

**MWR**  
**SPONSORSHIP**

OCTOBER 2018 - SEPTEMBER 2019



**ADVERTISING  
OPPORTUNITIES**

**SUPPORT YOUR MILITARY FAMILY AT NAS FORT WORTH JRB!**



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# NAVAL AIR STATION FORT WORTH JOINT RESERVE BASE



## **Mission Statement**

To provide joint training capabilities and resources to enable War Fighter readiness while sustaining personnel and families' needs, future compatibility and instilling a culture of safety.

## **Command Vision**

NAS Fort Worth JRB is a proactive partner in facilitating combat readiness for our Joint tenants and supporting the needs of their families during all phases of training and deployment. We provide world-class service measured by the achievement of the highest level of certification in each department, coupled with our exceptional relationship with the Fort Worth community; making our installation a valued platform for basing, training, and an attractive choice for future growth.

## **About the Installation**

NAS Fort Worth JRB is a joint defense facility which plays a pivotal role in the training and equipping of air crews and aviation ground support personnel.

The installation is located within the city limits of Fort Worth, TX, seven miles North/Northwest of downtown Fort Worth.

NAS Fort Worth employs over 11,000 active duty military, reserve, and civilian personnel and generates a \$1.3 billion annual impact to the local economy and the North Central Texas Region. As a joint base, NAS Fort Worth JRB is home to all branches of the armed service including Navy, Marine Corps, Air Force, Army and Texas Air National Guard units.

## NAS Fort Worth JRB Demographics

Navy MWR provides programs and activities that contribute to the morale, wellbeing, and quality of life of sailors and their families. NAS Fort Worth JRB's many event sponsorship and on-site advertising opportunities will help you reach our unique customer base while supporting our military family.

NAS Fort Worth JRB is unique in that it houses all branches of the military. Our market is made up by a diverse demographic consisting of:

- the average age of the active duty force is 29 years old
- 15% of active duty force are female
- 19% are African-American
- 14% are Hispanic
- 69% of officers and 54% of enlisted are married
- 95% of active duty Sailors have a HS diploma or higher
- 83% of officers have a BA/BS degree
- 35% of degree holders have an advanced degree
- Nearly 145,000 military retirees live in the area
- Total Base Payroll Population: 11,368 Active Duty, Reserves, Civilians, and Contractors.

Our Sponsors receive highly visible packages focused directly at your target audience, the military customer.

Contact us today for information about how sponsorship and advertising with us can help you build and enhance your brand awareness and establish a strong relationship with our unique market. We are looking forward to working with your organization to help you reach your business goals!

## **For more information about commercial sponsorship and advertising opportunities, contact:**

Donny Collins, MWR Director of Marketing and Sponsorship  
Email: donald.e.collins2@navy.mil, Phone: (817) 782-7762  
1525 Chenault Ave RM 204, NAS Fort Worth JRB, TX 76127







# PROGRAMS

## GET YOUR MILITARY MARKET SHARE!

Support the Navy military family while promoting your brand to an exclusive military population.

All revenues generated through advertising and sponsorship help improve the quality of life of Service Members and their families.

Morale, Welfare and Recreation (MWR) programs and activities contribute to Navy quality of life programs for our active duty and retired military, reservists, their family members and civilian employees.

MWR can provide your organization with a unique opportunity to market your company and its product and services to an exclusive military population.

### **Fitness & Aquatics:** \*Impressions per month: Fitness-12,185, Aquatics-1500\*

The goal of the Navy Fitness Program is to create "Fitness for Life" for the entire Navy population, including active duty Sailors, family members and DoD civilians. Individual and group instruction is available from certified fitness professionals in cardiovascular conditioning, strength training, flexibility and nutrition. Aquatics programming includes lap swimming, lessons and specialty programs, such as water aerobics. Intramural sports programs provide another outlet to promote fitness and establish spirit de corps. Active duty Sailors and family members can participate in intramural sports programs such as flag football, softball, basketball, volleyball, soccer, golf and more.

