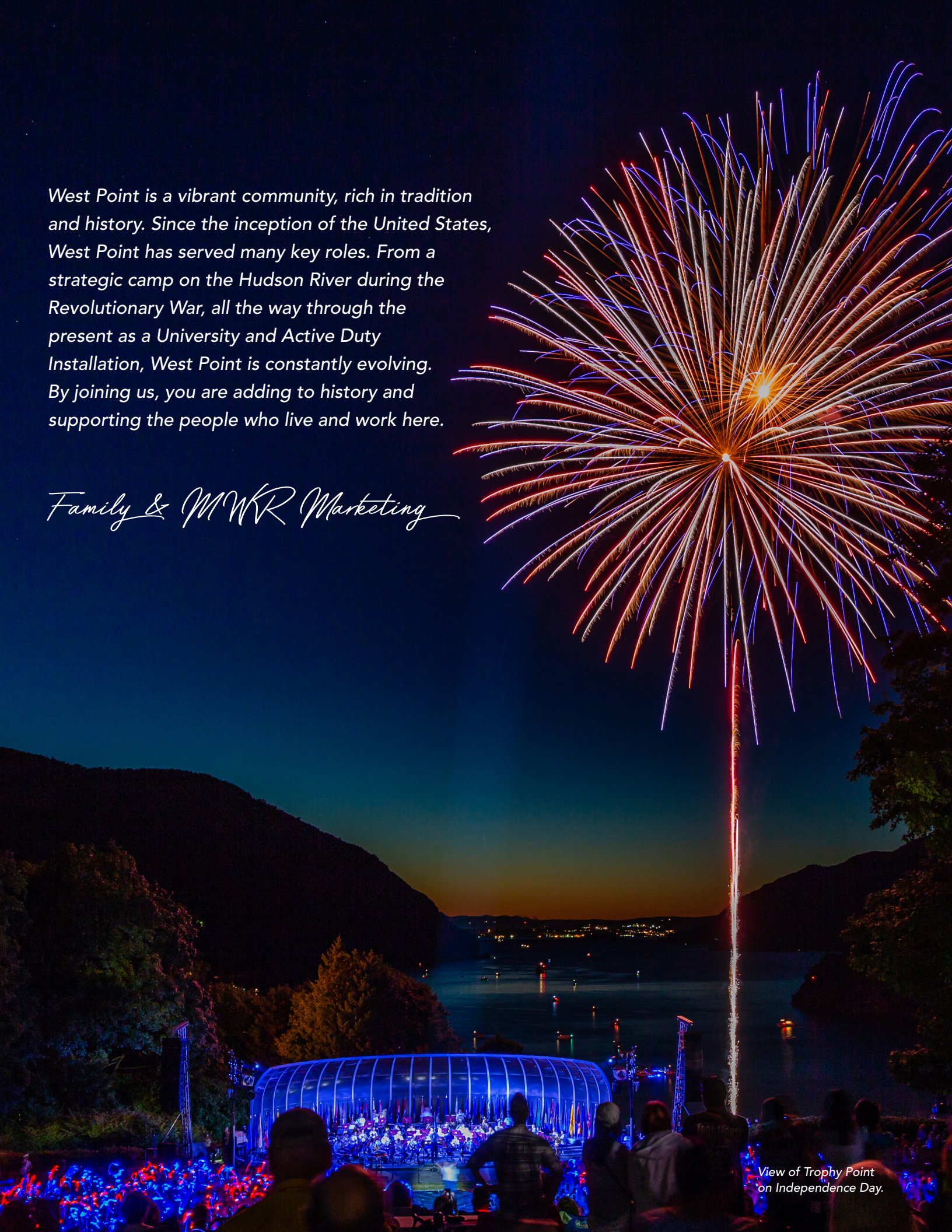
West Point

Sponsorship & Advertising Guide

Family and Morale, Welfare and Recreation

West Point is a vibrant community, rich in tradition and history. Since the inception of the United States, West Point has served many key roles. From a strategic camp on the Hudson River during the Revolutionary War, all the way through the present as a University and Active Duty Installation, West Point is constantly evolving. By joining us, you are adding to history and supporting the people who live and work here.

