

Fort Hood Family & MWR

# Sponsorship and Advertising Media Kit



Reaching your Future Clients  
where they work, live and play!

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# GREETINGS

Fort Hood known as “The Great Place” is the largest armed forces installation in the world, offering you a total customer investment opportunity of over 470,000.

Thirty three percent of Fort Hood’s Soldiers fall into the impressionable 18-35 market. Brand loyalties are built here and carried with military Families worldwide.

The Fort Hood Family and MWR Marketing team works on the belief of a 100/100 partnership. Not only will you be able to expand your market and promote your organization, the revenue generated from sponsorship and advertising is used to support vital Family and Morale, Welfare, and Recreation programs. These valuable programs service our Soldiers and their Families, enriching the Fort Hood Community, where they work, live and play.

Our specialty is to create sponsorship and advertising packages that best fit your needs to reach your target demographic.

Fort Hood is home to III Corps, 1st Cavalry Division, 1st Army Division West, 3rd Cavalry Regiment, 13th Expeditionary Sustainment Command, Operational Test Command, 4003rd Garrison Support Unit, 89th Military Police Brigade, 504th Military Intelligence Brigade, 1st Medical Brigade, 36th Engineer Brigade, 11th Theater Tactical Signal Brigade, 69th Air Defense Artillery Brigade, 3rd Security Forces Assistance Brigade, 48th Chemical Brigade, and Soldiers from other units and tenant organizations.

*Together, we can make it happen!*

The Fort Hood Commercial Sales Team

# DFMWR MONTHLY FACILITY TRAFFIC



## FACILITY PATRONS (monthly average)

Abrams Fitness Center	23,000
Burba Fitness Center	22,081
Harvey Fitness Center	12,351
West Fort Hood Fitness Center	15,823
Grey Wolf Fitness Center	21,408
Applied Fitness Center	5,261
Starker Fitness Center	12,290
Club Hood	23,523
Phantom Warrior Center and Backbone Lounge	7,200
Community Events & Bingo Center	5,000
Courses of Clear Creek	5,000
Phantom Warrior Lanes	24,500
Casey Memorial Library	33,267
Leisure Travel Services	4,378
Recreational Equipment Checkout	823
Sprocket Auto Center	1,272
West Fort Hood Travel Camp	925
Belton Lake Outdoor Recreation Area (BLORA)	51,423
Oveta Culp Center	5,556
Sportsmen's Center	6,300



# DEMOGRAPHICS



## Fort Hood Fact Sheet

<b>ON POST POPULATION</b>	<b>62,737</b>
Military Assigned (includes deployed)	37,030
On Post Family Members	13,524
Civilian Employees - AF	4,318
Civilian Employees - NAF	855
Contractor Personnel and Others	4,911
AAFES	1,228
Commissaries	136
KISD On Post Schools (Staff & Employees)	735
<b>SUPPORTED POPULATION</b>	<b>506,322</b>
Retirees, Survivors & Family Members	409,416
On Post Population	61,6238
Off-Post Family Members	35,668



One of the Largest Housing Community



9 On-Post Schools;  
735 Teachers & staff;  
25,039 Students On/Off Post



# WEBSITE & SOCIAL MEDIA



**Hood.ArmyMWR.com** averages over **25,000** users per month, including Soldiers and Families all over the world that are on their way to Fort Hood.

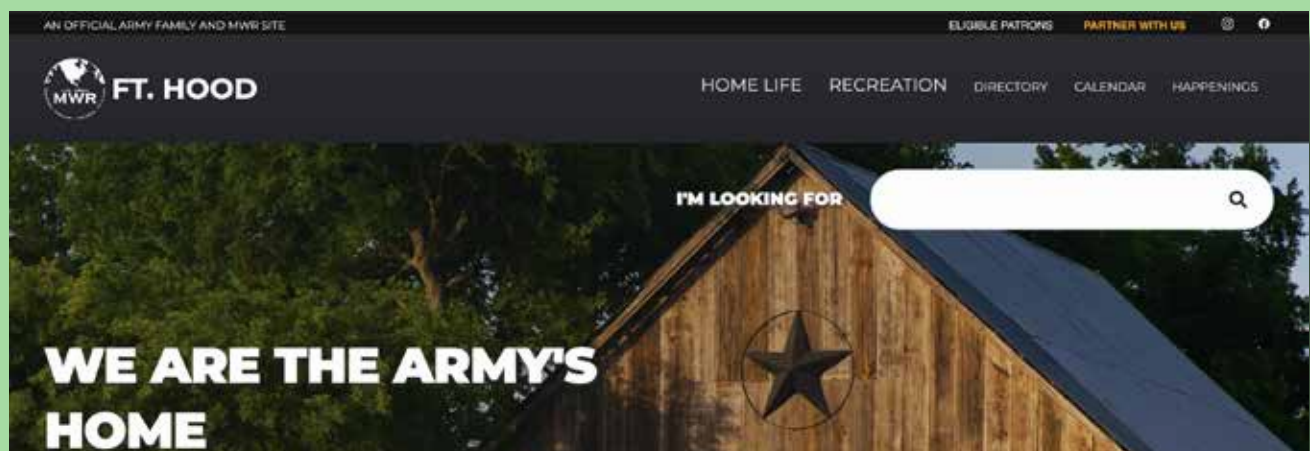
**Hood.ArmyMWR.com** provides information on services, facilities, and events. This site is accessed daily by local citizens who wish to take advantage of the many dynamic features such as upcoming events, child and youth activities, and community services.

