




FORT BELVOIR MWR

MORALE, WELFARE & RECREATION
Sponsorship & Advertising Opportunities 2025

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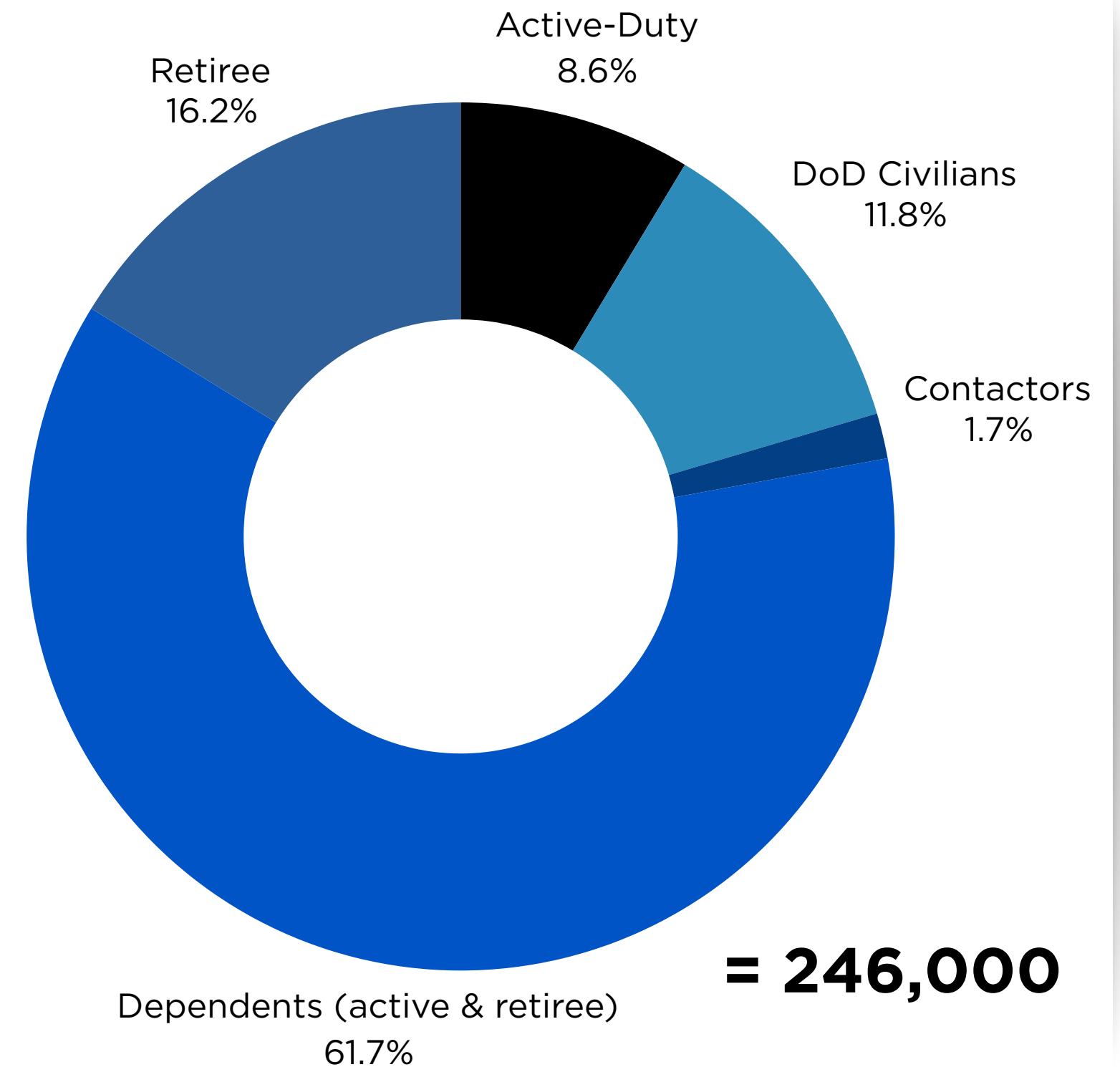


FORT BELVOIR AT A GLANCE



Located about 15 miles from the nation's capital, Fort Belvoir is located on the Potomac River and is home to over 150 organizations. Fort Belvoir is a joint use installation with armed forces and Mission Partners that fall into various levels of medical, logistical, research and development, intelligence, acquisitions, operations, training and reserve components.

