



Sponsorship and Advertising OPPORTUNITIES

USAG FORT HAMILTON
BROOKLYN, NEW YORK



OUR BRAND



Fort Hamilton Family and MWR plans, produces, promotes, and manages world-class programs for those who serve, including a host of recreation, sports, entertainment, travel, and leisure activities. When you join our ranks and reach these coveted target markets, you'll also directly support exceptional programs for military members and their families.

Millions of military Service Members, Retirees, and their families count on our programs to boost their quality of life throughout the United States and around the world

Align your brand with the **STRENGTH** of Fort Hamilton.

Reach more than **50,000** Soldiers, Family Members, Retirees, and Civilians.

SUPPORT valuable programs for those who serve.

DEMOGRAPHICS

What makes our consumers so compelling?

THE MILITARY COMMUNITY:



**HAS
TIME FOR
LEISURE**

Soldiers earn 30 vacation days a year.



**IS
YOUNG**

58% of Active Duty Soldiers are younger than 30, and the average age is 29.



**MOVES
AROUND**

Approximately 29% of Armed Forces personnel were geographically mobile between 2011 and 2012, versus 12% of employed citizens.



**IS
SMART**

Army Soldiers are well educated. The G.I. Bill provides them and their families opportunities for further education.



**HAS
MONEY
TO SPEND**

Approximately 29% of Armed Forces personnel were geographically mobile between 2011 and 2012, versus 12% of employed citizens.

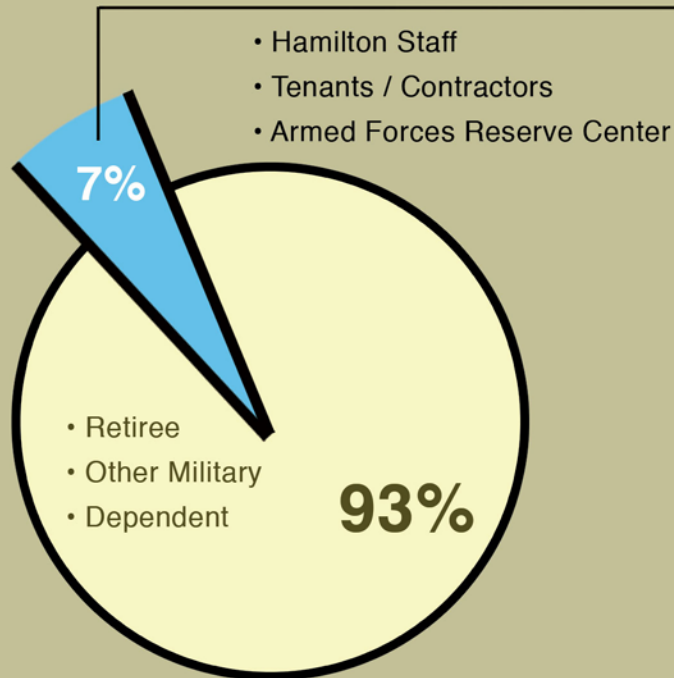
AVERAGE MONTHLY PAY

\$4,329

Enlisted Soldiers

\$8,812

Officer



MARKET SIZE

THE TOTAL FORT HAMILTON MARKET

Hamilton Staff	232
Tenants / Contractors	1,198
Armed Forces Reserve Center	706
Retiree / Other Military / Dependent	31,812
Total Fort Hamilton Support Population	33,948



ADVERTISING

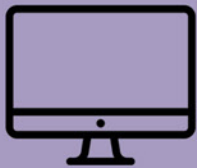
Commercial Advertising offers the opportunity to display your company's information in a variety of ways throughout the installation inside our Family and MWR facilities. The awareness of advertising is powerful. By partnering with Family and MWR you will see a difference.

EXAMPLES OF ADVERTISING OPPORTUNITIES:

Family & MWR website | Fort Hamilton Family & MWR facebook & Instagram
Digital Displays | Outdoor Marquees | Banners | Posters | And More!

DIGITAL ADVERTISING

Go Digital with Fort Hamilton Family and MWR!



WEBSITE

hamilton.armymwr.com
15,000 monthly page views

Family and MWR website, **hamilton.armymwr.com** is a one stop for all decals regarding our programs, activities and facilities. With over 15,000 page views per month, your fun-of-site ad is sure to be seen.



