



FORT NOVOSEL 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 Novosel, 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 Novosel military community.

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


Chris Mendez
Marketing Director
Fort Novosel Family & MWR
Novosel Street Bldg. 5700, Suite 310
Ft. Novosel, AL 36362
(334) 255-2292
christopher.b.mendez.naf@army.mil

CONTACT:
Chris Mendez
Marketing Director
(334) 255-2292
christopher.b.mendez.naf@army.mil
Shannon Burke
Sponsorship & Advertising Manager
(334) 255-1898
shannon.d.burke.naf@army.mil



OUR MISSION

Fort Novosel 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 Novosel.

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



DEMOGRAPHICS



DEMOGRAPHICS

What makes the consumers in our community so compelling?



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

THE MILITARY COMMUNITY:



MOVES AROUND

Soldiers rotate through Fort Novosel 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.

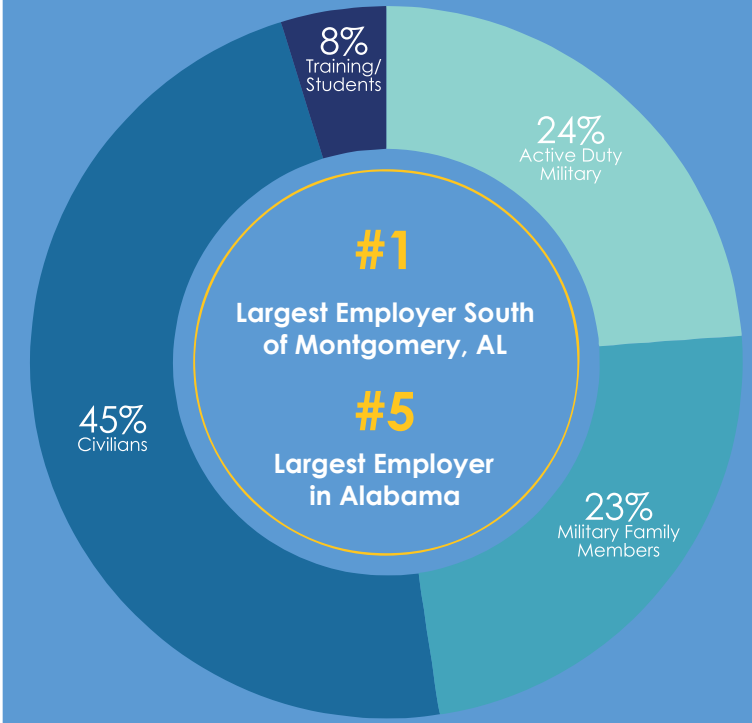
- Enlisted Soldiers: \$5,043 (average monthly income)
- Officers: \$9,643 (average monthly income)



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 NOVOSEL 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
Total Ft Novosel Support Population	156,752

**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 Novosel? usarmy.novosel.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
- 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 Novosel Packets | And More!

MULTIMEDIA ADVERTISING



SOCIAL MEDIA EXPOSURE

Our combined social media footprint reaches an audience of over 45,000 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.



WEBSITE INCLUSION

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



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, The Flightline, Physical Fitness Centers, Outdoor Recreation, and the Youth Fitness Center.



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.



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.

MULTIMEDIA ADVERTISING



WELCOME TO FORT NOVOSOL PACKETS

This is the perfect and most economical opportunity to showcase your business to the new soldiers that relocate to Fort Novosel throughout the year. Each Soldier that attends the Newcomer's Welcome Briefing will receive a Welcome to Fort Novosel 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 Novosel Holiday Inn, MWR Central, Lyster Army Health Clinic, Shoppette, Center Library, Arts and Crafts Center, Physical Fitness Centers, Outdoor Recreation, The Flightline, Silver Wings Golf Club, The Landing Zone, The Landing, Mother Ruckers, Youth Center, and the Youth Fitness Center. Limited availability.



SIGNAGE

Fort Novosel'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 The Flightline.



