



SPONSORSHIP
ADVERTISING



CARLISLE BARRACKS



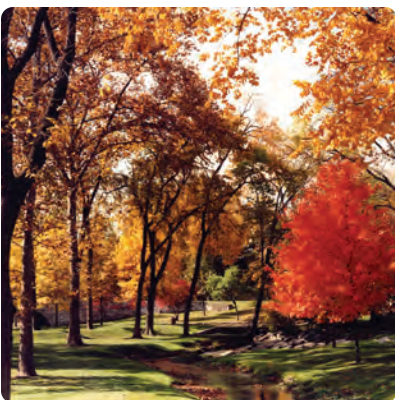
INTRODUCTION



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

CALL 717-245-4533



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

9,000

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



PRINT ADVERTISING

T-SHIRTS

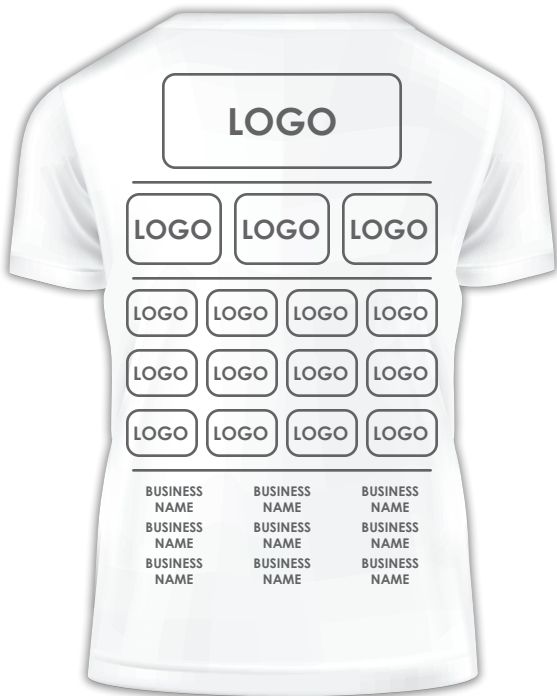
PRICE PER EVENT AND/OR PROGRAM
VARIOUS OPPORTUNITIES AVAILABLE

\$50 BRONZE - BUSINESS NAME

\$100 SILVER - BUSINESS LOGO

\$200 GOLD - BUSINESS LOGO

\$750 PLATINUM - BUSINESS LOGO



BANNERS - 3' x 6'

\$450 EACH/QUARTER
DISCOUNTS FOR ADDITIONAL QUANTITIES

POSTERS - 22" x 28"

\$300 EACH/QUARTER
DISCOUNTS FOR ADDITIONAL QUANTITIES

NAPKIN DISPENSERS - 4.25" x 6.5"

\$300 ONE SIDE/QUARTER - ONE LOCATION
\$450 ONE SIDE/QUARTER - TWO LOCATIONS

CHARGING STATION

ARTWORK - 20.75" x 40"
\$1,800/ANNUALLY

MWR HAPPENINGS ANNUAL

OUR ANNUAL PUBLICATION GIVEN TO ALL INCOMING STUDENTS. PUBLISHED JULY - AUGUST.

INSIDE FRONT COVER/PAGE 1
INSIDE BACK COVER/OUTSIDE BACK COVER
(8" x 10.875" with .125" bleed) - \$650

INTERIOR FULL PAGE
(8" x 10.875" with .125" bleed) - \$550

1/2 PAGE
(7.25" x 4.75") - \$350

1/4 PAGE
(3.5" x 4.75") - \$250

1/2 PAGE

1/4 PAGE



DIGITAL ADVERTISING

DIGITAL DISPLAYS

10-SECOND STATIC AD

- \$300/QUARTER - ONE LOCATION
- \$900/QUARTER - FOUR LOCATIONS

30-SECOND COMMERCIAL

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

LOCATION OPTIONS:

- 1757 Bar & Grille (1024 x 568)
- Barracks Crossing Arts & Crafts Center (1920 x 1080)
- Joint Deli (1600 x 900)
- Strike Zone Bowling Center (1360 x 768 - STATIC AD ONLY)

CARLISLE.ARMYMWR.COM WEBSITE ADS

BANNER AD (728 x 90)

- \$450/QUARTER

SIDEBAR AD (300 x 250)

- \$450/QUARTER

MONDAY MWR HAPPENINGS EMAIL

BUSINESS CARD AD (558 x 315)

- \$75/ONE EMAIL
- \$225/FOUR EMAILS

½ PAGE AD (558 x 760)


- \$150/ONE EMAIL
- \$450/FOUR EMAILS

FACEBOOK POSTS

POST INCLUDES LINK AND IMAGE (1200 x 630)

- \$75/SINGLE POST
- \$225/FOUR POSTS





CARLISLE
BARRACKS
GOLF
COURSE

ADVERTISING

DRIVING RANGE BALLS

\$2,000 - 500x BALLS

GOLF CART STICKERS

\$1,200/ANNUALLY - 1x STICKER
DISCOUNT FOR MULTIPLE STICKERS

SCOREBOARD SIGN

\$600/ANNUALLY - 1x SIGN

TEES

\$1,200 - 4,000x TEES



EVENT SPONSORSHIP

Carlisle Barracks MWR holds many events each year. These events draw huge crowds and allow your business to be front and center to Military Families, DoD Employees, Retired Military, and the General Public. Each event has four levels of sponsorship and each level comes with various benefits. These benefits include: a commemorative sponsorship plaque (for levels \$500 and higher), logos on participation shirts, banners, yard signs, Facebook posts, and MORE!