DIGITAL DISPLAYS & OUTDOOR MARQUEES

8 indoor digital signs and
3 outdoor marquees

Family and MWR website, **hamilton.armymwr.com** is a one stop for all decals regarding our programs, activities and facilities. With over 15,000 page views per month, your fun-of-site ad is sure to be seen.



SOCIAL MEDIA POSTS

Family and MWR Facebook Page
over 4,000 followers

Find your next customer through the **Fort Hamilton Family and MWR Facebook Page** [Fort.Hamilton] and **Instagram** [FortHamiltonFMWR]. Share your story with a tag to your Facebook page as a way to engage new customers. Space is limited to one post per week per company.

TYPE OF ADVERTISING	1 MONTH	3 MONTH	6 MONTH	12 MONTH
Website [Leaderboard] JPG file type under 100 KB - 728 px wide x 90 px tall	\$500	\$1,000	\$1,800	\$2,500
Website [Sidebar] JPG file type under 100KB - 300 px wide x 250 px tall	\$500	\$1,000	\$1,800	\$2,500
Website Bundle [Leaderboard & Sidebar] Refer to specs above	\$800	\$1,500	\$2,500	\$3,500
Social Media Posts [Facebook & Instagram] JPG file type under 25 MB - 1200 x 1200 px (1 post per month)	NA	\$350	\$450	\$750
Social Media Addon Service to Boost Exposure	NA	\$150	\$250	\$350

IN FACILITY ADVERTISING

Family & MWR Facilities



Bowling
Center



ID Card
Office



Sports & Fitness
Center



Army Community
Service



Child
Development
Center



Child & Youth
Service



Community
Club

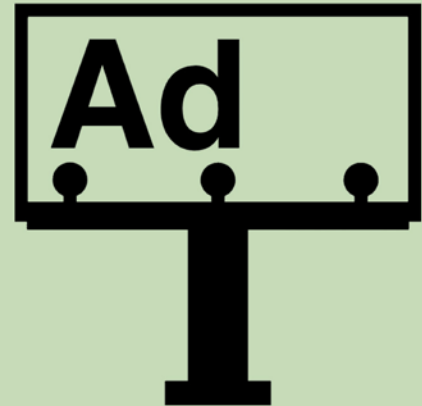
TYPE OF ADVERTISING	1 MONTH	3 MONTH	6 MONTH	12 MONTH
Digital Displays [Static Ad] JPG file type under 1 MB - 1500 px wide x 844 px tall	\$800	\$1,500	\$2,500	\$3,200
Indoor Poster 36 inches x 24 inches (Graphics provided by client)	\$800	\$1,200	\$2,000	\$4,000
Indoor Banner Up to 6 Feet tall retractable with base (Provided by client)	\$1,000	\$1,800	\$3,000	\$6,000

OUTDOOR ADVERTISING

Family & MWR Facilities



Outdoor Banner



Outdoor Marquees

TYPE OF ADVERTISING	1 MONTH	3 MONTH	6 MONTH	12 MONTH
Outdoor Banner 8 feet wde x 2.5 feet tall, Perforated	NA	\$1,800	\$3,000	\$6,000
Outdoor Marquee [Post Office] JPG file type under 1 MB - 150 px wide x 40 px tall (double sides)	\$300	\$650	\$1,150	\$2,000
Outdoor Marquee [Main Entrance] JPG file type under 1 MB - 160px wide x 50 px tall	\$400	\$900	\$1,650	\$3,150
Outdoor Marquee [Mobile - Static Ad] JPG file type under 1 MB - 225 px wide x 180 px tall	\$750	\$1,800	\$3,200	\$6,000
Outdoor Marquee [Mobile - Motion Ad] MP4 file type under 20 MB - 225px wide x 180 px tall Video duration is not exceeding 30 secs	\$1,000	\$3,000	\$6,000	\$12,000



SPONSORSHIP

Commercial Sponsorship offers the opportunity to present your company's message in a variety of creative ways to the military community. Sponsorship gives you direct access to our customers and helps you build goodwill, as well as brand recognition among this loyal and growing market.

EXAMPLES OF SPONSORSHIP OPPORTUNITIES:

Children & Family Events | Single Soldier Programs | Sports & Fitness Events
Special Events | And Much More!



OUTDOOR RECREATION

Fort Hamilton Family and MWR gives Soldiers and their Families a variety of entertainment options to participate in during their off-duty hours. From the small to large scale programs, they are designed to improve the overall quality of life for our soldiers and their Families. Most events are open to the general public.