### **Liberty:** \*Impressions per month: 377\*

The Liberty (or Single Sailor) Program provides high-energy recreation programs, superior entertainment experiences and development of personal leisure skills, leading to extraordinary and unique opportunities for enjoyment, activity and adventure in an alcohol and tobacco-free environment. The Liberty Program is open to single sailors (age 18-26) and geo-bachelors. Liberty Centers include free use of computers, Internet and wireless Internet, state-of-the-art video game systems, movies and TV rooms, book collections and special events. Liberty trips and tours include sporting events, outdoor adventures, shopping trips, amusement parks, deep-sea fishing and community events, including festivals, concerts and seasonal programs.

### **TEN Bowling Center, Bar and Grill:** \*Impressions per month: 5,814\*

The Bowling Program offers open and league bowling, special youth programs, instructional classes, and food and beverage areas. The bowling center also offers "cosmic bowling," with glow-in-the-dark balls, pins and other equipment. Birthday and command parties are also available. The grill offers some of the greatest food around at the absolute best prices!

### **Community Recreation:** \*Impressions per month: 1,018\*

Community Recreation includes a wide range of services including Information and Resources, Outdoor Recreation Equipment Rental, Recreation Programming and Activities, Trip Organization and Coordination, Tickets, On Base Community Events, Party and Picnic Support Equipment, Command Picnics and Events, and Travel. Programs include Outdoor Recreation and Tickets and Travel.

### **Auto Skills Centers:** \*Impressions per month: 302\*

The Automotive Skills Program provides facilities with working bay space and appropriate tools for authorized patrons to work on privately owned vehicles. The program includes the equipment and staff expertise to support an engine overhaul to a paint touch up to an oil change. Our facility is equipped with indoor bays, machine shop equipment, storage areas, and access to tools and repair manuals. Personal property and vehicle storage for authorized patrons is provided at minimal cost.

### **Library:** \*Impressions per month: 2015\*

The Navy General Library Program (NGLP) offers a wide variety of books and periodicals, computer resources and programs that enhance opportunities for educational research and recreational reading. The base Library also offers many educational programs for adults and children alike, including the "Summer Reading Program" hosted every summer while children are out of school.

### **Movie Reel:** \*Impressions per month: 555\*

The Movie Reel provides first-run movies for all patrons either free or at a minimal charge with showings of the latest and greatest films!

### **Lone Star Conference Center:** \*Impressions per month: 559\*

Catering and Conference Centers offer state-of-the-art audiovisual equipment that will meet all of your conference needs. From catering to event set up recommendations, Lone Star has something just for you,

### **Child & Youth Programs:** \*Impressions per month: 5,250\*

The Navy Child and Youth Programs (CYP) provide developmental child care and youth recreational programs and services for eligible children and youth ages 4 weeks to 18 years of age. Programs and services are specifically designed and operated to meet the unique needs of the military mission and Service members and their families.



# COMMERCIAL SPONSORSHIP

Promote your brand at one or all of our special events for the military community!



## Sponsorship Breakdown by Attendance and Level

Attendance	Level 1 Booth Only	Level 2 Supporting	Level 3 Presenting	Level 4 Event Title
>5,000	\$650	\$1,500	\$5,000	\$10,000
1,000 - 5,000	\$450	\$1,000	\$2,500	\$5,000
200 - 999	\$250	\$400	\$1,500	\$3,000
<200	\$150	\$200	\$400	\$800



**Level 1 - Booth Only:** Sponsor will receive one 10x10 foot booth space, one table, and two chairs only.

*Additional booth space charged at "1/2 booth only" cost times the number of additional 100sqft space needed*

**Level 2 - Supporting:** In addition to Level 1 benefits, Includes sponsor logo on flyers, posters, and digital screen ads only that advertise event. Includes one verbal thank you announcement at event.

*Additional booth space charged at "1/2 booth only" cost times the number of additional 100sqft space needed*

**Level 3 - Presenting:** In addition to Level 1 & 2 benefits, includes Presenting Sponsor naming rights of select areas of event, up to 600 square feet of booth space\*, logo on up to 2 event banners placed on the base, one customized PA announcement\*, and Facebook thank you post with sponsor logo and website link up to 2 weeks in advance of event.