Family & MWR Marketing



View of Trophy Point on Independence Day.

DEPARTMENT OF THE ARMY

US ARMY INSTALLATION MANAGEMENT COMMAND
HEADQUARTERS, UNITED STATES ARMY GARRISON, WEST POINT
681 HARDEE PLACE, RM 202
WEST POINT, NEW YORK 10996

REPLY TO ATTENTION OF
Directorate, Family and Morale, Welfare, and Recreation

Thank you for your decision to seek information regarding sponsorship and advertising opportunities at West Point Family and MWR. Army Family and MWR Programs is a comprehensive global network enhancing the quality of life, supporting the readiness, and promoting the well-being of Soldiers, their Families, civilian employees and military retirees. West Point Family and MWR accomplishes this mission via more than 30 different programs and offers exceptional service to the population of more than 50,000 that we serve.

Corporate sponsorship is one of the fastest growing types of marketing in the United States! Sponsorship provides a fantastic means of increasing your company's competitive edge by making your company more visible by supporting events that interest your target audience. Some of the many benefits of sponsoring events with West Point Family and MWR include: differentiating your company from competitors, developing more personal and lasting relationships with military customers (both existing and potential), and being able to showcase your products and services at military events.

West Point 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 Cadet students at the United States Military Academy. We invite you to demonstrate your brand's commitment to the military community by partnering with Family and MWR. We're Stronger Together.

The purpose of this guide is to match your company with the right advertising opportunities at West Point.
It contains:

- Installation Demographics
- Event Sponsorship Opportunities
- Advertising Opportunities

The sponsorship program offers a wealth of opportunities to expand your reach through West Point Family and MWR. The wide array of options can fit any business and any budget. Build your company's visibility by publicizing your brand to the West Point military market. The West Point Family and MWR Marketing Department looks forward to developing fulfilling partnerships with you and your company.

Thank you in advance for your interest in supporting the first-rate programs and services we offer to our outstanding community members!

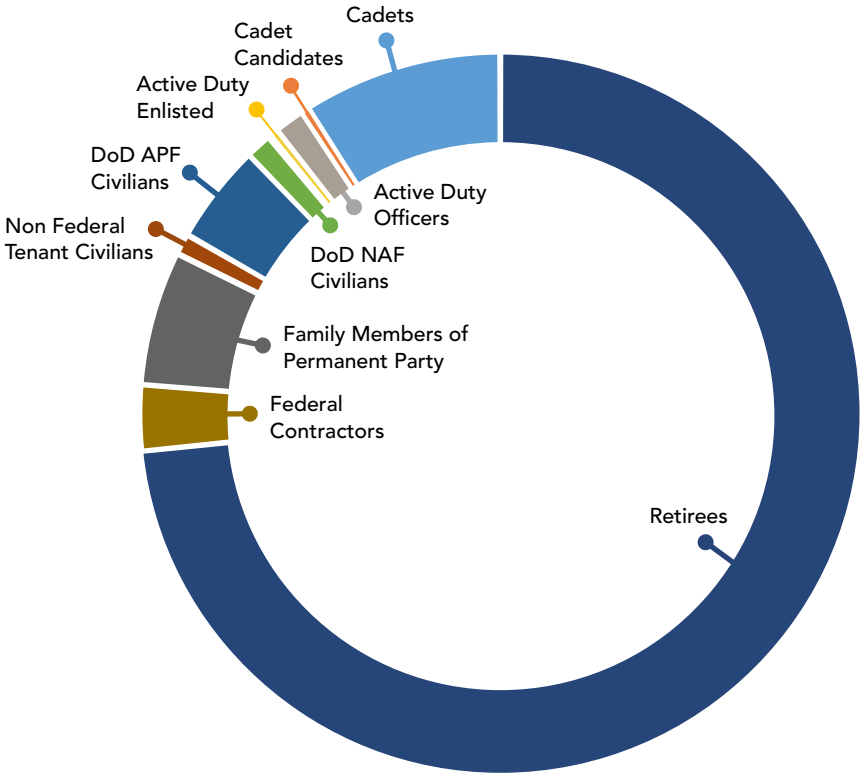
Sincerely,

Family & MWR Marketing

West Point Family & MWR Marketing Staff
Directorate, Family and Morale, Welfare and Recreation
West Point, NY

