



FORT RUCKER  
HOME OF ARMY AVIATION



**SPONSORSHIP  
& ADVERTISING  
OPPORTUNITIES**



Over the years, the U.S. Military has been called on to defend our homeland, protect our interests in foreign lands, assist with rescue efforts, and unite as one nation. As our service members travel to all corners of the world engaging in global humanitarian missions and fighting the war against terrorism, we realize that there has never been a more ideal time to demonstrate the unrelenting support we, as a nation, can give them.

Please take a moment to review the various opportunities that are available to you and your business to make a difference in the lives of those who are dedicated to the freedom of the United States of America.

To foster great awareness, and honor the sacrifices that our Military members and their Families make on a daily basis, the Directorate of Family and Morale, Welfare and Recreation at Fort Rucker, Alabama invites you to partner with us in supporting our military community.

We ask for your help financially through monetary support and in-kind contributions of goods and services for the men and women who serve without reservation in our military forces. In return, we can offer you invaluable impact and exposure to our military community. Only through community support can we show our military the recognition, appreciation, and gratitude they deserve.

Consider the impact you and your company will have on our Soldiers and their families through your support and sponsorship of various programs and events that directly affect Soldiers and their families. Opportunities for you and your company to connect to this valuable audience are nearly endless. We invite you to explore how you can reach the Fort Rucker military community.

Sponsorship and advertising funds stay on Fort Rucker to benefit and support vital MWR programs and events for our Soldiers, Families, Retirees, and Civilians.



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Fort Rucker MWR  
  
rucker.armymwr.com



# OUR MISSION

Fort Rucker MWR produces, promotes, and manages top of the line programs for the men and women who serve our country, including a wide range of recreation, sports, entertainment, travel, and leisure activities. When you partner with the MWR Family and reach out to these time-honored, patriotic target markets you also directly support world class programs for military members and their families.

Millions of Soldiers, Families, Retirees, and Civilians count on MWR programs to boost their quality of life whether they are stationed here in the United States, or abroad. We count on you, they count on you, and we count on each other.  
Together We Are Strong!

Align your brand and join ranks with the strength of Fort Rucker.

Reach out to more than 150,000 Soldiers, Family Members, Veterans, Retirees, and Civilians.

# DEMOGRAPHICS

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What makes the consumers in our community so compelling?

## THE MILITARY COMMUNITY:



### TIME FOR LEISURE

Soldiers earn 30 paid vacation days per year and enjoy spending it with family and friends off post.



### AVERAGE AGE

Officers 35 Years Young  
Enlisted 27 Years Young

- 79% of Active Duty Army Soldiers are 35 years or younger



### EDUCATION

The Army Soldier is well educated. The G.I. Bill provides them and their families opportunities for higher education. Continued Military education, courses, academies, and specialized schools are abundantly available to soldiers throughout their career.

- 88% of Officers have a Bachelor's Degree or higher
- 84% of Enlisted Soldiers have a High School Diploma or Some College



### MOVES AROUND

Soldiers rotate through Fort Rucker throughout the year attending our various schools and academies that are offered here on post. Your audience changes multiple times each year. Staying in touch with new and existing soldiers and families on a consistent basis is vital.



### DISPOSABLE INCOME

Soldiers typically have more disposable income due to a comprehensive benefits package including housing, medical, dental, etc.

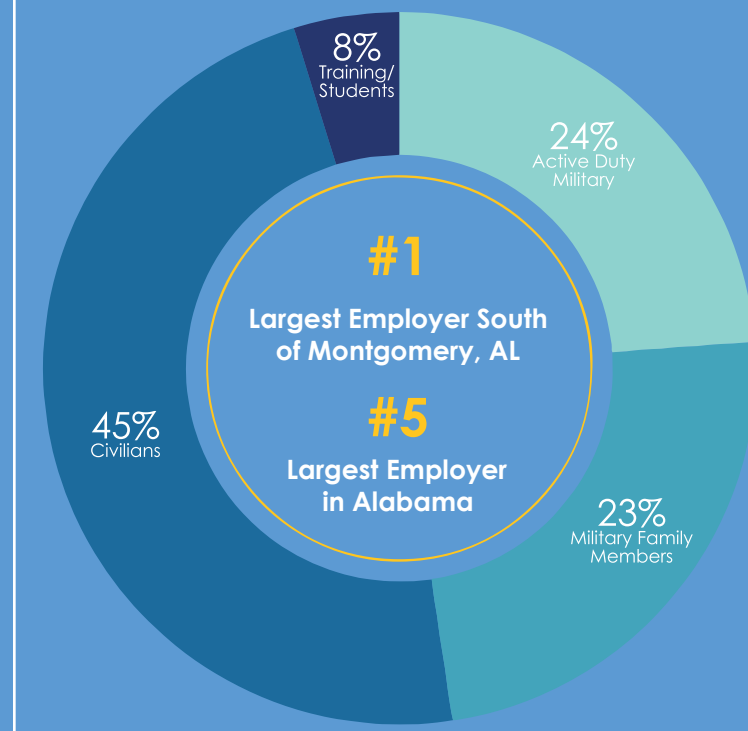
- Enlisted Soldiers: \$5,043 (average monthly income)
- Officers: \$9,643 (average monthly income)



