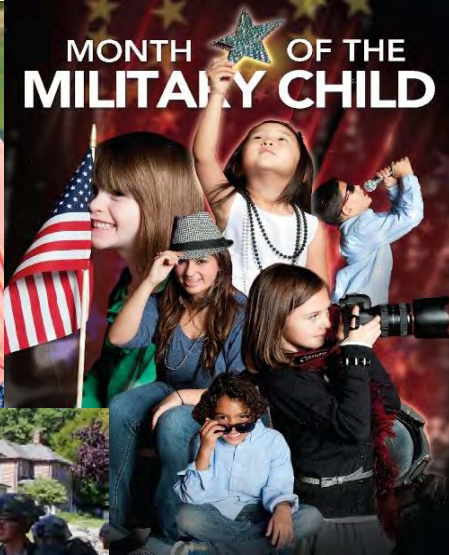


West Point Sponsorship & Advertising



Marketing



Sponsorship

West Point Sponsorship & Advertising



WEST POINT OVERVIEW

- 5,832 Active Military (including Cadets)
- 2,630 Civilian Staff (including contractors)
- 3,062 Family Members
- 148,038 Affiliates (Retirees/Survivors/Extended Families.)

- 1st Military Base in the U.S. Army. (est. 1802)
- Ranked #1 Public University by Forbes 2016.
- 50 miles from NYC.

West Point Family & MWR Oversees:

- | | |
|---------------------------|--------------------------|
| 3 Child Care Facilities | Private & Leisure Dining |
| Bowling Center | 3 Catering Facilities |
| Intramural & Youth Sports | 7 Outdoor Rec Programs |
| Financial Readiness | 16 Fishing Locations |
| Auto Skill Center | Hunting Program |
| Arts & Craft Center | Outdoor Recreation |
| Golf Course | Equipment Rental |
| Fitness Center | 3 Campgrounds |
| Leisure Travel Office | Family Advocacy Services |



West Point Sponsorship & Advertising

Facility Name	Data	Annual Average	Monthly Average	Daily Average
MWR Fitness Center	Check-ins	86,160	7,180	240
West Point Golf	Rounds Played	19,895	1,658	55
West Point Bowling Center	Transactions / Lines Bowled	90,324	7,527	251
Round / Bull Pond / Lake Frederick	Sales / Reservations	22,438	2,992	100
Delafield Pond (4 mos)	Transactions	8,924	2,231	75
Victor Constant Ski Area (80 days)	Lift Tickets	17,006	5,669	189
Arts & Crafts Center (A&C)	Transactions	4,367	364	12
Auto Skills Center	Transactions	5,875	490	16
Leisure Travel Services	Transactions	13,242	1,104	37
Stony Child Development Center	Check-ins	30,192	2,516	84
Lee School Age Center	Check-ins	18,624	1,552	52
Youth Center (YC)	Check-ins	14,256	1,188	40
Army Community Services	Check-ins	258,892	21,574	720
H-Lot Field / Stony Lonesome	Check-ins	59,875	4,990	166
Washington Road Beta (YC)	Traffic Counter	412,356	34,363	1,146
Washington Road Alpha (A&C)	Traffic Counter	494,826	41,236	1,375
Exchange/Commissary Intersection	Transactions at PX/Comm.	824,712	68,726	2,291
TOTAL:		2,381,964	205,360	6,849



●●●● West Point Event Sponsorship

Polar Fest

- Victor Constant Ski Area
- February 2017
- Estimated attendance: 500
- Live music and competitive snow-based games for the whole family.
- Booth / Logo Exposure / Before & After advertising activation.



West Point 5k/10k

- Fitness Center
- May 2017
- Estimated attendance: 400
- Installation wide event fun run.
- Booth / Logo Exposure / Before & After event activation!



West Point Event Sponsorship

4th July / Labor Day Fireworks

- Trophy Point
- July 4th 2017 / September 4th 2017
- Estimated attendance: 10K / 6K.
- West Point Band Concert.
- A spectacle unlike any other.
- Presenting Sponsor / Booth / associated advertising.



