



SPONSORSHIP ADVERTISING



CARLISLE BARRACKS



INTRODUCTION



Thank you for your decision to seek information regarding sponsorship and advertising opportunities with Carlisle Barracks Family and MWR. Carlisle Barracks Family and MWR is committed to providing excellent services and high-quality programs to our Soldiers (Active Duty, Reserve and National Guard) and their family members, Department of Defense civilians, Retirees, and the annually revolving student body at the United States Army War College.



Carlisle Barracks is a vibrant community, rich in tradition and history. Since the inception of the United States, Carlisle Barracks has served many key roles. From a strategic camp during the French and Indian War, all the way through the present as the Army War College, Carlisle Barracks is constantly changing. By joining us, you are adding to history and supporting the people who live and work here.



The Sponsorship & Advertising Program offers a wealth of opportunities to expand your reach through Carlisle Barracks. With more than 15 different programs serving a population of more than 30,000, the wide array of options we offer can fit any business and any budget.

Thank you again for your interest in supporting the first-rate programs and services we offer to our outstanding community members! We look forward to developing fulfilling partnerships with you and your company.

TO DISCUSS SPONSORSHIP AND ADVERTISING OPPORTUNITIES

EMAIL: CarlisleMWR-CSA@army.mil



BY THE NUMBERS

SUPPORTED POPULATION: **30,800+**

3,950

ACTIVE DUTY AND THEIR DEPENDENTS
IN THE SURROUNDING AREA

750

AWC STUDENTS AND THEIR DEPENDENTS
IN THE SURROUNDING AREA

7,800

CIVILIANS AND THEIR DEPENDENTS IN
THE SURROUNDING AREA

18,300

RETIREES AND THEIR DEPENDENTS IN THE
SURROUNDING AREA

AT A GLANCE

NUMBER OF BOWLERS
PLAYING AT STRIKE ZONE
BOWLING CENTER EACH YEAR

6,000

NUMBER OF FOLLOWERS
OF CARLISLE BARRACKS MWR
FACEBOOK PAGE

9,200

NUMBER OF PATRONS USING
OUR THREE FITNESS CENTERS
EACH YEAR

81,000

NUMBER OF GOLF ROUNDS
PLAYED AT CARLISLE
BARRACKS EACH YEAR

35,000

NUMBER OF VISITS TO
CARLISLE.ARMYMWR.COM
EACH MONTH

17,000





CARLISLE BARRACKS MWR HOSTS A DYNAMIC CALENDAR OF EVENTS YEAR-ROUND, DRAWING ENTHUSIASTIC CROWDS AND CREATING STANDOUT VISIBILITY FOR YOUR BUSINESS. FOR JUST \$250 PER EVENT, YOU CAN CONNECT DIRECTLY WITH MILITARY FAMILIES, DOD EMPLOYEES, RETIREES, AND MEMBERS OF THE SURROUNDING COMMUNITY—AN ENGAGED AND DIVERSE AUDIENCE THAT VALUES LOCAL PARTNERSHIPS.

MWR MOVIE NIGHTS

Enjoy free screenings at Reynolds Theater featuring classics, documentaries, and family favorites. Bring friends and family for a relaxing evening. Snacks and refreshments are available.

POKER NIGHTS AT STRIKE ZONE BOWLING

Join us for friendly Texas Hold'em and other poker favorites. Play for exciting prizes while enjoying great company, food, and drinks.

SPRING FLING DINNER DANCE

Celebrate the season in style with elegant dining, live music, and dancing.

EASTER EGG HUNT

Hosted by Child & Youth Services at the Child Development Center. Kids of all ages will love the hunt, prizes, and festive fun.

EASTER BRUNCH

Gather with loved ones for a hearty brunch filled with holiday favorites and sweet treats.

COMMANDANT'S GOLF SCRAMBLE

Open to students, staff, employees, invited guests, and the public. Enjoy a 4-person scramble with golf, cart, lunch, and prizes.

MONTH OF THE MILITARY CHILD

Each April, we honor the strength, resilience, and sacrifices of military children in support of the Army.

DUCK DERBY

Presented with the Carlisle Barracks Spouses Club. Cheer on rubber ducks racing down Letort Creek—fun for all with refreshments and community spirit.

VOLUNTEER APPRECIATION CEREMONY

An invitation-only event at Letort View Conference Center honoring the dedication and service of our incredible volunteers.

MOTHER'S DAY BRUNCH

Celebrate the special women in your life with a beautifully prepared brunch at LVCC—an elegant setting for quality time with family.