### HOUSEHOLD FOOTPRINT

- Officers 60% | Enlisted 40%
- 68% of Officers and 48% of Enlisted members are married.
- Average age of an Army Spouse is 31 years old.
- 42% of Army Active Duty members have children.

## ON-POST AUDIENCE



## MARKET SIZE

### THE TOTAL FORT RUCKER MARKET

Active Duty Military	5,283
Military Family Members	5,311
Civilians	10,037
Training/Students	1,700
Retirees & Family Members	108,824
Military Veterans	25,597
<b>Total Fort Rucker Support Population</b>	<b>156,752</b>

**1 BILLION DOLLAR ECONOMIC IMPACT IN THE WIREGRASS EACH YEAR.**

### SOURCES:

<https://www.militaryonesource.mil/data-research-and-statistics/military-community-demographics/2018-demographics-profile> This report contains the latest available information on the makeup of the military community - including service members and their dependents - in the United States and around the world.

<https://www.militaryonesource.mil/data-research-and-statistics> Data, Research and Statistics provided by Military OneSource connects you to important information about the military community, including survey results, infographics, research reports and demographic profiles from the Department of Defense.

<https://www.navycs.com> Monthly basic pay amounts are rounded to the nearest U.S. dollar and are for the active components of the Army, Navy, Marine Corps, Air Force, and Coast Guard.

ASIP COP, 2QFY20 Locked Data, 20200430 // FOUO //

Directorate of Public Works, 31 July 2020

Garrison Resource Management Office, 30 July 2020

PAIO / USAG-Fort Rucker / [usarmy.rucker.usag.list.paio](https://usarmy.rucker.usag.list.paio)

<https://www.census.gov/>

# WHO WE ARE

- 62,855+ Acres
- Divots, The Landing Zone, Mother Rucker's
- The Landing, Welcome Home Catering
- 3 Starbucks Coffee Zones
- 2 Physical Fitness Centers
- 3 Swimming Pools
- 6 Baseball, 4 Softball Fields
- 4 Multi-Purpose Fields
- 1 Youth Football Field
- Disc Golf Course
- Track
- Post Exchange
- Commissary
- Post Movie Theater
- Equestrian Center & Riding Stables
- Arts & Crafts Center
- Child, Youth, Teen Centers
- Center Library
- 20-Lane Bowling Center
- 27-Hole Golf Course & Pro Shop
- 640-Acre Lake Tholocco
- Lake Lodge (Coming Soon)
- Fishing, Boating, Water Sports and Entertainment
- 23 Cabins & 52 camp sites
- Automotive Skills Center
- Medical Center, Dental, & VA Clinics

# ADVERTISING

The Commercial Advertising Program offers a wide range of opportunities to market your company, display your message, and brand your business throughout the installation, as well as inside and outside of our Family and MWR facilities. We offer opportunities to reach the Soldier, their Families, Retirees, and Civilians. Create Top of Mind Awareness, brand your business, and establish a sense of trust within the Military Community. As a result of partnering with us, we will produce a return on your investment that can be measured by more than just dollars.

**EXAMPLES OF ADVERTISING OPPORTUNITIES:**  
MWR Website & Social Media | Print Publications | Digital Displays in Facilities  
Digital Gate Marquees | Poster Display Locations | Signage/Banner Locations  
Real Estate/Magazine Racks | Annual Welcome Guide  
Welcome to Fort Rucker Packets | And More!

# MULTIMEDIA ADVERTISING

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## SOCIAL MEDIA EXPOSURE

Our combined social media footprint reaches an audience of over 39,000 and growing. Utilize the power of social media to reach Military Soldiers, Family members, Civilians, and Retirees. Our Social Media pages are a staple within our community and are used as a valuable source of information, entertainment, important updates, and alerts.



## DIGITAL SIGNAGE: GATE MARQUEES

The only Traffic Jam you want to be a part of! Place your ad on the digital gate marquees at the Ozark, Daleville, and Enterprise entrances. Typical use of the gates see over 26,000 daily visitors entering the installation. Ads rotate on the marquees and are seen by commuters on both the entrance and exit sides of the marquees.