Community Fair

- Eisenhower Hall
- July 2017
- Estimated attendance: 425.
- Welcome event for all new arrivals to USAG West Point.
- Booth / Event Sponsor / Passport Program driving guests direct to you!



West Point Event Sponsorship

Oktoberfest

- Victor Constant Ski Area
- September 2016/2017 (2 Day Event)
- Estimated attendance: 2,000
- Live music, family food & fun festival.
- Booth / Logo Exposure / Before & After advertising activation.



Tree Lighting Ceremony

- Central Area (Academy)
- December 2016/2017
- Estimated attendance: 200 / 150 Cadets
- Installation wide event celebrating the official start of the Holidays!
- Booth / Logo Exposure / Before & After event activation!



West Point Program Sponsorship

BOSS: Better Opportunities for Single Soldiers

- 12 months : \$600
- Full Logo Exposure on all BOSS marketing.
- Support volunteer/recreation for West Point Soldiers.
- PPV Event Sponsor (per calendar).
- Haunted House Sponsor.
- Advertising is leveraged for support of this program.



Army Community Service Program Sponsor

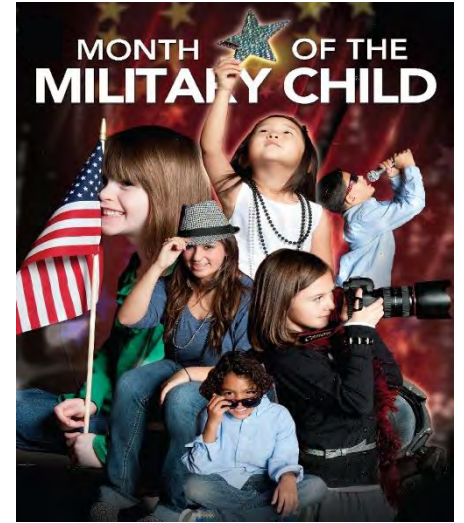
- 12 months : \$900
- Full Logo Exposure on all ACS marketing.
- All web/social assets leveraged as a sponsor.
- Support for West Point Service Members & Families.
- Advertising is leveraged for support of this program.
- Access to 3 events:
 - SOS Luncheon
 - Volunteer Recognition Ceremony
 - Holiday Reception



West Point Program Sponsorship

Child, Youth & School Services Sponsor

- 12 months : \$1200
- Full Logo Exposure on all CYSS marketing.
- Support for West Point Children & Families.
- Direct marketing to CYSS Families.
- Access to 4 events:
 - Month of the Military Child
 - End of School BBQ
 - Back to School Bash
 - Parent Child Olympics



U.S. Army Child, Youth
& School Services

CYSS Youth Sports Sponsor

- 12 months : \$1000
- Full Logo Exposure on all Youth Sports Marketing.
- Logo on the back of all rec league uniforms.
 - Baseball, Basketball, and Soccer.
- Banner located at Youth Sports Field.
- Marketing Access to parents at sign-up/registration.



West Point Program Sponsorship

Family & MWR Run Series

- 12 months : \$2,000 / 6 Runs
- Full Logo Exposure on all marketing.
- Event Signage / Booth at each event.
- Logo on all the participant shirts.
- Direct marketing to all race participants.
- Social Media integration.
- Estimated Attendance: 2,000+ people

Access to 7 events:

March: St. Patty's 5K

May: West Point 5K/10K

June: Flag Day 5K

Aug: Ring Run

Sept: Remembrance Run

Dec: Snowflake Scramble



West Point Program Sponsorship

Family & MWR Entertainment Sponsor

- 12 months : \$2,500 / 14+ events
- Full Logo Exposure on all marketing.
- Event Signage / Booth at each event.
- Direct marketing to FMWR email database.
- Social Media integration.
- Advertising is leveraged for your support.