*Additional booth space charged at "1/2 booth only" cost times the number of additional 100sqft space needed  
\*Varies by event. Please inquire for more info.*

**Level 4 - Title:** In addition to Level 1 & 2 benefits, includes event Title Sponsor naming rights on any and all event advertising materials, prominent mentions in aggressive social media campaign, up to 5 customized PA announcements provided throughout the event\*, up to 10 sponsor banner and yard sign displays throughout the event (banners not to exceed 3'x10')\*, stage (or prime event area) to be skirted with sponsor banner(s), a Facebook thank you post up to one week after the event to include sponsor logo and website link, a customized website banner ad on the home page of [www.navymwrfortworth.com](http://www.navymwrfortworth.com) to run for one month prior to event\*, recognition of sponsor on stage prior to main attraction (when applicable), and up to 1000 square feet of booth space\* with premium placement in a location with the highest foot traffic at the event.

*Additional booth space charged at "1/2 booth only" cost times the number of additional 100sqft space needed  
\*Varies by event. Please inquire for more info.*

\*to be provided by sponsor, subject to legal approval





# COMMERCIAL SPONSORSHIP

## Special Events and Programs

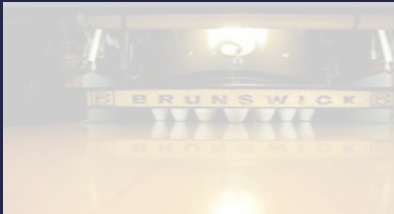
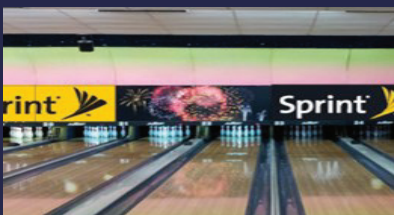
Event Name	Date	Time	Brief Event Description	Target Audience	Expected Attendance	Level 1 Booth Only	Level 2 Supporting	Level 3 Presenting	Level 4 Title
Oktoberfest	28-Sep-18	1800-2100	We're bringing Oktoberfest to Texas for the 4th year running! Featuring German beers, cuisine, music, and a KidZone.	All Authorized MWR Patrons	1,000	\$450	\$1,000	\$2,500	\$5,000
Kids' Tea Party	13-Oct-18	1000-1200	Based around a literary character, this is a lively tea party for children and their guardians. This yearly event has been referred to as the "best party ever" by our littlest attendees!	Families	100	\$150	\$200	N/A	\$800
Fallfest	26-Oct-18	1730-2030	Family themed event featuring "Trunk or Treat," hay rides, a haunted maze, inflatables, crafts, "Monster Mash" dance party, games, and food & beverage.	All Authorized MWR Patrons	3,000	\$450	\$1,000	\$2,500	\$5,000
Turkey Bowl	Nov-2018 Dates TBD	Varies	As a fun way to celebrate Thanksgiving, we have a two week event where bowlers can register their scores to win a free turkey. Turkeys are given away to both the highest scores and to random scores via a drawing.	Families	100	\$150	\$200	N/A	\$800
Thanksgiving in the Barracks	15-Nov-18	1600-1900	Traditional home-style Thanksgiving feast for junior enlisted service members living in the barracks (ages 18-26, single and unaccompanied).	Junior/Single Enlisted	500	\$250	\$400	\$1,500	\$3,000
Winterfest Base Tree Lighting	30-Nov-18	1800-2100	Family themed event featuring the lighting of our 25ft tree, snow sledding, holiday music, carriage rides, crafts, games, and pictures with Santa!	All Authorized MWR Patrons	3,000	\$450	\$1,000	\$2,500	\$5,000
Bowl with Santa	8-Dec-18	1000-1200	In the spirit of the holiday season we provide a fun event where kids and parents get to bowl with Santa!	Families	100	\$150	\$200	N/A	\$800
Winter Wonderland	21-Dec-18	1600-1800	A winter holiday event for children and their families who stay in town for the holidays, featuring food, music, entertainment, and crafts.	Families	100	\$150	\$200	N/A	\$800
New Years Eve Bowling Bash	31-Dec-18	2000-0100	A family new years eve party, featuring cosmic bowling, door prizes, and food for all!	Families	150	\$150	\$200	N/A	\$800
Murder Mystery Dinner Theater	9-Feb-19	1800-2100	Adults enjoy an elegant dinner, interact with the actors, and try to solve the murder mystery case! This event has sold out for the last 4 years.	All Authorized MWR Patrons	150	\$150	\$200	N/A	\$800
Texas Independence Day Celebration	2-Mar-19	TBA	Enjoy a taste of Texas with Texas-themed food, armadillo racing, a live band, bull riding, and more!	All Authorized MWR Patrons	500	\$250	\$400	\$1,500	\$3,000
Character Breakfast	13-Mar-19	0900-1100	A breakfast with your favorite Disney characters and Marvel/DC Superheroes!	Families	150	\$150	\$200	N/A	\$800
Springfest Egg Hunt	13-Apr-19	1030-1330	Family themed event featuring an egg hunt with over 15,000 eggs, pictures with the Easter Bunny, inflatables, games, crafts, and food & beverage.	Families	3,500	\$450	\$1,000	\$2,500	\$5,000
Community Rec Expo	17-May-19	1000-1400	This event provides our guests with the best things to do both on and off the base from outdoor activities to trips throughout the local area and beyond! Features free food!	All Authorized MWR Patrons	700	\$250	\$400	\$1,500	\$3,000
Summer Reading Program	8-Jun-16-Aug, 2019	Various	Weekly entertainment at the base Library to accompany the Summer Reading Program. Some events include a visit by the "Creature Teacher," the Texas Storm Chasers, and North Texas Raptors!	Families	1,000	\$450	\$1,000	\$2,500	\$5,000
Freedomfest	29-Jun-19	1700-2200	Family-themed event featuring a live fireworks show, live entertainment, water slides, free water toys (paddle boards, boats, etc.), and food and beverage. Our biggest event of the year!	All Authorized MWR Patrons	5,000	\$650	\$1,500	\$5,000	\$10,000
Murder Mystery Dinner Theater, Summer Edition	12-Jul-19	1800-2100	Adults enjoy an elegant dinner, interact with the actors, and try to solve the murder mystery case! This event has sold out for the last 4 years leading us to add an additional event to the schedule for 2019!	All Authorized MWR Patrons	150	\$150	\$200	N/A	\$800
Back to School Bash	1st week Aug 2019	TBA	An end of summer celebration and school supplies give-away for our military children!	Families	750	\$250	\$400	\$1,500	\$3,000
Oktoberfest	20-Sep-19	1800-2100	We're bringing Oktoberfest to Texas for the 5th year running! Featuring German beers, cuisine, music, and a KidZone.	All Authorized MWR Patrons	1,000	\$450	\$1,000	\$2,500	\$5,000