## WEBSITE INCLUSION

The Fort Rucker Family & MWR website is home base for all current Fort Rucker activities, programs, and events. All banner ads are hyperlinked to your website. With over 25,000 hits per month, the official Fort Rucker MWR website is a great opportunity to brand your business and drive web traffic from our website to yours.



## CORPORATE CAMPAIGN PACKAGES

Let us customize a package specifically for you that will meet your needs and expectations. Corporate Campaigns offer many different options, span various levels of involvement, and are formulated to complement your current or future marketing plans.



## DIGITAL DISPLAYS: IN FACILITY

Brand your Business in the most high traffic areas on post! Use our digital monitors (11 locations) for your full color advertisements. Digital monitors are located at Bldg. 5700 Soldier Service Center/ MWR Central, The Landing, The LZ, Center Library, Arts and Crafts, Rucker Lanes, Physical Fitness Centers, Outdoor Recreation, and the Youth Fitness Center.



## WELCOME TO FORT RUCKER PACKETS

This is the perfect and most economical opportunity to showcase your business to the new soldiers that relocate to Fort Rucker throughout the year. Each Soldier that attends the Newcomer's Welcome Briefing will receive a Welcome to Fort Rucker packet containing valuable ACS and MWR information along with advertisements from various sponsors and advertisers. Don't miss the opportunity to advertise your business or services to the Soldiers that are new to the area.



## REAL ESTATE RACKS/ MAGAZINE RACKS

Free publications are welcome on post but are restricted to certain locations. We can place your publication at various locations on post.



## POSTER DISPLAYS

Showcase your business inside high traffic facilities and MWR program locations! Utilize our stand up poster displays for your print campaign needs. Full Color Posters are placed in Building 5700 Soldier Service Center, AAFES PX, Ft Rucker Holiday Inn, MWR Central, Lyster Army Medical Center, Shoppette, Center Library, Arts and Crafts Center, Physical Fitness Centers, Outdoor Recreation, Rucker Lanes, Silver Wings Golf Club, The Landing Zone, The Landing, Mother Ruckers, Youth Center, and the Youth Fitness Center. Limited availability.



## SIGNAGE

Fort Rucker's 29 athletic fields support an annual participant usage of over 47,000. Our advertising opportunities allow businesses to utilize the fencing that surrounds the ball fields, Lake Tholocco, the Lemon Lot, and Rucker Lanes.



## OUTSIDE THE BOX

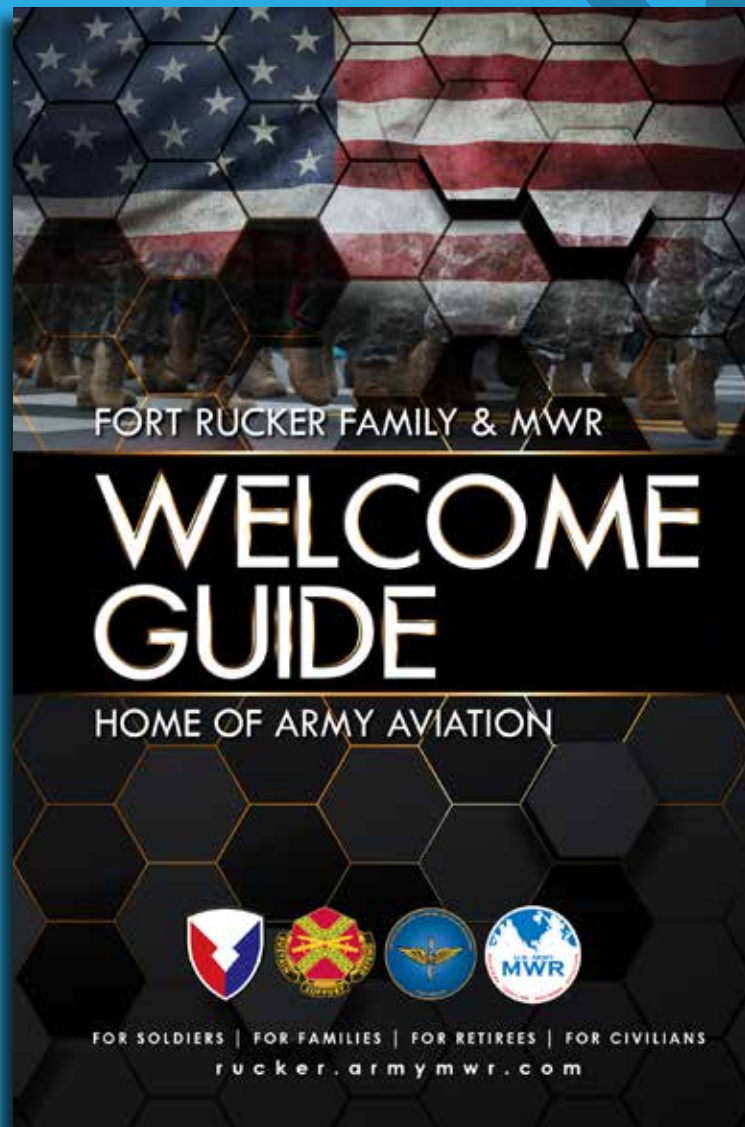
Let's explore other creative marketing opportunities and ideas together.