Welcome to West Point, New York

Installation Demographics



First occupied in 1778 by the Continental Army during the Revolutionary War Era. In 1802, West Point became the United States Military Academy, directed by Thomas Jefferson. West Point is the oldest continuously active US Army Garrison.

Cadets	4,940
Cadet Candidates	229
Active Duty Officers	742
Active Duty Enlisted	201
Tenant Officers	73
DoD NAF Civilians	656
DoD APF Civilians	2,480
Non Federal Tenant Civilians	522
Family Members of Permanent Party	3367
Federal Contractors	1,645
Retirees	40,867
Total	55,722

Source: West Point 2018 Economic Perspective

Signature Events: *West Point Family and MWR's Signature Events are recognized as our biggest installation events of the year, which draw crowds in the hundreds, including military customers (Soldiers and families, DoD Civilians, Retirees, USMA Cadets, as well as the general public.)*

Polar Fest — FEB

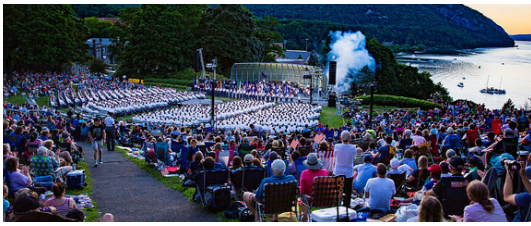
- Typically 2nd Saturday in February
- One-Day event includes: timed slalom, cardboard box derby, big air contest, kids arts and crafts, rail jam contest, kids corner, s'mores, snow hose races, eating contest.
- Estimated Attendance: 500+
- Sponsorship options: $1000, $500, $350

Brew Fest — APR

- Typically last Friday in April
- One-Day event where local brewing companies compete in a brew tasting competition. Judges are event patrons.
- Between 12-20 vendors with 1-3 brews for tasting.
- Estimated Attendance: 300+
- Sponsorship options: $1000, $500, $350

West Point Band Concert Series — JUL/SEPT

- Independence Day and Labor Day.
- Benefits include on-site tent/table exhibit space and banner placement, inclusion in opening remarks, complimentary: 1 month digital signage.
- Estimated Attendance: 10,000/6,000
- Sponsorship options: $2,500 or $4,000 for both.