West Point Club:

Murder Mystery Dinners

Easter Brunch

Mother's Day Brunch

Back to School Family Night

Spirit Lunches

To-Go Lunches / Cadet Dinners

Mother-Son & Father-Daughter Dance

West Point Golf:

SUPT's Scramble (monthly)

Summer Camps / Golf Clinics (all ages)

Victor Constant Ski Lodge:

Brewfest (Responsible Sponsor)

PPV Parties (UFC/Boxing)

Sporting Events (seasonal)



West Point Program Sponsorship

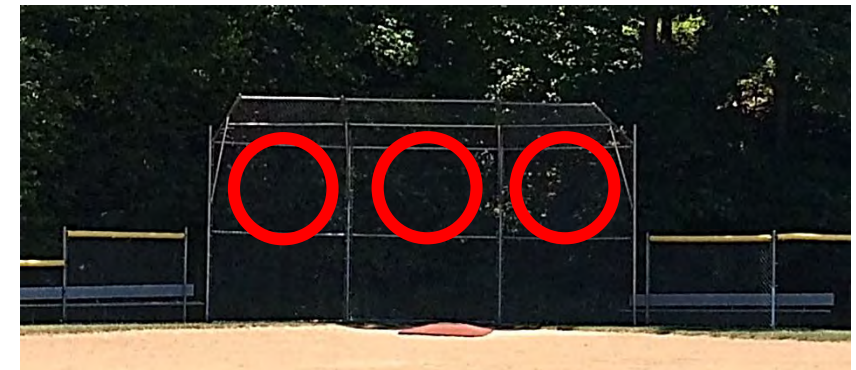
Family & MWR H-Lot Field Sponsor

- 12 months : \$2,700 / per field (3)
- Full branding of the field.
- Sponsor name used in reservation(s).
- Field facing West Point Exchange/Commissary.
- Over 50,000 people annually.
- Installation included in price.

ACTIVITIES TO OCCUR ON H-LOT

- Youth & Intramural Sports.
- FMWR Summer Movie Series.
- Lot Sales from around base.
- Flea markets.
- Football Tailgate Parties.

 Placement / Fit to location / Production & installation included.



West Point Advertising Opportunities

FITNESS CENTER DESK WRAP

1 MONTH: \$610 (7,180 impressions)

3 MONTH: \$1,723 (21,540 impressions)

6 MONTH: \$3,145 (43,080 impressions)

Price includes production & installation.
- 150" W x 30" H



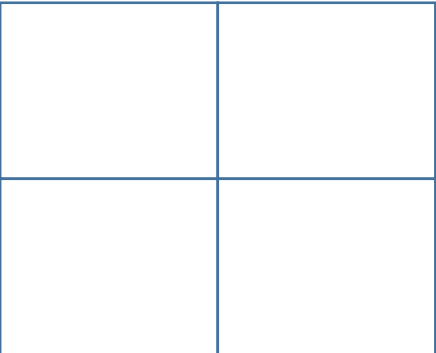
FITNESS CENTER WINDOW WRAP

1 MONTH: \$718 (13,284 impressions)

3 MONTH: \$2,046 (41,472 impressions)

6 MONTH: \$3,791 (82,944 impressions)

Price includes production & installation. (Fitness /LTS/Starbucks/Ed Ctr.)



West Point Advertising Opportunities

OUTDOOR BANNERS / 4' x 10'

PX/DECA Intersection

1 MO: \$1,375 (68,726 impressions)

3 MO: \$3,093 (206,178 impressions)

6 MO: \$4,124 (412,356 impressions)

Arts & Crafts (Alpha)

1 MO: \$825 (41,236 impressions)

3 MO: \$1,856 (123,708 impressions)

6 MO: \$2,474 (247,416 impressions)

Youth Center (Beta)

1 MO: \$687 (34,363 impressions)

3 MO: \$1,546 (103,089 impressions)

6 MO: \$2,062 (206,178 impressions)



West Point Advertising Opportunities

WEST POINT BOWLING CENTER

10 Lanes / Screens above lanes.

1 MONTH: \$151 9 MONTH: \$948

3 MONTH: \$406 12 MONTH: \$1,265

6 MONTH: \$723

16,560 Food Transactions (Annually)

73,765 Lines Bowled (Annually)



CELLULAR CHARGING STATIONS

Capable to charge 8 phones at one time.

Custom messaging on LED back-board.

Located in high traffic locations on West Point: Fitness Center, ACS, West Point Golf Course, ID Card Office, Visitor Control Center, and at many outdoor FMWR events.