*Family and MWR Special Events * include the following:*

Oktoberfest
July 4th Celebration

Holiday Market &
Tree Lighting



SPORTS & FITNESS

Fort Hamilton Family and MWR helps our Soldiers and their Families stay fit while having fun throughout the year. From competitive events to recreational fun. Family and MWR offers something for everyone.

Family and MWR Sports & Fitness events includes

Wellness Fair

Annual Intramural
Tournaments

Color Run



CHILDREN & FAMILY

Having fun things to do with the kids is always important to parents. Fort Hamilton Family and MWR helps keep kids active throughout the year with programs and events for all ages.

Children & Family events include the following:

Annual Intramural Tournaments

Color Run
Trunk-r-Treat



SPONSORSHIP FOR SIGNATURE EVENTS

Fort Hamilton Signature Events offers the opportunity to expose your company's information to a large community audience. They allow you to connect with our community and help grow your business in addition to brand exposure. Very high potential to bump up your future customer list.

SIGNATURE EVENT OPPORTUNITIES:

Independence Day Celebration | Oktoberfest | Holiday Market & Tree Lighting



INDEPENDENCE DAY CELEBRATION

Event Date: July

Event Location: Engeldrum Bluff

Estimated Attendance: 2,500+

For this special national event we invite a variety of phenomenal bands for a live concert. At the end of the show, we provide a fireworks show with the view of Fort Hamilton and Verrazano Bridge.

Sponsorship Levels available

Digital Marketing Sponsor: \$1,000

Includes placement of company's ad or video on mobile billboard [approximately 7' tall by 8' wide] during the event.

Silver Package: \$2,000

Includes on-site booth setup, and placement of company's logo on mobile billboard during the event, and Company logo presented on all marketing print and digital materials. Tag on Facebook (2 posts) and logo on sponsor page.

Gold Package: \$3,000

Includes on-site booth setup, and placement of company's logo and message on mobile billboard during the event (message displayed for a month), and Company logo presented on all marketing print and digital materials. Tag on Facebook (3 posts) and logo on sponsor page.



Event Date: September

Event Location: Community Club

Estimated Attendance: 600+

For four hours once a year, the Oktoberfest event at the USAG Fort Hamilton brings great selections of German Beer, traditional German musics, authentic German food, contests, and fun activities for the kids.

Sponsorship Levels available

Digital Marketing Sponsor: \$1,000

Includes placement of company's ad or video on mobile billboard [approximately 7' tall by 8' wide] during the event.

Silver Package: \$1,800

Includes on-site booth setup, and placement of company's logo on the menu during the event, and Company logo presented on all marketing print and digital materials. Tag on Facebook (1 post) and logo on sponsor page.

Gold Package: \$2,500

Includes on-site booth setup, and placement of company's logo on menu during the event, banner on stage (banner provided by sponsor), and Company logo presented on all marketing print and digital materials. Tag on Facebook (2 posts) and logo on sponsor page.



HOLIDAY MARKET & TREE LIGHTING

Event Date: December

Event Location: John Warren Ave.

Estimated Attendance: 2,000+

This one-night-only event at the Fort Hamilton military base just south of Bay Ridge, features a tree-lighting ceremony, local vendors, pictures with Santa and a holiday market. Local craftspeople sell their creations and delicious food! Named in 2019 as Top Best 7 Christmas Market in NY.

Sponsorship Levels available

Digital Marketing Sponsor: \$1,000

Includes placement of company's ad or video on mobile billboard [approximately 7' tall by 8' wide] during the event.

Silver Package: \$2,000

Includes on-site booth setup, and placement of company's logo on mobile billboard during the event, and Company logo presented on all marketing print and digital materials. Tag on Facebook (2 posts) and logo on sponsor page.

Gold Package: \$2,800

Includes on-site booth setup, and placement of company's logo and message on mobile billboard during the event (message displayed for a month), and Company logo presented on all marketing print and digital materials. Tag on Facebook (2 posts) and logo on sponsor page.

In Kind Sponsorship

Even exchange of value for branded products! In kind sponsors will get logo recognition on event flyers.