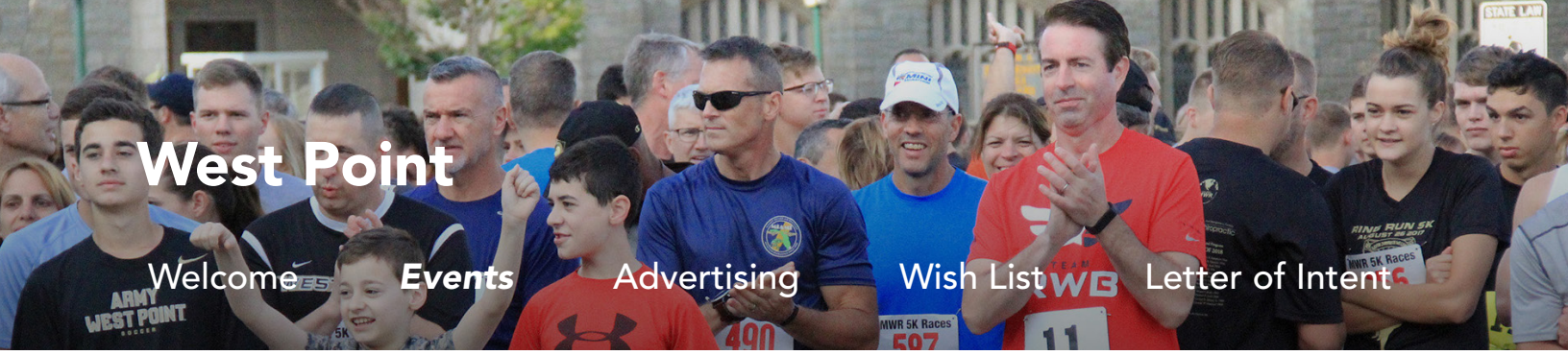


Oktoberfest — SEPT

- Typically 3rd weekend in September
- Two-Day event held at Victor Constant Ski Area; Friday night Adult Night, Saturday night Family-Friendly including children's activities.
- Estimated attendance: 1000+ throughout weekend
- Sponsorship options: $1000, $500, $350

Haunted Hay Ride & Paintball — OCT

- Typically last Friday in October
- Family friendly haunted hayride with themed characters. Includes paintball with volunteers dressed as zombies.
- Estimated Attendance: 250+
- Sponsorship options: $500, $350



Sports & Fitness Events: *West Point Family and MWR's Sports & Fitness Events offer challenging fitness activities to build camaraderie and boost morale for Soldiers, Families, DoD Civilians, USMA Cadets, and even the general public!*

West Point 5K/10K — JUNE

- Typically 2nd Saturday in June.
- Event also celebrates the Army's Birthday.
- Signature race event of the year on West Point
- One-Day event with options of a 10K, 5K, or Kids Run (2 laps around Buffalo Soldier Field).
- Estimated Attendance: 300+
- Sponsorship options: $1000, $500, $350

Ring Run 5K — AUG

- Typically 4th Saturday in August
- In conjunction with Parents Week at the US Military Academy, this race features a 5K route and is ran during Ring Weekend for Firsties (Seniors). Parents & cadets participate for a family friendly event!
- Estimated Attendance: 500+
- Sponsorship options: $1,000, $500, $350

Domestic Violence Prevention Color Run 5K — OCT

- Typically second Saturday in October
- In conjunction with Army Community Service Family Advocacy Program.
- Estimated Attendance: 100+
- Sponsorship options: $500, $350

Army 10 Miler Team — OCT

- Typically 1st Sunday in October
- Annual Army 10-Miler race at Washington DC
- Sponsor the West Point MWR Team (Active Duty Soldiers) by covering expenses of uniforms!
- Typically 8-10 soldiers are selected for the team.
- Sponsorship option: $1,000

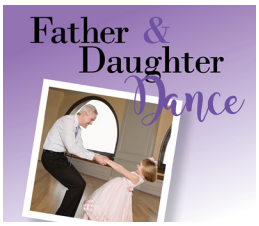
Family Events: *West Point Family and MWR's Family Events offer programs geared around Families and Military Children. These events highlight West Point's family friendly outings and draw participants from the West Point-Highland Falls area.*

Holiday Tree Lighting Ceremony — DEC

- Typically held the first Monday night in December.
- Event includes caroling with the Protestant and Catholic Cadet choirs, the anticipated arrival of Santa Claus on his firetruck, and of course, the ceremonial tree lighting! Ending with refreshments, crafts and a photo with Santa!
- Estimated Attendance: 200+
- Sponsorship options: $500, $350

Parent/Child Dances — JAN/FEB

- Father-Daughter Dance is a two-night event typically the last weekend in January. Mother-Son Dance typically is the third Friday in February.
- The most popular "public" events at the West Point Club. Parents and guardians from all over Orange County attend.
- Estimated Attendance: 225+ per dance
- Sponsorship options: $1,000, $500, $350