# CONNECT WITH US



# WELCOME GUIDE

Reserve your space in the annual Fort Rucker Family & MWR **Welcome Guide**



Increase your visibility and reach out to Active and Retired Military, DoD civilians, government contractors, current and new residents, partners and prospects, visitors, relocating family members, and individuals requesting information through MWR. Distribution points include all Family & MWR Facilities, Welcome Packets, Soldiers' units, Area Chambers of Commerce, and Welcome Centers. Full color with an annual distribution of 15,000+.



The Fort Rucker Welcome Guide is available to download and view on your mobile device at <https://rucker.armymwr.com/programs/mwr-marketing-and-advertising> or using our QR code below!



# SPONSORSHIP OPPORTUNITIES THROUGH FAMILY & MWR EVENTS

**Commercial Sponsorship** offers the opportunity to present your company's message in a variety of creative ways to the military community. Sponsorship gives you direct access to our customers and helps you build goodwill, as well as brand recognition among this loyal and growing market.

## EXAMPLES OF SPONSORSHIP OPPORTUNITIES:

Children & Family Events | Special Events | Sports & Fitness Events

# FAMILY & MWR EVENTS

- Newcomers Welcome
- Community Information Exchange
- Right Arm Night
- 5K/Fitness Runs & Marathons
- Youth & Intermural Sports
- Skate Night
- Outdoor Movie Nights
- Mountain Bike Trail Events
- Deep Sea Fishing Trips
- Commander's Cup Events
- Golf Tournaments/ Pro Am
- Fishing Tournaments
- Stars and Strikes Bowling
- Mogadishu 5K Run
- Haunted Halloween Fest
- Library Fall Carnival
- Monster Bowl
- Yard Sales
- Travel Show
- Camping Under the Stars
- Volunteer of the Year
- Aviation Ball
- Thanksgiving Feast
- Mother's Day Brunch
- Winter Fest/Tree Lighting
- Gold Star Memorial Reception
- Trees for Troops
- Breakfast with Santa
- Military Spouse Appreciation Day
- Ugly Sweater and Bowling Party
- Triathlon
- Polar Bear Plunge
- New Year's Reception
- Army Birthday Celebration
- Sponsorship Appreciation Reception
- Freedom Fest
- Super Bowl Party
- Mardi Gras
- Christmas in July SPLASH
- Dueling Pianos/Sweetheart Dinner
- Aviation Industry Days
- Sweetheart Bowl
- Oktoberfest
- Children's Festival
- Wounded Warrior Hunt
- Trivia Nights
- College & NFL Football Events



# WHAT'S NEXT?

## **Not sure where to begin or what direction to go in?**

We are here to help you throughout the process and to ensure that you have a positive experience. Sponsorship Campaigns, Corporate, Annual and MWR Partner Packages can also be designed to fit your specific marketing and advertising needs.

## **How much to invest?**

The amount and kind of support you provide, as well as the opportunities offered to you are negotiable and based on a fair and equitable exchange of values. Sponsorship investment varies by events, as does the amount and type of exposure you receive. Your sponsorship may be in the form of cash, products or services, or a combination of all three. We will do our part to ensure you receive the value you desire from your investment in Family and MWR.

## **Disclaimer**

Some restrictions apply. See your MWR representative for details. All rates are Net. Official agreement is required. Certain ads will require the disclaimer "Paid Advertisement. No Federal Endorsement Implied", "Sponsorship does not imply Army or DOD endorsement". All advertising is subject for review and approval to ensure content and subject matter meets or exceeds Army and Family & MWR Regulations and Guidelines.

**Our goal for every sponsor relationship is to produce a return on your investment, under promise, over deliver, and have a win-win result!**



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**FOR SOLDIERS | FOR FAMILIES | FOR RETIREES | FOR CIVILIANS**

**r u c k e r . a r m y m w r . c o m**





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