**For more information about commercial sponsorship and advertising opportunities, contact:**

Donny Collins, MWR Director of Marketing and Sponsorship  
 Email: donald.e.collins2@navy.mil, Phone: (817) 782-7762  
 1525 Chenault Ave RM 204, NAS Fort Worth JRB, TX 76127



# ADVERTISING OPPORTUNITIES



## **BANNERS:** Up to 4'H by 8'W, provided by advertiser

Promote your brand and/or services with large banners inside/outside of many of our MWR facilities!

### **Facility/Monthly Rate:**

Bowling Center - \$200\*, Child Development Center - \$200\*, Lone Star Conference Center - \$150, Fitness Center - \$250\*, Liberty Center - \$150, Library - \$200, Community Recreation - \$150

\*limited availability, inquire within

## **POSTERS:** Up to 36"H by 24"W, frame provided by advertiser

Promote your brand and/or services on large posters inside of many of our MWR facilities!

### **Facility/Monthly Rate:**

Bowling Center - \$150\*, Fitness Center - \$200, Library - \$150\*, Movie Reel Theater - \$100\*, Community Recreation - \$100

\*limited availability, inquire within

## **COUNTER TOP SIGNS, BROCHURES AND STANDS:** Up to 11"H by 8.5"W provided by advertiser

A variety of locations available inside of many of our MWR facilities!

### **Facility/Monthly Rate:**

Auto Skills - \$75, Bowling Center - \$100, Child Development Center - \$100, Fitness Center - \$150, Liberty Center - \$75, Library - \$100, Movie Reel Theater - \$75, Community Recreation - \$75

## **WINDOW CLING:** Sizes vary, provided by advertiser

Promote your brand and/or service at the entrance of our MWR Fitness Center! Advertiser must provide, install, and remove graphics.

Monthly Rate: \$250

# SOLD

## **COUNTER WRAP:** 44"H by 72"W, provided by advertiser

Promote your brand and/or service at the main counter of our MWR Bowling Center! Advertiser must provide, install, and remove graphics.