ARMY WAR COLLEGE FAREWELL BASH

Join the graduating class for a festive celebration featuring music, food, and fun.

ARMY WAR COLLEGE FAREWELL POOL PARTY

Wrap up the year with swimming, snacks, and a splash of celebration at the Splash Zone Pool.

WELCOME EXPO

Held the first Wednesday of August, this event is a great chance to connect with new U.S. Army War College students and their families.

BOATYARD WARS & WELCOME PICNIC

Seminars compete in a creative boat-building challenge at the Tiki Bar and Splash Zone Pool. Food, drinks, and summer fun for all!

ARMY WAR COLLEGE WELCOME POOL PARTY

Kick off the school year with food, music, and a poolside welcome for the incoming class.

HAWAIIAN LUAU

Escape to the tropics with island-inspired food, live entertainment, and dancing under the stars.

TIKI TONK

A country night like no other—enjoy honky-tonk tunes, Southern bites, and tropical vibes at the Tiki Bar.

OKTOBERFEST

Celebrate with authentic German fare, drinks, and fun for all ages—right here at the Tiki Bar in September!

MURDER MYSTERY DINNER

A thrilling whodunit unfolds over a multi-course meal in this interactive and entertaining evening.

TRUNK OR TREAT

In partnership with the Spouses Club—kids trick-or-treat from decorated cars and enjoy fun at the Tiki Bar.

HALLOWEEN PARADE

March in your best costume at MT Pleasant Field! All ages welcome—prizes and refreshments included.

SHAKE YOUR TAILFEATHER DINNER DANCE

An energetic evening of dancing, music, and fantastic food that will keep you moving all night long.

HOLIDAY TREE LIGHTING CEREMONY

Ring in the season with caroling, cookies, warm drinks, and the joyful lighting of the tree.

BREAKFAST WITH SANTA & CHRISTKINDLESMARKT

Enjoy breakfast with Santa and shop a traditional German holiday market featuring local artisans.

NEW YEAR'S EVE PARTY

Celebrate in style with music, dancing, festive food and drinks, and a midnight countdown at Letort View Conference Center.



DIGITAL ADVERTISING

DIGITAL DISPLAY ADS

10-SECOND STATIC AD (1920 x 1080)

- \$300/QUARTER - ONE LOCATION
- \$600/QUARTER - THREE LOCATIONS

30-SECOND COMMERCIAL (1920 x 1080)

- \$450/QUARTER - ONE LOCATION
- \$900/QUARTER - THREE LOCATIONS

LOCATION OPTIONS:

- Barracks Crossing Arts & Crafts Center
- Strike Zone Bowling Center
- Root Hall Gym

MOVIE PRE-SHOW ADS

10-SECOND STATIC AD (1920 x 1080)

- \$300/4 MOVIES

30-SECOND COMMERCIAL (1920 x 1080)

- \$450/4 MOVIES

MWR HAPPENINGS WEEKLY EMAIL

BANNER AD (728 x 90)

- \$150/4 EMAILS

FACEBOOK POSTS

POST, LINK, AND IMAGE (1200 x 630)

- \$150/ONE FACEBOOK POST

Each post will be boosted for 10 days.

Additional days or boosts, different images, or body copy are negotiable.

CARLISLE.ARMYMWR.COM WEBSITE ADS

BANNER AD (728 x 90)

- \$450/QUARTER

SIDEBAR AD (300 x 250)

- \$450/QUARTER





PRINT ADVERTISING

MESSAGE BOARD

\$200 ONE SIDE/MONTH

LOCATION OPTIONS:

- Claremont Road
- Commissary/Exchange Parking Lot

T-SHIRTS

PRICE PER EVENT OR PROGRAM

VARIOUS OPPORTUNITIES AVAILABLE

- \$600 PREMIUM SIZE BUSINESS LOGO
- \$300 STANDARD SIZE BUSINESS LOGO
- \$150 BUSINESS NAME

NAPKIN DISPENSER INSERTS

\$350 ONE SIDE/QUARTER

DRIVING RANGE BALLS

\$2,500 - 6,000 BALLS

GOLF CART SIGN INSERTS

\$1,500/ANNUALLY - DOUBLE-SIDED
WEATHER-PROOF SIGN INSERTS FOR ALL
70 GOLF CARTS.