West Point Club Brunches — MAR-NOV

- Champagne Sunday Brunch occurs each Sunday from March through the third Sunday in November.
- Special themed Brunches include Valentines Day, Easter, Mothers Day, and Fathers Day.
- Estimated Attendance: 100+/event
- Sponsorship options: $250/brunch or $2,500 for all annual brunches (x39)

West Point Community Fair — JUL

- Typically held the final Tuesday of July.
- Correlated around PCS season, in conjuction with the annual West Point New Leaders Orientation (NLO). Following the day-long orientation, MWR hosts a "Fair" for newly PCS'd families to be welcomed to the community from agencies, organizations and downtown businesses.
- Estimated Attendance: 350+
- Sponsorship options: $350

Golf Events: *West Point Family and MWR's Golf Events include various outings throughout the golf season that capitalize on the beauty of the West Point Golf Course during the Spring, Summer and Fall.*

SUPT's Scramble — MAY/AUG/OCT

- This quarterly golf scramble is intended to create a sense of comradery across West Point & local communities. Typically a senior Commander, such as the SUP, or Garrison Commander, attend in support of all who come out to play.
- Tournament is a 4-man shotgun style scramble.
- Est. Attendance: 10-15+ teams (40-50 people) per event.
- Premier Tournament Sponsor: $1,000/event or $2,500 for all 3.
- Hole Sponsor: $250

Two-Person Team Championship — JUL

- Typically held fourth Friday/Saturday in July.
- The annual "team" championship for official bragging rights for the next year! Consists of teams of (2), playing combined low ball
- Estimated Attendance: 30 teams (60 people)
- Premier Tournament Sponsor: $1,000
- Hole Sponsor: $250

Club Championship — AUG

- Typically held the fourth Friday/Saturday in August.
- The annual "Club" championship for a chance to carve your name in West Point Golf History as the golfer of the year.
- Individual play, combined low score 2-rounds.
- Estimated Attendance: 60 people
- Premier Tournament Sponsor: $1,000
- Hole Sponsor: $250

Ghoulish Scramble — OCT

- Typically held fourth Saturday in October.
- Enjoy an exciting 4-man scramble filled with special objectives and targets throughout the course, all with a Halloween twist!
- Estimated Attendance: 20 teams (80 people)
- Premier Tournament Sponsor: $1,000
- Hole Sponsor: $250

West Point

Facilities: *West Point Family and MWR facilities offer a variety of resources for West Point residents to experience their community. Therefore, it provides you an exceptional advertising venue to share your message!*

*Below list showcases venues where common advertising opportunities exist, not an all-inclusive listing of FMWR facilities.

West Point Golf Course

The West Point Golf Course is home to Army Men's D1 College Golf Team. And, it's Open to the Public! On average, WPGC sees nearly 20,000 rounds of golf each year.

Advertising opportunities:
Granite Tee Marker Signs: 8 Months ($1,500) per hole

Scorecard Logo Placement: 10,000 cards per order (March, August) - 20,000 annual $1,500 annual or $750 per order

West Point Bowling Center

West Point's Bowling Center is an excellent 10-lane recreational facility for Soldiers, Cadets, families and civilians. WPBC has a full-service snack bar, Primo's Pizza & Lil Skeeter's BBQ, which attracts many customers daily.

Advertising opportunities:
3'x6' wall banner hanging inside the facility.
12 months ($1,000)

Static digital ad on 10 new scoring monitors
12 Months ($1,500)

MWR Fitness Center

West Point MWR has one high quality fitness center. Approximate foot traffic per month 7,000, consisting of Soldiers, Families, Retirees, DoD Civilians, and other Authorized Users.

Advertising opportunities:
Wall Banner, 3' x 6' in size.