OUTSIDE THE BOX

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

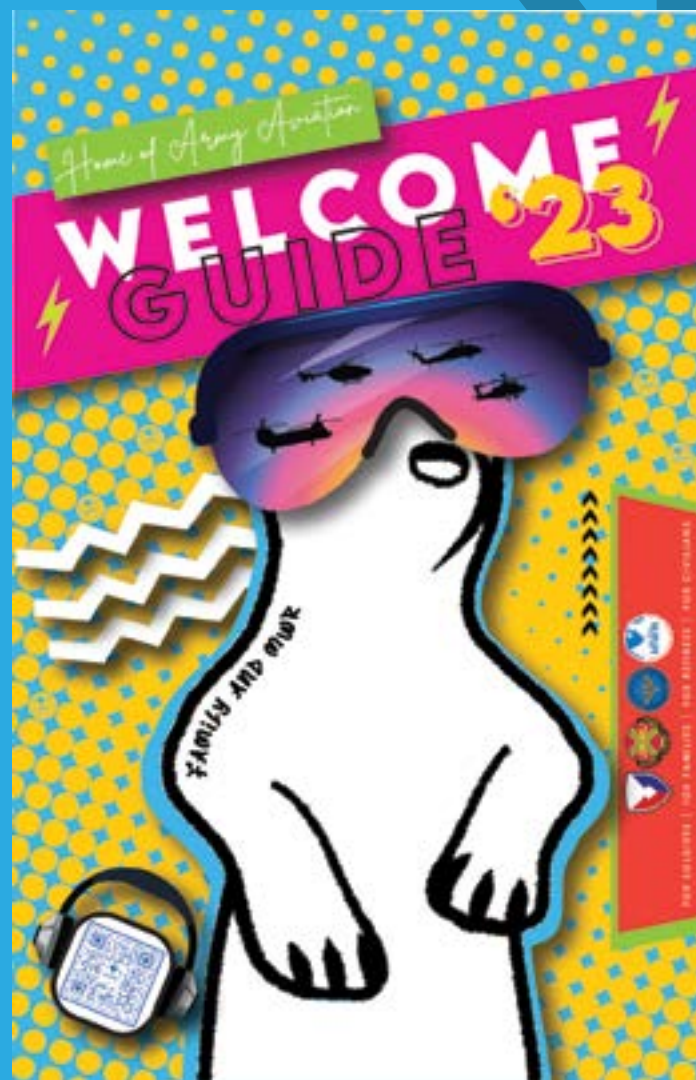
CONNECT WITH US



WELCOME GUIDE



Reserve your space in the annual Fort Novosel
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 Novosel Welcome Guide is available to download and view on your mobile device at
<https://novosel.armymwr.com/programs/mwr-marketing-and-advertising>



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

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- Newcomers Welcome
 - Community Information Exchange
 - Right Arm Night
 - 5K/Fitness and Fun Runs
 - Youth & Intermural Sports
 - Girl's Night Out
 - 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
 - Frite Nite
 - Library Fall Carnival
 - Monster Bowl
 - Yard Sales
 - Travel Show
 - Camping Under the Stars
 - Volunteer of the Year
 - 12 Days of Christmas
 - Thanksgiving Feast
 - Mother's Day Brunch
 - Winter Fest/Tree Lighting
 - Gold Star Memorial Reception
 - Trees for Troops
 - Breakfast with Santa
 - Military Spouse Appreciation Day
 - Summer Concert Series
 - Triathlon
 - Polar Bear Plunge
 - New Year's Reception
 - Army Birthday Celebration
 - Sponsorship Appreciation Reception
 - Freedom Fest
 - Super Bowl Party
 - Mardi Gras
 - Ice Cream Social
 - Dueling Pianos
 - Aviation Industry Days
 - Comedy Shows
 - 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!



CONTACT:

Chris Mendez

Marketing Director
(334) 255-2292

christopher.b.mendez.naf@army.mil

Shannon Burke

Sponsorship & Advertising Manager
(334) 255-1898

shannon.d.burke.naf@army.mil

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