EASTER EGG HUNT

A massive Easter Egg Hunt held on Carlisle Barracks at the Child Development Center and hosted by Child & Youth Services and Army Community Service. There's fun and prizes for all ages!

COMMANDANT'S GOLF SCRAMBLE

This annual golf outing is open to all Carlisle Barracks students, staff, employees, their invited guests, and is open to the public. The format is a 4-person scramble and includes golf, cart, lunch and prizes.

MONTH OF THE MILITARY CHILD

Month of the Military Child is observed each April to honor and celebrate military children and youth for their service, commitment, and sacrifice in support of the Army's mission.

VOLUNTEER APPRECIATION CEREMONY

Hosted by Army Community Service and held at the Letort View Community Center, this invitation-only event recognizes our volunteers for their hard work and dedication.

POLICE 5K RUN, FUN WALK, AND EXPO

Held at the Army Heritage & Education Center (AHEC) and open to the public, this event features a 5K, displays, giveaways, food, fun, and much more!

BOATYARD WARS/WELCOME PICNIC

Held the first Friday in August at the Tiki Bar and Splash Zone Pool, this one-of-a-kind, team-building event allows the incoming student class seminars a chance to compete against each other.

WELCOME EXPO

This outdoor event, typically held the first Wednesday in August, offers the opportunity to showcase businesses and interact directly with incoming US Army War College students and their families.

YAPPY HOUR & DOGGIE DIP

It's time for the dogs to swim at the Splash Zone Pool. Along with fun and games for the dogs, the Tiki Bar provides dog-themed food and drinks for students and families.

OKTOBERFEST

On the last Thursday in September, the Tiki Bar is transformed into a Bavarian festival! This event features authentic German fare and fun for the whole family.

TRUNK OR TREAT

On the last Thursday in October, hundreds of children of all ages trick-or-treat from car to car and enjoy the candy and the festivities at the Tiki Bar.

HALLOWEEN COSTUME PARADE

An all-ages Halloween Costume Parade held at Indian Field, with prizes and refreshments

CHRISTKINDLMARKT

This German craft fair featuring local artisans is held in December and is open to the public.

TREE LIGHTING CEREMONY

A joyous tree lighting ceremony followed by caroling, refreshments, and LOTS of cookies.



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
46 Ashburn Drive
Carlisle, PA 17013
717-245-4533



CARLISLE BARRACKS

SPONSORSHIP LETTER OF INTENT



SPONSOR INFORMATION

COMPANY/ORGANIZATION NAME _____

CONTACT PERSON'S NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ CELL _____ FAX _____

EMAIL _____ WEBSITE _____

SPONSORSHIP

- | | |
|--|---|
| <input type="checkbox"/> BREAKAWAY THURSDAYS (EVERY WEEK) | <input type="checkbox"/> LUAU IN MARGARITAVILLE |
| <input type="checkbox"/> EASTER EGG HUNT | <input type="checkbox"/> YAPPY HOUR & DOGGIE DIP |
| <input type="checkbox"/> FAIRYTALE BRUNCH | <input type="checkbox"/> OKTOBERFEST |
| <input type="checkbox"/> COMMANDANT'S GOLF SCRAMBLE | <input type="checkbox"/> TRUNK OR TREAT |
| <input type="checkbox"/> POLICE 5K RUN, FUN WALK, AND EXPO | <input type="checkbox"/> HALLOWEEN PARADE |
| <input type="checkbox"/> VOLUNTEER APPRECIATION CEREMONY | <input type="checkbox"/> SUPERHERO BRUNCH |
| <input type="checkbox"/> SPRING AND FALL YARD SALE | <input type="checkbox"/> CHRISTKINDLMARKT |
| <input type="checkbox"/> WELCOME EXPO | <input type="checkbox"/> HOLIDAY TREE LIGHTING CEREMONY |
| <input type="checkbox"/> BOATYARD WARS/WELCOME PICNIC | |

ADVERTISING

- SPORTS PROGRAM T-SHIRTS
- BANNERS
- POSTERS
- NAPKIN DISPENSERS
- MWR HAPPENINGS ANNUAL
- DIGITAL DISPLAYS
- MWR HAPPENINGS EMAIL
- CBPA FACEBOOK PAGE
- CBPA WEBSITE
- CBPA GOLF COURSE

APPROVAL

If sponsorship is approved, Carlisle Barracks MWR will work with your organization to complete a formal agreement and obtain necessary artwork and further information.

SIGNATURE

DATE

SUBMISSION

Please submit this form to:
Carlisle Barracks
MWR Marketing Office
46 Ashburn Drive
Carlisle, PA 17013

QUESTIONS?

For questions about sponsorship and advertising opportunities and to discuss availability, please contact us at 717-245-4533. Interested in a sponsorship or advertising opportunity not listed or do you have a unique idea to add to one of our events? If so, contact us to discuss your ideas. We look forward to working with you and your organization.

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