRE

July 22, 2022

Premium: \$200 // Basic \$100

Estimated Attendance: 200+

It's high-flying action entertainment with Mexican-style wrestling!



ARMY TEN MILER

July 23, 2022

Premium: \$200 // Basic \$100

Estimated Attendance: 200+



AUGUST

CARDBOARD REGATTA

August 13, 2022

Premium: \$200 // Basic: \$100

Estimated Attendance: 150+

Not only join us for this great event but have your team put their 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.



OUTDOOR DEADLIFT PARTY

August 13, 2022

Premium: \$200 // Basic: \$100

Estimated Attendance: 50+



RELOCATION FAIR

August 2022 (TBD)

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. Incoming Soldiers, Families, and 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.



SEPTEMBER

DOGGY SWIM DAY

September 10, 2022

Premium: \$200 // Basic: \$100

Estimated Attendance: 100+

Join us for the annual MCCASA walk and help raise awareness for the Month of the Military Child, Child Abuse and Sexual Assault. Participants join for a free one-mile walk at Biggs Park, followed by a fun activities, food, games, demonstrations and more.



9/11 MEMORIAL STAIRCLIMB

September 11, 2022

Premium: \$200 // Basic: \$100

Estimated Attendance: 100+

This has become an annual event to remember those who lost their lives on Sept. 11th.



OKTOBERFEST FAMILY DAY

September 18, 2022

Premium: \$400 // Basic: \$250

Estimated Attendance: 2000 - 4000

Oktoberfest is one of the biggest events of the year, we are starting to open up to sponsors for Sunday only. This is the day Soldiers and Families enjoy and experience a Family friendly Oktoberfest celebration!



TRIATHLON (SPRINT)

September 24, 2022

Premium: \$200 // Basic: \$100

Estimated Attendance: 100+



OCTOBER

THE MASSACRE HAUNTED HOUSE

October 2022 (Fridays & Saturday Nights only)

Premium: \$2,500 // Basic: \$1,000

Estimated Attendance: 3,000 - 4,000

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 Haunted House.



NATIONAL NIGHT OUT

October 4, 2022

Premium: \$400 // Basic: \$250

Estimated Attendance: 2,000+

Participate in this event to meet with patrons living in and off post. Help spread awareness and get to know your neighbors here at Fort Bliss!



HARVEST FESTIVAL

October 7, 2022

Premium: \$600 // Basic: \$300

Estimated Attendance: 500+

Old Fort Bliss Replica hosts the annual Harvest Pumpkin Patch. Patrons enjoy snacks, local vendors and fun activities.



DONUTS, DEADLIFTS & DRAFTS

October 8, 2022

Premium: \$200 // Basic: \$100

Estimated Attendance: 50+



ZOMBIE RUN

October 15, 2022

Premium: \$400 // Basic: \$200

Estimated Attendance: Unknown - new event

Zombies chase after patrons on the run route during this new Halloween fun run!



MONSTER BASH

October 21-22, 2022

Premium: \$1,500 // Basic: \$800

Estimated Attendance: 3,000 - 5,000

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.



FLOATING PUMPKIN PATCH SWIM

October 28, 2022

Premium: \$200 // Basic: \$100

Estimated Attendance: 100+

Participants hunt for eggs in the pool!



HALLOWEEN CLASSIC BASKETBALL TOURNAMENT

October 28-30, 2022

Premium: \$1,000 // Basic: \$500

Estimated attendance: 2,000

Initially held in 1995, this tournament attracts local high caliber teams, and teams from NM and AZ. This is a three-day tournament held at Logan Heights Physical Fitness Center.



NOVEMBER

WINE & CHILE FESTIVAL

November 5, 2022

Premium: \$400 // Basic: \$250

Estimated Attendance: Unknown - new event

Patrons enjoy samples of wine, while playing games and shopping with local vendors.



FITTEST ON BLISS

November 5, 2022

Premium: \$200 // Basic: \$100

Estimated Attendance: Unknown - new event



OPEN KICKBALL

November 7-10, 2022

Premium: \$200 // Basic: \$100

Estimated Attendance: Unknown



CRANKSGIVING

November 25, 2022

Premium: \$200 // Basic: \$100

Estimated Attendance: Unknown



DECEMBER

HOLIDAY FESTIVAL

December 2, 2022

Premium: \$1,000 // Basic: \$600

Estimated Attendance: 3,000

Fort Bliss MWR celebrates the season with activities, games, refreshments and free photos with Santa. Every year is a different them and this year's will not disappoint.



HOLIDAY FAMILY BINGO

December 2022 [TBD]

Premium: \$400 // Basic: \$200

Estimated Attendance: 100+

Join us at Centennial Banquet and Conference Center as we say Happy Holidays and Thank you to our Fort Bliss Families with a family bingo, allowing patrons to win some great prizes right before the holidays.



CLAUS & PAWS

December 2022 [TBD]

Premium: \$400 // Basic: \$200

Estimated Attendance: 500

Participants enjoy a fun run or walk with the whole family, including furry friends, and dressing up is encouraged. There will be free photos with Santa, goodies and more!



ADDITIONAL

GOLF/ROD & GUN TOURNAMENTS

TBA/Monthly

Premium: \$200

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

Please inquire about dates and pricing.



MONTI WARRIOR ZONE UFC FIGHT NIGHTS

Monthly

One year: \$2,000 // Monthly: \$200

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.



YAPPY HOUR

Monthly

Premium: \$100 // Basic: \$50

Estimated Attendance: 25+

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)



OPPORTUNITIES

BOSS LUNCHES

4th Tuesday of every month

Premium: \$2,000 // Basic: \$200

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.



BOSS BASH

September 30, 2022

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. This is a great way for our sponsors to get in touch and reach out to our single Soldiers on Fort Bliss.



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