12 months ($2,500)
6 months ($1,000)
3 months ($500)
1 month ($400)

Entrance Window Wrap ($5,000)

Victor Constant Ski Area

The Victor Constant Ski Area has developed into a hot-spot for recreational and competitive skiing & snowboarding at the US Military Academy. (operational Dec-Mar)

Advertising opportunities:
Outdoor banners (x2) at ski lift houses 4 Months ($1,000)

Banners/ Posters (x2) inside lodge - 4 Months ($500)

Facilities: *(Cont.)*

*Below list showcases venues where common advertising opportunities exist, not an all-inclusive listing of FMWR facilities.

West Point Club

The West Point Club is truly a venue for all to enjoy! With it being Open to the Public, your company can gain large amounts of exposure by advertisng here! Traffic attracted from food/ beverage operations, weddings, special events, and more!

Advertising opportunities:
Table-Top Center-Piece Signs in Pierce Dining Room 12 Months ($3,500)
Easel Display Posters throughout Club (x3) 12 months ($2,500)

Buffalo Soldier Pavilion (BOSS Program)

West Point's Buffalo Soldier Pavilion (BSP) is home to single and unaccompanied Soldiers via the Better Opportunities for Single Soldiers (BOSS) Program. It offers a laid-back place to shoot pool, play video games, host events, and just relax!

Advertising opportunities:
3'x6' wall banner hanging inside the facility.
12 months ($1,000)
(*Investment also includes sponsor recognition (logo placement) on all BOSS special events annually.)

Round Pond and Lake Frederick

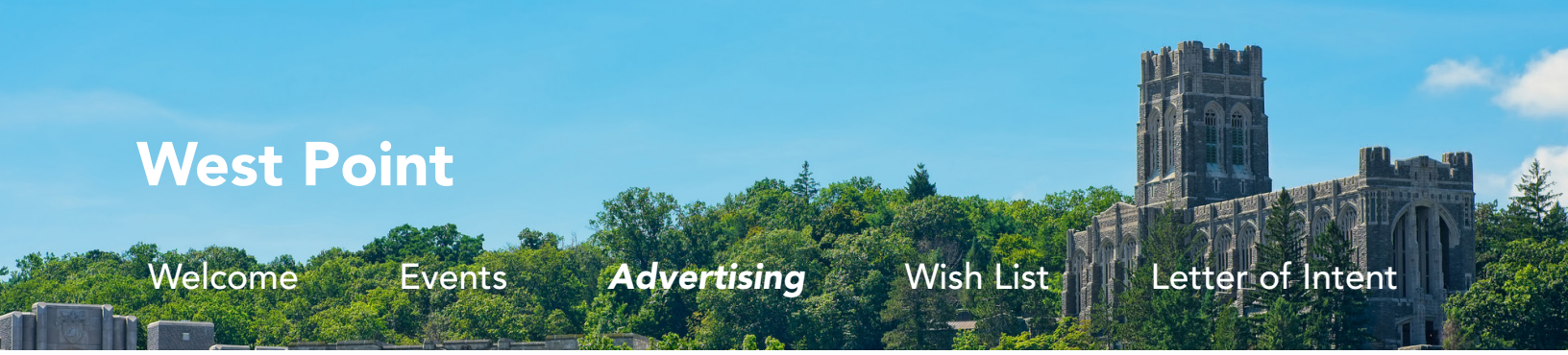
Round Pond and Lake Frederick recreation areas are located off-post, 3 and 20 miles from Washington Gate, respectively. Round Pond offers camping, boating, swimming, fishing, picnic areas and more! Lake Frederick has bunkhouses, sandy beaches, floating docks and rental boats. Each location is ideal for families and advertisers!

Advertising opportunities:
Outdoor Banner near 4' x 10' in size. During Peak Season (May-Sept) ($1,500).
(*Advertising investment also includes tri-fold brochure placement inside rental cabins.)

West Point Arts & Crafts

West Point Arts and Crafts is a wonderful community resource for West Point residents, where everyone can learn how to paint, draw, craft and more; as well as have all of their custom framing and engraving needs met.