Monthly Rate: \$450 each

## **BOWLING LANE DISPLAYS:** 42.5"H by 130"W, provided by advertiser

Promote your brand and/or service over the lanes of our MWR Bowling Center! One display covers two lanes (10 lane/5 display package) Advertiser must provide, install, and remove graphics.

Monthly Rate: \$500 for 10 lanes

## **BOWLING SWEEPER ADS:** 2.5"H by 48"W, provided by advertiser

Promote your brand and/or service on the bowling lane sweepers at our MWR Bowling Center! Advertiser must provide, install, and remove graphics.

Monthly Rate: \$200 for 10 lanes

# SOLD

## **BOWLING MONITOR DISPLAY:** 1080PX H BY 1920PX W JPEG image

Promote your brand and/or service on the digital bowling monitors of our MWR Bowling Center! 10 monitors package.

Monthly Rate: \$350



# ADVERTISING OPPORTUNITIES

Continued...



## VEHICLE WRAP: Sizes vary, provided by advertiser

MWR employees drive vehicles to make deliveries, attend events, support on base activities, and transport service members to recreational areas. Vehicle wraps are an excellent way to get your name branded with exposure throughout the installation. Advertiser must provide, install, and remove graphics

**Annual Rate: \$8,000 each - choose from a Ford Transit Van and two Ford e350 Vans**



## DIGITAL SIGNAGE: 1080PX H BY 1920PX W JPEG image provided by advertiser

Maximize your advertising exposure in many of our MWR facilities with full color digital signage located in high traffic areas. This is a 15 screen package with a monthly exposure of 43,913 patrons!

**Monthly Rate: \$430**



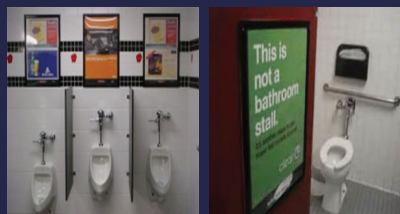
## MOVIE THEATER ADVERTISING: (see specs below)

MWR provides first run movies for service members and their families at our state of the art base movie theater. Include your ad in our pre-feature program of movie slides and video advertising. These vibrant, full color advertisements are shown on full-size movie screens for 15-30 seconds! Ads must be in DCP

**Monthly Slide Rate: \$300**

**Monthly 30 Second Commercial Rate: \$400**

Specs: DCP 2k Format - "2K flat 1998PX x 1080PX" or "2k scope @ 2048PX x 858PX"



## RESTROOM ADVERTISING: Up to 36"H by 24"W, frame provided by advertiser

Reach a captive audience with undivided attention! Placed at entrance/exit locations in select facilities. Includes Men's and Women's facilities.

**Facility/Monthly Rate:**

Bowling Center - \$75\*, Lone Star Conference Center - \$50, Fitness Center - \$100\*\*

\*available November 2018-April 2019 only

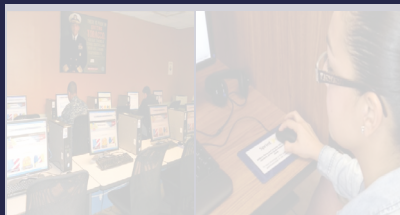
\*\*available November 2018-January 2019 only



## FOOD & BEVERAGE TABLE TENTS: provided by advertiser, NTE 4"W by 6"H

Reach a wide customer base with targeted solutions at our Food and Beverage center, TEN Grill! Serving nearly 60,000 customers per year, our grill provides an excellent opportunity for you to promote your brand!

**Monthly Rate: \$150, covers 54 tables**



## MOUSE PADS: provided by advertiser

Promote your brand and computer solutions in our Liberty Center and the Library! This is a 24 station computer lab with 6 stations at the Library and 8 at the Liberty Center.

**Monthly Rate: \$240**

**SOLD**



## MWR HAPPENINGS BI-MONTHLY MAGAZINE:

Maximize your advertising exposure with targeted ads to our customer base! The *MWR Happenings* is distributed by print at 2,000 copies, distributed digitally to an e-mail list of 1,600 people, and is downloaded over 1,000 times per issue via our website and social media.

**Bi-monthly Rate: \$100 for a 1/4 page ad, \$200 for a 1/2 page ad, \$400 for a full page ad**

**Full Page Inside Cover (Front or Back): \$600**



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*Thank You*



**for supporting our  
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