



# Additional Sponsorship & Advertising Opportunities Insert

## OUTDOOR SPORTS COMPLEX AND FIELDS (CYS AND COMMUNITY RECREATION)

1. H-Lot – Located next to the parking lot of the PX and behind the Shoppette. This location is used yearly for programming outdoor children’s sports activities and adult intramurals. H-lot is also used for additional parking during the football season.

### ADVERTISING OPPORTUNITIES

- a. Outdoor Hanging Vinyl Banner placed on perimeter fence of H-Lot – 3’x6’ – 12 month (\$2,000)
- b. Outdoor Hanging Vinyl Banner placed on backstop – 3’x6’ – 12 month- (\$1,000)

## COMMUNITY RECREATION DIVISION – CRD

1. Victor Constant Ski Area – Location of West Point’s recreational and competitive skiing and snowboarding operation December – March.

### ADVERTISING OPPORTUNITIES

- a. Outdoor Magnetic Signage placed on (9) ski lift towers. 2’x3’ – 3 months – (\$350/tower) (\$2,500 – All 9)
- b. Outdoor Hanging Vinyl Banner placed on chain-link fencing (x2 – one at the bottom of mountain behind ski rental – second at the top of mountain after exiting chairlift) – 3’x6’ – 12 months – (\$2000) – Banners will remain up throughout golf season.

2. Round Pond and Lake Frederick – Outdoor recreational areas located close to West Point. Both locations offer camping, boating, fishing, swimming, family picnic areas, and more.

### ADVERTISING OPPORTUNITIES

- a. H-Frame Ground Sign staked near entrance of cabin or campsite. (May-September) -(\$1,000)
- b. Indoor Banner advertising at Lake Frederick Mess Hall – 3’x6’ – 12 Month – (\$1,000)

3. Outdoor Recreation Equipment Checkout/Auto Skills Center – West Point’s rental center for both any indoor and outdoor recreational needs. Next door is the West Point Automotive Skill Center, used to take care of most vehicle service needs at an affordable price.

### ADVERTISING OPPORTUNITIES

- a. Outdoor Banner placement at the corner of Mills Rd & Wilson Rd - 4’x10’ – 12 months - (\$5,000)
- b. Auto Skills Center Indoor Wall Banner x1 – (Placement inside lobby or shop optional) – 3’x6’ – 12 Months – (\$1,000)

4. Tronsrue Marksmanship Center – Located next to Gillis Field House. Tronsrue is West Point’s indoor shooting facility and home of Army West Point’s Rifle Team.

### ADVERTISING OPPORTUNITY

- a. Indoor Front Desk Banner/Wrap advertising – 2.5’x 12.5’ – 12 Months – (\$2,000)



# Additional Sponsorship & Advertising Opportunities Insert (Continued)

## COMMUNITY RECREATION DIVISION – CRD (CONTINUED)

5. Arts & Crafts – Located on Washington Rd. Arts & Craft is a hub for creativity and art for the West Point community. Staff provides classes on painting, crafting, pottery, and more.

In addition, custom framing and engraving services are offered on site.

### SPONSORSHIP OPPORTUNITY

a. Kid's Summer Arts & Crafts Program Sponsor – This is a popular 4 week program offered during the summer. This program averages 60 kids. (15 per session - Each session lasting 1 week). Children work on a project all week; taking it home at the end. Program sponsor will have the opportunity to add company logo on all pre-event marketing, both printed and digital. Sponsor will have company logo provided on all on-site signage. Verbal recognition of the company will be provided throughout each new session. 4 Week Program – (\$1,000)

6. MWR Fitness Center – West Point's premiere place to improve strength, fitness, and overall health & wellness. Averaging 7,000 visits per month.

### ADVERTISING OPPORTUNITIES

a. Indoor Poster advertising – 24"x 36" – 12 Month – (\$750)

b. Indoor Front Desk Banner/Wrap advertising – 2.5'x 12.5' – 12 Months – (\$3,000)

c. Mirror Clings – Located inside locker rooms or around fitness center - 12 Months – (Set of 10 - \$1,000)

7. Outdoor Recreational Swimming – Located off NY- 293, two of West Point's outdoor swimming facilities - Long Pond and Round Pond.

### ADVERTISING OPPORTUNITIES

a. Long Pond Outdoor Pavilion Banner – 4'x 10' – Memorial Day thru Labor Day – (\$1,500)

b. Long Pond and Round Pond Custom Branded Umbrella advertising – 8 shaded umbrellas (4 at each location) - Memorial Day thru Labor Day – (\$250 per umbrella or \$3,000 for all 8)

## BUSINESS DIVISION

1. West Point Bowling Center – West Point's very own 10 lane state of the art bowling facility that offers lessons (by appointment), party packages, galactic bowling, and league play.

### ADVERTISING OPPORTUNITY

a. Pizza Box Advertisement – Usage average 4,800 boxes per year to include all West Point deliveries to residence, personnel, birthday parties, and graduation – 12 Months – (\$3,500)

2. West Point Golf Course – West Point's golf course is open to the public providing nearly 20,000 round of golf each year. It is also the home of the D1 West Point Army Golf Team.

### ADVERTISING OPPORTUNITIES

a. Greens Flag advertising - Logo provided on each flag per 18 holes – 8 months – (\$1,500 per hole)

b. Outdoor Banner advertising at the driving range – Located on perimeter fencing – 4'x 10' – 8 month – (\$1,000)