Advertising opportunities:
Outdoor Banner placement. 4' x 10' in size.
12 months ($5,000)
Display posters (3x) in crafting rooms.
12 months ($1,500)



Digital: *West Point Family and MWR Digital capabilities utilize growing technologies to engage West Point residents across new platforms.*

Enterprise MWR Website

West Point Family & MWR's Website:

westpoint.armymwr.com has an average 25,000 unique visits per month. Web advertising allows your company to be showcased online to the military market on West Point.

Square Tile Ad:

(300x250 pixels) Located on the right panel of the homepage. Rotates on page refresh.

12 months ($1,500)
6 months ($1,000)
3 months ($750)
1 month ($500)

Leader Board Ad:

(728x90 pixels) Located top-center of homepage and rotates upon page refresh.

12 months ($2,000)
6 months ($1,000)
3 months ($750)
1 month ($500)

Digital Signage Network

16 digital monitors (55" in size) located in 16 different high traffic facilities on USMA West Point. Advertisers can choose to purchase either a 30-second video ad or a 15-second static ad. Ads are posted to a 24-hr network of TV's that re-circulates every 10 minutes.

Motion picture ads:

12 months ($5,000)
6 months ($2,500)
3 months ($1,500)
1 month ($1,000)

Static ads:

12 months ($2,500)
6 months ($1,250)
3 months ($750)
1 month ($500)

Digital Ad Specifications:

1920x1080pixels
JPEG less than 3MB

Monthly Email Newsletter

- The West Point MWR Monthly E-Newsletter is the "what to know" publication, including information on Family and MWR events and programs happening during that month. More than 6,000 recipients receive the email across West Point & surrounding communities, and it is uploaded on westpoint.armymwr.com for online viewing.
- Pricing as follows: $200 Per Edition; 4" x 6" Ad Space toward bottom of newsletter.
- Advertisers are required to produce their own graphics and submit to Family and MWR Marketing electronically.

Social Media

facebook.com/westpointfmwr
Roughly 4,300 followers

Advertising opportunities:

1 Post per month
12 Months ($600)
6 months ($300)
3 months ($150)

Company Budget Range:

- ○ Under $1,000
- ○ $1,000-$2,500
- ○ $2,500-$5,000
- ○ $5,000-$10,000
- ○ $10,000+

Sponsorship Options

Signature Events

- ○ Polar Fest
- ○ Brew Fest
- ○ West Point Band Concert Series
- ○ Oktoberfest
- ○ Haunted Hay Ride

Sports & Fitness Events

- ○ West Point 5K/10K
- ○ Ring Run 5K
- ○ Domestic Violence Prevention Color Run 5K
- ○ Army 10 Miler Team

Family Events

- ○ Holiday Tree Lighting
- ○ Parent/Child Dance
- ○ West Point Club Brunches
- ○ Community Fair

Golf Events

- ○ SUPT's Scramble
- ○ Two-Person Team Championship
- ○ Club Championship
- ○ Ghoulish Scramble

Advertising Options

Facilities

- ○ Golf
- ○ Bowling
- ○ Fitness Center
- ○ Victor Constant Ski Area

Facilities (Cont)

- ○ West Point Club
- ○ Buffalo Soldier Pavilion (BOSS Program)
- ○ Round Pond and Lake Frederick
- ○ Arts and Crafts

Digital

- ○ MWR Website
- ○ Digital Signage
- ○ Monthly E-Newsletter
- ○ Social Media

Sponsor Letter of Intent:

Please complete this form and return to:

Family & MWR Marketing Office, 681 Hardee Place, Room 202, West Point, NY, 10996

Contact Person: _____

Company Name: _____

Company Address: _____

City/ State/ Zip: _____

Telephone: _____ Cell/Fax: _____

Email: _____

Sponsorship and 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 your brand develop meaningful and long-lasting relationships with the military consumer market.

Create awareness and visibility through customized marketing opportunities across multiple platforms.

ATTN: Commercial Sponsorship & Advertising
681 Hardee Place, Room 202
West Point, NY 10996

westpoint.armymwr.com
(845) 938-8186