GOLF SCOREBOARD SIGN

\$600/ANNUALLY - 1 SIGN

GOLF TEES

\$1,250 - 5,000 TEES

ARMY WAR COLLEGE COMMUNITY ACTION BOARD

- 8.5" x 11" - \$150 EACH/QUARTER
- 11" x 17" - \$200 EACH/QUARTER

POSTERS - 22" x 28"

\$300 EACH/QUARTER - ONE LOCATION

BANNERS - 3' x 6'

\$500 EACH/QUARTER - ONE LOCATION

MWR HAPPENINGS ANNUAL

GIVEN TO ACTIVE DUTY, CIVILIANS, AWC STUDENTS,
RETIREES, BUSINESSES AND THEIR DEPENDENTS.

INSIDE FRONT COVER - \$700
INSIDE BACK COVER - \$700
OUTSIDE BACK COVER - \$700
(8" x 10.875" with .125" bleed)

INTERIOR FULL PAGE - \$600
(8" x 10.875" with .125" bleed)

½ PAGE - \$400
(7.25" x 4.75")

¼ PAGE - \$300
(3.5" x 4.75")

½ PAGE

¼
PAGE

LETTER OF INTENT



INFORMATION

COMPANY/ORGANIZATION NAME _____

CONTACT PERSON'S NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ CELL _____ FAX _____

EMAIL _____ WEBSITE _____

SPONSORSHIP

- | | | |
|--|---|---|
| <input type="checkbox"/> MWR MOVIE NIGHTS | <input type="checkbox"/> MOTHER'S DAY BRUNCH | <input type="checkbox"/> MURDER MYSTERY DINNER |
| <input type="checkbox"/> POKER NIGHTS AT STRIKE ZONE | <input type="checkbox"/> AWC FAREWELL BASH | <input type="checkbox"/> TRUNK OR TREAT |
| <input type="checkbox"/> SPRING FLING DINNER DANCE | <input type="checkbox"/> AWC FAREWELL POOL PARTY | <input type="checkbox"/> HALLOWEEN PARADE |
| <input type="checkbox"/> EASTER EGG HUNT | <input type="checkbox"/> WELCOME EXPO | <input type="checkbox"/> SHAKE YOUR TAILFEATHER DANCE |
| <input type="checkbox"/> EASTER BRUNCH | <input type="checkbox"/> BOATYARD WARS & WELCOME PICNIC | <input type="checkbox"/> HOLIDAY TREE LIGHTING CEREMONY |
| <input type="checkbox"/> COMMANDANT'S GOLF SCRAMBLE | <input type="checkbox"/> AWC WELCOME POOL PARTY | <input type="checkbox"/> BREAKFAST WITH SANTA |
| <input type="checkbox"/> MONTH OF THE MILITARY CHILD | <input type="checkbox"/> HAWAIIAN LUAU | <input type="checkbox"/> CHRISTKINDLESMARKT |
| <input type="checkbox"/> DUCK DERBY | <input type="checkbox"/> TIKI TONK | <input type="checkbox"/> NEW YEAR'S EVE PARTY |
| <input type="checkbox"/> VOLUNTEER CEREMONY | <input type="checkbox"/> OKTOBERFEST | |

ADVERTISING

- ☐ MESSAGE BOARD
- ☐ T-SHIRTS
- ☐ NAPKIN DISPENSER INSERTS
- ☐ DRIVING RANGE BALLS
- ☐ GOLF CART SIGN INSERTS
- ☐ GOLF SCOREBOARD SIGN
- ☐ GOLF TEES
- ☐ COMMUNITY ACTION BOARD
- ☐ POSTERS
- ☐ BANNERS
- ☐ MWR HAPPENINGS ANNUAL
- ☐ DIGITAL DISPLAY ADS
- ☐ MOVIE PRE-SHOW ADS
- ☐ MWR HAPPENINGS WEEKLY EMAIL
- ☐ FACEBOOK POSTS
- ☐ WEBSITE ADS

SPECIAL REQUESTS

FILL OUT THIS FORM AND SUBMIT THIS FORM TO:

CarlisleMWR-CSA@army.mil



SPONSORSHIP **ADVERTISING**

Nobody knows how to immerse your brand within the U.S. Army market better than our team. This is our terrain, and our audiences value authenticity and credibility of the brands that partner with us. Our mission is to help you develop meaningful and long-lasting relationships with the military consumer market.

Create awareness and visibility through customized marketing opportunities across multiple platforms. Contact us today to find out more on how you can become a partner.

Carlisle Barracks MWR
Sponsorship & Advertising
22 Ashburn Drive
Carlisle, PA 17013
CarlisleMWR-CSA@army.mil



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