By partnering with MWR on Fort Belvoir you are expanding our exceptional programs, events, and services, while simultaneously showing your dedication to the military. Most activities and events operated by MWR organizations are eligible for sponsorship support.





EVENTS OVERVIEW



FALL

Oktoberfest (20 -25k attendees)

Turkey Shoot Golf Tournament (150 attendees)

Army-Navy Watch Party (150 attendees)

Member-Guest Golf Tournament (200 attendees)

WINTER

Winterfest & Tree Lighting (2000 - 4000 attendees)

Brunch with Santa (300 attendees)

New Year's Party (150 attendees)

Winter Reading Program (150 participants)

SPRING

Month of the Military Child (April) (500 attendees)

Kidsfest (1500 - 3000 attendees)

Strong B.A.N.D.S (500 attendees)

SUMMER

Summer Reading Program (700 participants)

Kids Color Run (1000 attendees)

Movies Under the Stars (800 attendees)

Member-Guest Golf Tournament (200 attendees)



COMMUNITY RECREATION

Programs are essential elements that enable operational Army readiness. Community recreation provides opportunities for Soldiers and Families to prepare for future deployments and for reintegration between deployments.

2024 YTD usage: 757,184 patrons

Programs include:

- Better Opportunities for Single Servicemembers (BOSS)
- Intramural Sports, Fitness & Aquatics (FY24 YTD usage: 351,394 patrons)
- Outdoor recreation and equipment centers
- Leisure travel and entertainment
- Library (FY24 YTD usage: 68,353 patrons)

Featured events:

- Strong B.A.N.D.S
- Taco Tuesdays with BOSS
- Movies Under the Stars Series
- Springfest, Oktoberfest & Winterfest



CHILD & YOUTH SERVICES

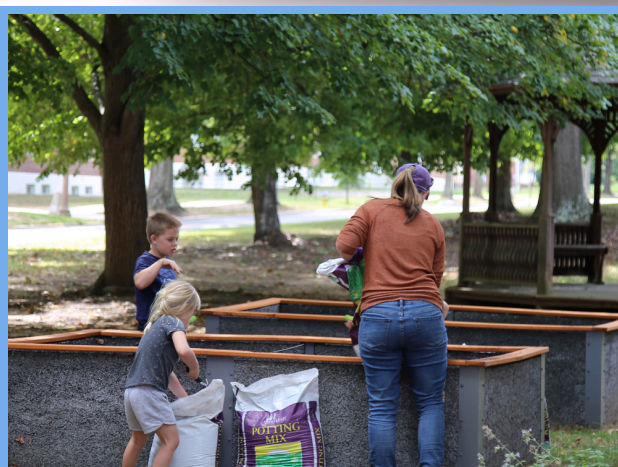
Offers quality programs on the installation for children and youth (ages 6 weeks to 18 years) in order to alleviate conflict between the military mission and parental responsibilities.

Programs include:

- Youth Sports & Fitness
 - Clinics and seasons ranging from ages 3 to 17
 - Year-round program with more than 10 sports
- Child Development Centers
 - 7 child care facilities with more than 500 enrollees
- School Age Center
 - Offers developmental child care programs for students in 1st through 6th grades with working parents

Featured events:

- Kids Color Run
- Springfest
- Month of the Military Child



FACILITIES

Golf Course:

- Two championship 18-hole golf courses, the Woodlawn and the Gunston courses. Both courses are open to the local community hosting tournaments year round (over 45,000 rounds of golf within FY25 so far)
- A spacious Clubhouse featuring Niblick's Clubhouse Grill and the Clubhouse Lounge that offer not only a great view, but a variety of food and drink specials

Patriot Pet Care:

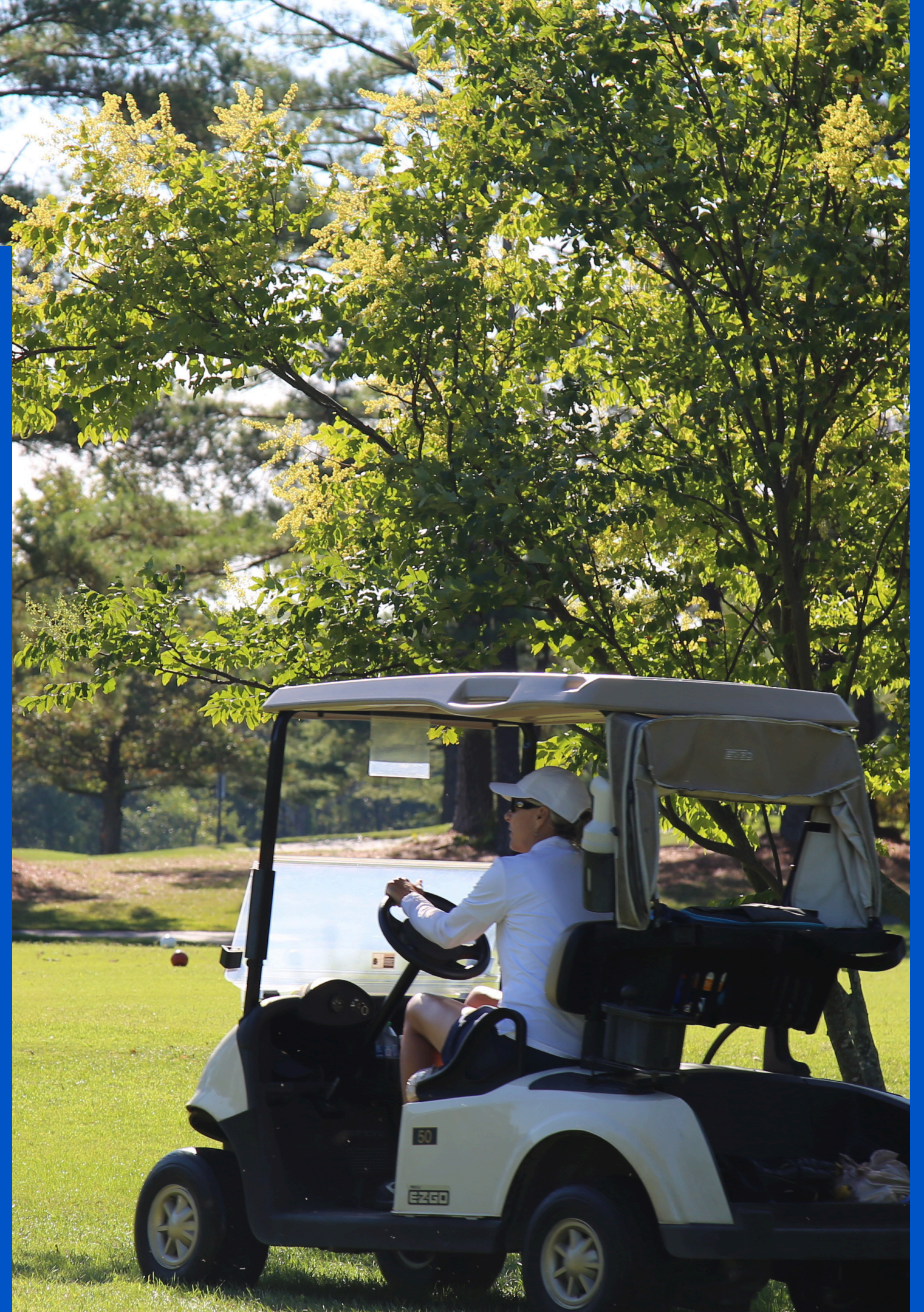
- Indoor/outdoor dog boarding rooms (24), cat condos (8)
- Outdoor play area with rubberized play surface for exercise and socialization
- Full service grooming salon

Bowling Center:

- 24-lane bowling center offering leagues, accommodating private events which welcomed more than 200 patrons daily during FY24

Outdoor Recreation:

- Located right on the Potomac River, Outdoor Recreation offers a RV park (52 hook-ups), travel trailers, tent camping, a rustic cabin and the historic Thermo-Con House for guests to relax in Fort Belvoir
- FY24 YTD usage: 163,333 patrons



ADVERTISING GUIDE



CONTACT US!

