

# 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.





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

# 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

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,

A handwritten signature in black ink that reads "Family &amp; MWR Marketing". The signature is written in a cursive, flowing style.

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

# West Point

Welcome

Events

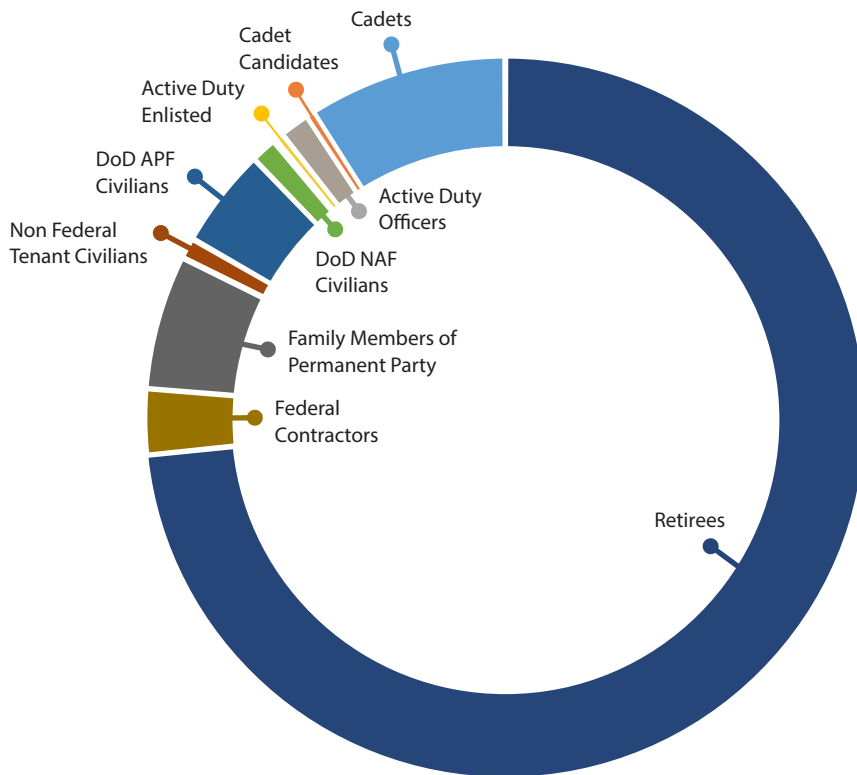
Advertising

Wish List

Letter of Intent

## 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	3,367
●	Federal Contractors	1,645
●	Retirees	40,867
	Total	55,722



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**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/SEP

- 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

SEP

- 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







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## 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



### Conquer the Vic 5K Trail Run

OCT

- Typically third weekend in October
- Offers a grueling 5K mountain race, up and down the rigorous slopes of Victor Constant Ski Area.
- Estimated Attendance: 200+
- Sponsorship options: \$2,500, \$1,000, \$750, \$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





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**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.

## Haunted Hay Ride & Zombie 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



## 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



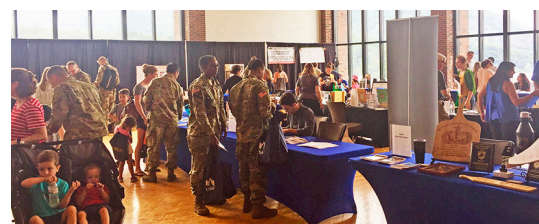
## Month of the Military Child (MOMC) APR

- Month of the Military Child is an Army-wide observance each year during the month of April.
- West Point Child & Youth Services (CYS) leads the monthly activities, typically with a "Kick-Off" event the first week of the month, followed by numerous activities at CYS facilities during the month. Estimated Attendance: 100+ kids/families per event
- Sponsorship options: \$1,000 ALL or \$500 for kick-off event



## West Point Community Fair JUL

- Typically held the final Tuesday of July.
- Correlated around PCS season, in conjunction 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



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**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

Welcome Events Advertising Wish List Letter of Intent

**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.

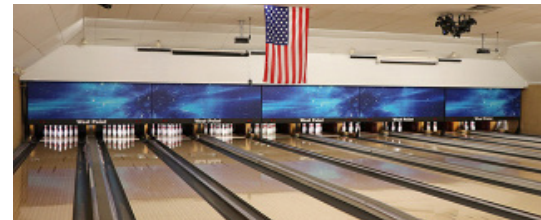
**Advertising opportunities:**  
Granite Tee Marker Signs:  
8 Months (\$1,500) per hole  
Scorecard Logo Placement:  
10,000 cards per order  
(March, August) - 20,000  
annual \$1,500 annual or  
\$750 per order



## 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)





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## Facilities: (Cont.)

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

### Middle School / Teen Center (CYS)

West Point's Youth Center houses youth in grades 6-12 for after-school activities, also including an Indoor Gymnasium. This location brings in heavy foot traffic for youth sports leagues & games, Month of the Military Child events, and other daily traffic from youth activities.

**Advertising opportunities:**  
Indoor Wall Banner (3' x 6')  
Youth Center Gymnasium  
12months (\$1,000)



### 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)





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**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](http://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 & subsequent program pages. Rotates on page refresh.

[Top of page]:	[Browsing]:
12 mon (\$2,000)	(\$1,500)
6 mon (\$1,500)	(\$1,000)
3 mon (\$1,000)	(\$750)
1 mon (\$750)	(\$500)

### Leader Board Ad:

(728x90 pixels) Located top-center of homepage and subsequent program pages. Rotates on page refresh.

[Top of page]:	[Browsing]:
12 mon (\$2,500)	(\$2,000)
6 mon (\$1,750)	(\$1,500)
3 mon (\$1,250)	(\$1,000)
1 mon (\$1,000)	(\$750)

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

### Static ads:

12 months (\$3,000)
6 months (\$1,750)
3 months (\$1,250)
1 month (\$1,000)

### 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. Nearly 12,000 recipients receive the email across West Point & surrounding communities, and it is uploaded on [westpoint.armymwr.com](http://westpoint.armymwr.com) for online viewing.
- Pricing as follows: \$200 Per Edition; 8" x 10" 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](https://facebook.com/westpointfmwr)  
Roughly 6,000 followers

### Advertising opportunities:

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

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## 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

### Sports & Fitness Events

- West Point 5K/10K
- Ring Run 5K
- Conquer the Vic Trail Run
- Army 10 Miler Team

### Family Events

- Haunted Hayride/Paintball
- Holiday Tree Lighting
- Month of the Military Child (MOMC)
- 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)

- Middle School/Teen Center
- 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.

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

[westpoint.armymwr.com](http://westpoint.armymwr.com)  
(845) 938-8186

