

FORT BLISS

COMMERCIAL SPONSORSHIP

2023 RATE CARD

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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.****

****Car Dealerships and exclusivity rates available, please inquire with MWR Sponsorship and Advertising for complete details.****

[LEARN MORE](#)

SPECIAL EVENTS

FEBRUARY

LUCHA LIBRE

FEBRUARY 10, 2023

Premium: \$250 // Basic: \$150

Estimated Attendance: 200+

High-flying entertainment with Mexican-style Wrestling!

MARCH

0.5K ST. PADDY'S DAY FUN RUN

MARCH 18, 2023

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

Estimated Attendance: 150+

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.

OUTDOORS DAY

MARCH 25, 2023

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

Come out to Rod & Gun and enjoy Outdoors Day. We will be providing different activities for participants to try and demonstrations so individuals can learn more about what the range has to offer, as well as other outdoor activities available on Fort Bliss and the El Paso community.

YAPPY HOUR

MARCH - JUNE (TBA)

Premium: (all 4) \$600 // Basic: (all 4) \$300

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. *(in kind donation for game prizes may be accepted in trade of monetary support)*

APRIL

EASTERAVANGANZA

APRIL 8, 2023

Premium: \$800 // Basic: \$600

Bunny Hop Sponsor: (Only 2 Spots Available) \$1,500

Estimated Attendance: 3000-5000

*Surprise Easter Egg Hunt (SHH, it's a secret)

*Attempt at the Guinness World Record Longest Bunny Hop

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 more.

All event Sponsorship is limited. First come, first served.

STRING FLING

APRIL 22, 2023

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

Estimated Attendance: 500

Let's go fly a kite! MWR will be giving away free kites and will provide a fun filled spring day.

RIGHT ARM NIGHT

MONTHLY (EXCLUDING JULY, OCTOBER AND DECEMBER)

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

Estimated Attendance: 25-50

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.

MAY

ARMED FORCES DAY PARADE

MAY 20, 2023

Premium: \$1,800 // Basic: \$1,000

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 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.

JUNE

AQUAPALOOZA

JUNE 17, 2023

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

Estimated Attendance: 1,500

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

JULY

POP GOES THE FORT

JULY 4, 2023

Premium: \$3,500 // Basic: \$2,000

Estimated Attendance: 20,000+

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 and a spectacular firework display. Come out and help us celebrate America's independence. Enjoy all the fun festivities of the evening with Fort Bliss Soldiers, their Families and the El Paso Community.

All event Sponsorship is limited. First come, first served.

SPECIAL EVENTS

Rates: Combined Packages available, inquire pricing within Sponsorship and Advertising office.

LUCHA LIBRE

JULY 21, 2023

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

Estimated Attendance: 200+

High-flying entertainment with Mexican-style Wrestling!

AUGUST

CARDBOARD REGATTA

AUGUST 12, 2023

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

Estimated Attendance: 100+

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. Sponsors are encouraged to use this as a TEAM BUILDING event and have their organization build a boat and participate in their own heat! Start saving that Cardboard.

SEPTEMBER

DOGGY SWIM DAY

SEPTEMBER 9, 2023

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

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.

OKTOBERFEST FAMILY DAY

SEPTEMBER 24, 2023

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

Estimated Attendance: 2,000 - 4,000

Oktoberfest is one of the biggest and most sought out events of the year. Sunday is the free family day. We add inflatables, crafts, food trucks and fun for our families to enjoy and experience a family friendly Oktoberfest Celebration.

OCTOBER

FORT BLISS HAUNTED HOUSE

OCTOBER 2023 (FRIDAY & SATURDAY NIGHTS AND OCT. 31ST)

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

Estimated Attendance: 3,000-4,000

Join Family and MWR for nights of terror as you participate in one of the scariest haunted houses in El Paso [it's true, voted and all]. The special events team has created a buzz in the haunted house world with this annual haunted house that we keep inexpensive so all of our families can enjoy it.

All event Sponsorship is limited. First come, first served.

HARVEST FEST

OCTOBER 14, 2023

Premium: \$800 // Basic: \$400

Estimated Attendance: 500+

Old Fort Bliss Replica hosts an annual Pumpkin Patch. Patrons enjoy face painting, inflatable, fun and PUMPKINS!