1 MONTH: \$75

3 MONTH: \$200

6 MONTH: \$350

9 MONTH: \$500



West Point Advertising Opportunities

SOCIAL MEDIA

Two posts per month.

General Post / Share Content.

1 MONTH: \$60

3 MONTH: \$150



*Pending your level of sponsorship will determine how social media assets are leveraged to activate your brand.

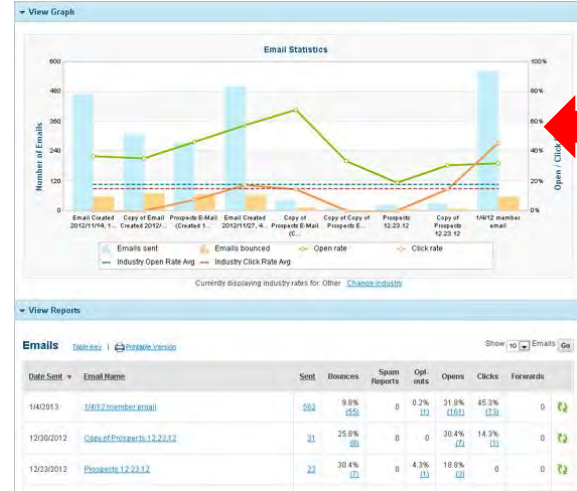
EMAIL MARKETING

One block/space per email.

Graphic/Call to Action – linked url.

1 MONTH: \$60

3 MONTH: \$150



*We can track your individual link to provide you with data to evaluate an ROI.

West Point Advertising Opportunities

WEST POINT MWR WEBSITE

154,260 Annual Visits

Page Specific - Analytics per placement.

Always present on page session.

The screenshot shows the West Point MWR website interface. At the top, there's a navigation bar with 'INSTALLATION MANAGEMENT COMMAND' and 'West Point Family and MWR'. Below that, there are links for 'Facilities & Programs', 'Calendar', and 'Contact Us'. The main content area features several advertisements: a 'FIRSTLIGHT' banner, a 'Get a HOME LOAN and a CRUISE!' banner, a 'SKIES Unlimited' banner for 'SCHOOL OF LIFE SKILLS' (dated JUL 28), a '75 YEARS' Geico Military banner, and a 'THE BRANDS YOU WANT. THE CONVENIENCE YOU NEED.' banner for HGI Army Hotels. A search bar is located at the bottom right of the main content area.



MAIN ROTATOR:

1 MONTH: \$90

3 MONTH: \$231

6 MONTH: \$386

9 MONTH: \$463

12 MONTH: \$617

TILE:

1 MONTH: \$51

3 MONTH: \$154

6 MONTH: \$309

9 MONTH: \$347

12 MONTH: \$463

West Point Advertising Opportunities

WEST POINT GOLF COURSE

Home of the USMA Golf Team. Voted one of top 10 military golf courses by Links Magazine (the only Army course). #justsaying

Over 20,000 Games Played Annually.

GOLF CARTS: 68% more usage from wrapped carts. / 12 months.

1: \$1,200	2: \$2,400	3: \$3,060
4: \$3,888	5: \$4,680	6: \$5,400

HOLE SPONSOR: Hole Signage / 12 months.

1: \$700	2: \$1,400	3: \$1,785
4: \$2,268 (CS)	5: \$2,730 (CS/1C)	6: \$3,150 (CS/2C)

CS: Course Sponsor (Map Signage) C: Golf Cart Wrap (Production & Installation Included.)



West Point Sponsorship & Advertising

Can a non-military patron come onto West Point?

- YES! As long as you have a Government/State issued ID and proof of insurance (if driving) you may enter through Thayer Gate (Highland Falls).

*Your access is limited to the events occurring on West Point and some recreation facilities. For more info: 845-938-2638.

Do you have an event price list?

- Short answer is yes. However, in-kind sponsorship can be factored into our agreement thus increasing your value and having a greater event impact.

Is advertising included in sponsorship agreement?

- Yes! We will always ensure your brand is properly advertised when we partner up.
- Your advertising cost is discounted pending your level of sponsorship.