(520) 718-6627

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WEBSITE

www.belvoir.armymwr.com

SIDEBAR ADS: Appears on the right side of the screen.
LEADERBOARD ADS: Appears at the top of the page above all content.



DIMENSIONS: Sidebar: 300W x 250H pixels
Leaderboard: 728W x 90H pixels

1 Month	3 Months	6 Months	12 Months
\$250 / \$300	\$750 / \$900	\$1500 / \$1800	\$3000 / \$3600

FACEBOOK

www.facebook.com/fortbelvoirMWR

Your ad will have high visibility reaching over 26K followers on our social media platform.

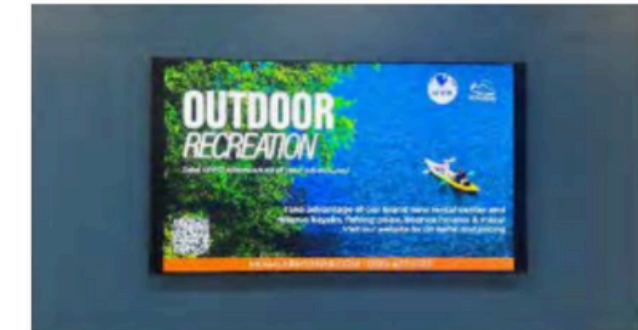


DIMENSIONS: 1080W x 1080H pixels

1 Post	3 Posts	6 Posts
\$260	\$780	\$1560

DIGITAL SIGNAGE

Digital advertising throughout all MWR facilities as a 7 second static image. Must be supplied by sponsor.



1500 x 900 at 96 dpi, RGB format
Accepted files: png, jpg

3 Months	6 Months	12 Months
\$1800	\$3600	\$7200

BANNER PLACEMENT

Place your company banner at select MWR facilities.
Banners must be 3'H x 6'W weather-resistant vinyl reinforced with grommets.
Banners are supplied by sponsor.



Other sizes available for additional cost.

1 Month	3 Months	6 Months	12 Months
\$250	\$750	\$1,500	\$3000

GOLF CLUB SCORECARDS

Fort Belvoir has 2 championship courses with over 100,000 patrons annually. Both golf courses are open to the public.



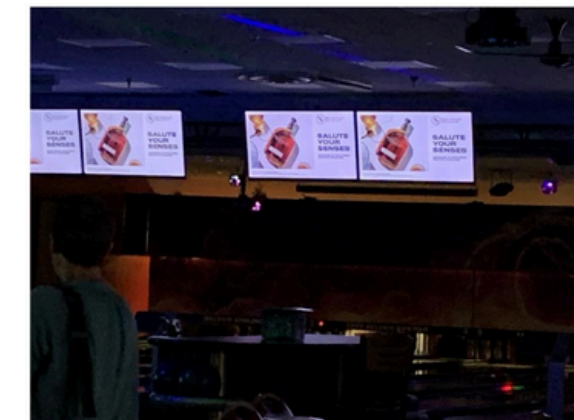
Scorecards print annually in Spring and Fall. Spaces are limited. Commitment and art must be received no later than March 1 and September 1.

Interior Image or Exterior Image options

6 Months	12 Months
\$600 / \$750	\$1200 / \$1500

BOWLING CENTER SCOREBOARDS

Advertisement displayed across 24 lanes to guarantee maximum exposure.