ZOMBIE RUN

OCTOBER 21, 2023

Premium: \$450 (incl. T-shirt logo inclusion) // Basic: \$250

Estimated Attendance: 300+

Do you have what it takes to survive? Zombies chase after patrons on the run route during this Halloween Fun Run!

MONSTER BASH

OCTOBER 20-21, 2023

Premium: \$1,300 // Basic: \$750

Estimated Attendance: 3,000 - 5,000

This TWO-day festival is our annual Halloween festival filled with rides, spookiness, entertainment and more. This event had been very popular and well attend by Fort Bliss Soldiers, Families and the El Paso Community.

HALLOWEEN CLASSIC BASKETBALL TOURNAMENT

OCTOBER 27-29, 2023

Premium: \$900 (incl. T-shirt logo inclusion) // Basic: \$500

Estimated Attendance: 2,000 over the three days

Initially held in 1995, this tournament attracts local high caliber teams, teams from NM and AZ. This is a three-day basketball tournament with players and spectators.

DECEMBER

CHRISTMAS TREE LIGHTING

DECEMBER (TBD)

Premium: \$500 // Basic: \$300

Estimated Attendance: 1,500-3,000

Join Fort Bliss RSO as they light the tree. 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.

HOLIDAY FESTIVAL

DECEMBER 1, 2023

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 theme with different activities and this year will not disappoint.

All event Sponsorship is limited. First come, first served.

SPECIAL EVENTS

CLAUS & PAWS 🧑🧒🇺🇸👍

DECEMBER 2, 2023

Premium: \$400 (incl. T-shirt logo inclusion) // 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!

MWR 15 DAYS OF HOLIDAY GIVEAWAY 🧑🧒🇺🇸👍

NOVEMBER 27 - DECEMBER 15, 2023

\$150 // (In-Kind valued at \$150)

MWR is bringing the holiday spirit to our patrons! Join the fun with our "15 Days of Holiday Giveaway".

We spread a little holiday cheer by giving our Military Families a chance to win some great holiday gifts. Participants answer questions that will be provided each weekday during the beginning of December. For sponsors, 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 a minimum of \$150.

FROSTY'S BIG SURPRISE 🧑🧒🇺🇸👍

DECEMBER (TBD)

Premium: \$3,000 // Basic: \$1,500

Estimated Attendance: 500+

The weather is calling for snow on Fort Bliss. Yes, you heard us right! Join us for a rare snow day where Participants can slide down the hill and frolic in the snow.



All event Sponsorship is limited. First come, first served.

ART & HOBBY SHOP

Rates: Combined Packages available, inquire pricing within Sponsorship and Advertising office.

FEBRUARY

MARDI GRAS FESTIVAL

FEB 18, 2023

Estimated Attendance: **Unknown – New event**

A Mardi Gras theme community market. There will be vendors, entertainment and Bike Parade!

APRIL

ART IN THE PARK

APRIL 22, 2023

Estimated Attendance: **Unknown – New event**

A community market celebrating local fine artists. We will have vendor spaces and entertainment.

JUNE

PRIDE FESTIVAL

JUNE 6, 2023

Estimated Attendance: **Unknown – New event**

A community market with a Pride theme. We will have vendor spaces and entertainment.

AUGUST

HARRY POTTER BACK TO SCHOOL FESTIVAL

AUGUST 5, 2023

Estimated Attendance: **Unknown – New event**

Harry potter back to school, a community market with a Harry Potter back to school theme. We will have vendor spaces and entertainment.

OCTOBER

CREEP FEST

OCTOBER 14, 2023

Estimated Attendance: **Unknown – New event**

A community Halloween festival. We will have vendor spaces and entertainment.

DECEMBER

KRAMPUS FESTIVAL

DECEMBER 2, 2023

Estimated Attendance: **Unknown – New event**

A community Christmas festival. We will have vendor spaces and entertainment.

All event Sponsorship is limited. First come, first served.

SPORTS, FITNESS & AQUATICS

Rates: Combined Packages available, inquire pricing within Sponsorship and Advertising office.

JANUARY

HALF MARATHON & FITNESS HEALTH FAIR

JANUARY 28, 2023

Premium includes T-shirt logo inclusion

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

SPIN UNDER THE SEA

FEBRUARY 11, 2023

Estimated Attendance: 50+

MARCH

BOXING SMOKER

MARCH 31, 2023

Premium includes T-shirt logo inclusion

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. With Special Guest Appearances by some of El Paso's Boxing Sensations. Spectators are welcome and entry is free.