For custom sponsorship/advertising opportunities.
please contact 718.630.4471 or
email to christina.m.fijalkiewicz.naf@army.mil



OUR REVIEWS

**A great reason to work with Family and MWR is
our overwhelming support from our customers:**

“MWR has so many things for families to do and great volunteer opportunities”

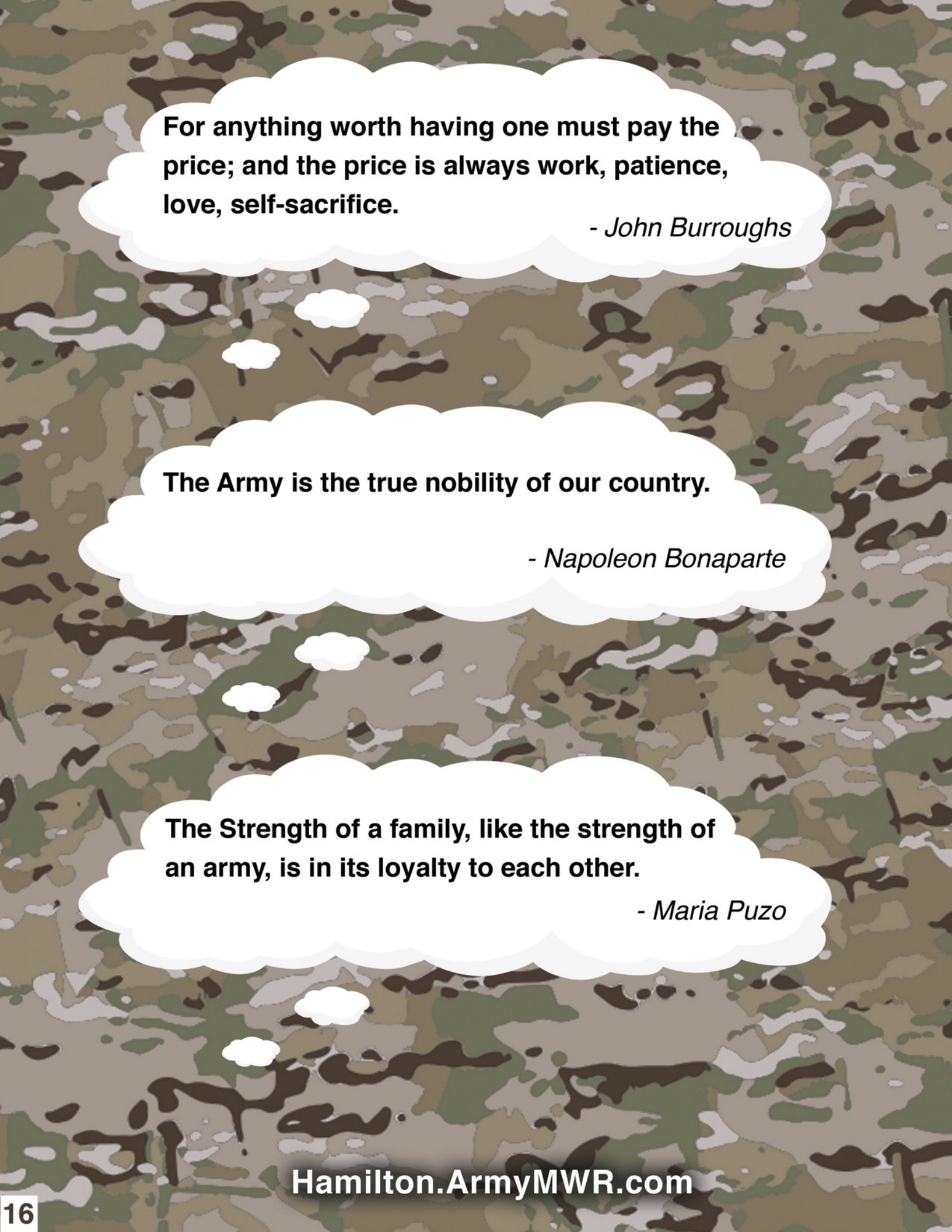
- Crystal B.

“My husband and I had a wonderful date night! Food, service and the DJ were all excellent! Nice mix and beautiful scenery..”

- Viviana H.

Excellent service food was amazing, staff equally awesome and , Christina made sure everything ran smoothly at yesterday's Christening. Great location for photography Highly recommend.

- Yesenia G.



For anything worth having one must pay the price; and the price is always work, patience, love, self-sacrifice.

- John Burroughs

The Army is the true nobility of our country.

- Napoleon Bonaparte

The Strength of a family, like the strength of an army, is in its loyalty to each other.

- Maria Puzo



For *Soldiers* | For *Families* | For *Retirees* | For *Civilians*



Hamilton.ArmyMWR.com