DIMENSIONS: 1920 x 1080 pixels

1 Month	3 Months	6 Months	12 Months
\$400	\$1200	\$2400	\$4800

SPONSORSHIP BUNDLES



TIERS	ADVERTISING LOCATIONS	SPONSOR TABLE AT FMWR EVENTS	SPONSORS TABLE AT SPECIAL EVENTS
DIAMOND <i>STARTING AT \$20,000</i>	 2 LOCATIONS FOR 12 MONTHS	 3 EVENTS	 ALL MAIN EVENTS
GOLD <i>STARTING AT \$10,000</i>	 2 LOCATIONS FOR 6 MONTHS	AND 2 EVENTS	 2 MAIN EVENTS
BRONZE <i>STARTING AT \$5,000</i>	 1 LOCATION FOR 3 MONTHS	OR 2 EVENTS	 1 MAIN EVENT
VIP CUSTOM <i>PRICING ON REQUEST</i>	<i>Select number of advertising locations, number of events, table preference, length of time, etc -- and we will provide you with your custom quote to suit your preferences and advertising needs!</i>		

Advertising Options
Digital Signage, Website Advertisements, Banner Placement and Social media

FMWR Events
Kids Color Run, Movie Series, Golf tournaments, BOSS, Bowling Center events, reading programs, sponsor-created events and more!

Special Events
Kidsfest, Winterfest, Month of the Military Child

Oktoberfest is not included in regular sponsorship bundles



The most anticipated regional event of the year, the annual Oktoberfest is a four-day festival that highlights authentic German cuisine, beverages, music, and dancing. Enjoy an exciting carnival, Volksmarch 5K/10K walk, vendors, and much more!

SPONSORSHIP PERKS	TITLE \$15,000	PRESENTING \$10,000	SUPPORTING \$7,000	ENTRANCE \$5,000	OPENING CEREMONY \$4,000
Company logo on promotional items (flyers, website, digital signage, etc.)	✓	✓	✓	✓	✓
Public Announcement recognition during all four (4) days of the event	✓	✓	✓	✓	✓
Banner (6x3) placed on side of festival tent stage	✓ (2 banners)	✓	✓	✗	✗
Display table(s) with a bench for all four (4) days of event; electrical outlet available upon request	✓ (4 tables)	✓ (2 tables)	✓ (1 table)	✓ (1 table)	✓ (1 table)
Tickets for Opening Ceremony for staff and business associates	✓ (15 tickets)	✓ (10 tickets)	✓ (7 tickets)	✓ (5 tickets)	✓ (6 tickets)
One (1) digital advertisement placed on enterprise webpage	✓ (6 months)	✓ (3 months)	✓ (2 months)	✓ (1 month)	✗

TABLE SPONSOR LEVELS



Table Sponsors:

- **Four-Day: \$3,000 (cash, 12 spaces)**
- **Military Appreciation Sunday: \$1,500 (cash, 4 spaces)**
- **Single-Day (Friday or Saturday): \$1,000 (cash, 4 spaces)**

With an average of 25,000 attendees over 4 days during the past 5 events, you can expect similar exposure this year as folks look to get out and about, learn about the NoVA market place, and engage you in your own space.

On-site:

- One (1) display table with bench for all four (4) days of the event.
- Public announcement recognition during all four (4) days of the event.
- Two (2) Opening Ceremony invitations for staff and business associates.
- For four (4)-day sponsors only: Four (4) Opening Ceremony invitations.

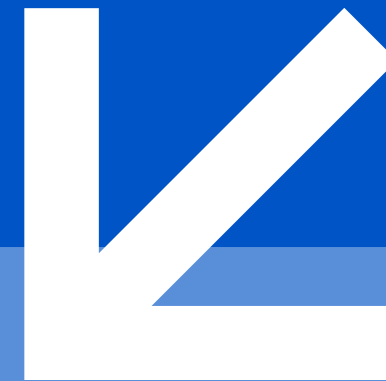
Online:

- Logo and website link on the Official Oktoberfest webpage within Belvoir.ArmyMWR.com.
- Prominent logo placement on all printed and electronic materials promoting Oktoberfest.

For four (4)-day sponsors only:

- Website tile ad (rotating) on home page of www.Belvoir.ArmyMWR.com for one (1) month.
- Official MWR Facebook page mention as Oktoberfest Table sponsor on all event update posts (minimum of one (1) weekly post; post frequency increases leading up to and during event).





THANK YOU

TO OUR PAST SPONSORS



SPONSORSHIP DOES NOT IMPLY ENDORSEMENT BY THE DEPARTMENT OF DEFENSE (DOD), THE US ARMY OR FORT BELVOIR



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