APRIL

EASTER EGG FLOAT

APRIL 8, 2023

Estimated Attendance: 100-500

Participants hunt for eggs in the pool!

SURVIVAL OF THE FITTEST

APRIL 22, 2023

Premium includes T-shirt logo inclusion

Estimated Attendance: 100+

One of a kind TEAM fitness Competition

All event Sponsorship is limited. First come, first served.

JUNE

IRON SOLDIER 5K HERITAGE RUN

JUNE 10, 2023

Premium includes T-shirt logo inclusion

Estimated Attendance: unknown

AVERAGE'S JOE DODGE BALL TOURNAMENT

JUNE 16-17, 2023

Estimated Attendance: 50+

SPIN INTO SUMMER

JUNE 24, 2022

Premium includes T-shirt logo inclusion

Estimated Attendance: 50+

A beach themed Cycling Party.

JULY

DANCE GLOW PARTY

JULY 8, 2023

Estimated Attendance: 50+

Who doesn't like a Glow Party! Dance away at this 75-minute Dance Glow Party with all your favorite music and instructors! Bring a friend and get ready to burn some calories while having fun!

ARMY TEN MILER

JULY 22, 2023

ESTIMATED ATTENDANCE: 200+

SEPTEMBER

VOLKSMARCH

SEPTEMBER 9, 2023

Premium includes T-shirt logo inclusion

Estimated Attendance: Unknown

SPRINT TRIATHLON

SEPTEMBER 30, 2023

Premium includes T-shirt logo inclusion

Estimated Attendance: 100+

OCTOBER

SUGAR, SQUATS, DEADLIFTS & DRAFTS

OCTOBER 7, 2023

Premium includes T-shirt logo inclusion

Estimated Attendance: 50+

All event Sponsorship is limited. First come, first served.

SPORTS, FITNESS & AQUATICS

FLOATING PUMPKIN PATCH SWIM

OCTOBER 14, 2023

Estimated Attendance: 100+

Come out and Swim around our Floating Pumpkin Patch! Aquatics turns the water GREEN and You will have the opportunity to pick the one you like the best and take it home!

DECEMBER

POLAR BEAR PLUNGE

DECEMBER 9, 2023

Estimated Attendance: 100+

Are you daring enough to brave the cold temperatures? Find out during our annual Polar Bear Plunge. Get a unique underwater photo with Santa.

ZUMBA UNDER THE STARS

DECEMBER 9, 2023

Estimated Attendance: 50+

INFORMATION EXCHANGE

Rates: Combined Packages available, inquire pricing within Sponsorship and Advertising office.

APRIL

MCCASA WALK

APRIL 29, 2023

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

Estimated Attendance: 1,000

Join us for the 16th 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.

MAY

MILITARY SPOUSE'S APPRECIATION DAY

MAY TBD

Premium: \$800 // Basic: \$400

Estimated Attendance: 500+

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.

All event Sponsorship is limited. First come, first served.

AUGUST

RELOCATION FAIR

AUGUST 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. 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.

OCTOBER

NATIONAL NIGHT OUT

OCTOBER 3RD, 2023

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

Estimated Attendance: 2,000+

Is an annual community-building campaign that promotes police-community partnerships and neighborhood camaraderie. Participate in this event to meet with patrons living on and off post. Help spread awareness and get to know your neighbors here at Fort Bliss.

RECREATION

Rates: Combined Packages available, inquire pricing within Sponsorship and Advertising office.

GOLF/ROD & GUN TOURNAMENTS

MONTHLY

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.

MONTI WARRIOR ZONE UFC FIGHT NIGHTS

MONTHLY

Estimated Attendance 50-150



All event Sponsorship is limited. First come, first served.

BOSS LUNCHES

1ST TUESDAY OF EVERY MONTH

Premium: \$2,000 // 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 \$2,000 for the year and access to meetings.

BOSS BASH

SEPTEMBER TBD

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

Estimated Attendance 1,500-3,000

This event recognizes single and unaccompanied Soldiers for the 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 fantastic way for our sponsors to get in touch and reach out to our single Soldiers on Fort Bliss.



All event Sponsorship is limited. First come, first served.

NOTES:

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