*\*As of November 2020*

Social Media	
1 post per week	\$400.00 monthly
2 posts per week	\$800.00 monthly
3 posts per week	\$1,200.00 monthly



Home Page	Links Available	1 Month	3 Months	6 Months	Yearly
Leader Board	1 button / 8 rotating spots	\$450.00	\$1,350.00	\$2,700.00	\$5,400.00
Side Bar	2 buttons / 8 rotating spots each	\$400.00	\$1,200.00	\$2,400.00	\$4,800.00
Program Pages (group of 5 pages)					
Leader Board	1 button / 8 rotating spots	\$400.00	\$1,200.00	\$2,400.00	\$4,800.00
Side Bar	2 buttons / 8 rotating spots each	\$350.00	\$1,050.00	\$2,100.00	\$4,200.00



«Please review page 25 for technical/mechanical requirements and specs»

# DIGITAL MONITORS

The Fort Hood Family and MWR has a variety of facilities that now advertise through our Digital Monitors.

## Monitor Locations:

- III CORPS Building (2)
- Applied Physical Fitness Center
- Burba Physical Fitness Center
- Casey Memorial Library
- Community Events and Bingo Center
- Copeland Center In-Processing Building
- Food Court TJ Mills
- Grey Wolf Physical Fitness Center
- Harvey Physical Fitness Center
- Kieschnick Physical Fitness Center
- Main Exchange PX
- Main Exchange Lobby
- Main Exchange Food Court
- Military Clothing
- Oveta Culp Center
- Phantom Warrior Center
- Phantom Warrior Lanes
- Public Affairs Office
- Shoemaker Center - 1st Floor
- Shoemaker Center - 2nd Floor
- Soldier Development Center (2)
- Sportsmen's Center
- Starker Physical Fitness Center
- The Courses of Clear Creek
- Visitor's Control Center
- West Fort Hood Physical Fitness Center

Advertising monitors located in prime spots, with an average of **51,000** exposures per month



**Utilize Fort Hood Family and MWR Digital Monitors  
to market to our military community and get your advertisement seen!**

*(Price includes all 28 locations)*

Advertising Time Span	30 Second Motion Spot	15 Second Static Spot
1 Month	\$1,260	\$630
3 Month	\$3,780	\$1,890
6 Month	\$7,560	\$3,780
1 Year	\$15,120	\$7,560

*\*As of November 2020*

«Please review page 25 for technical/mechanical requirements and specs.»

digital monitors



Modified 09/16  
Fort Hood, Family and MWR  
Marketing & Advertising  
Subject to Change

### Recreational Leisure

- Apache Arts & Crafts Center
- ★ Phantom Warrior Lanes
- Sprocket Auto Crafts Center

### Map

- 30
- 3
- 68

### Services

- ★ Casey Memorial Library
- Leisure Travel Services

### Map

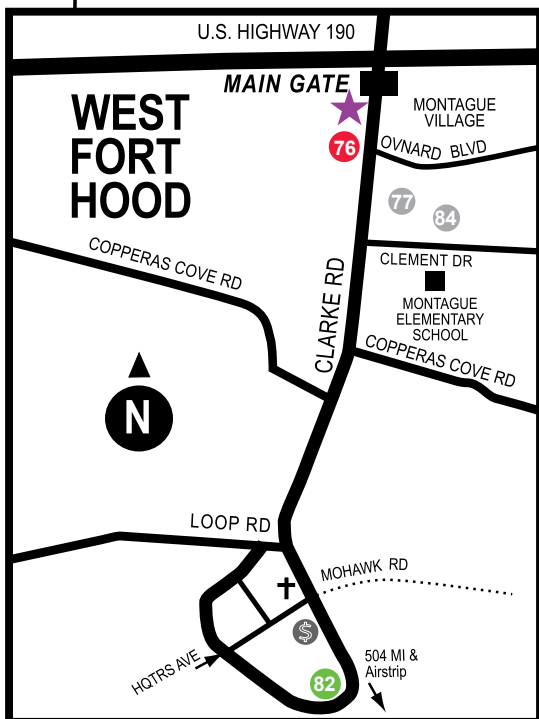
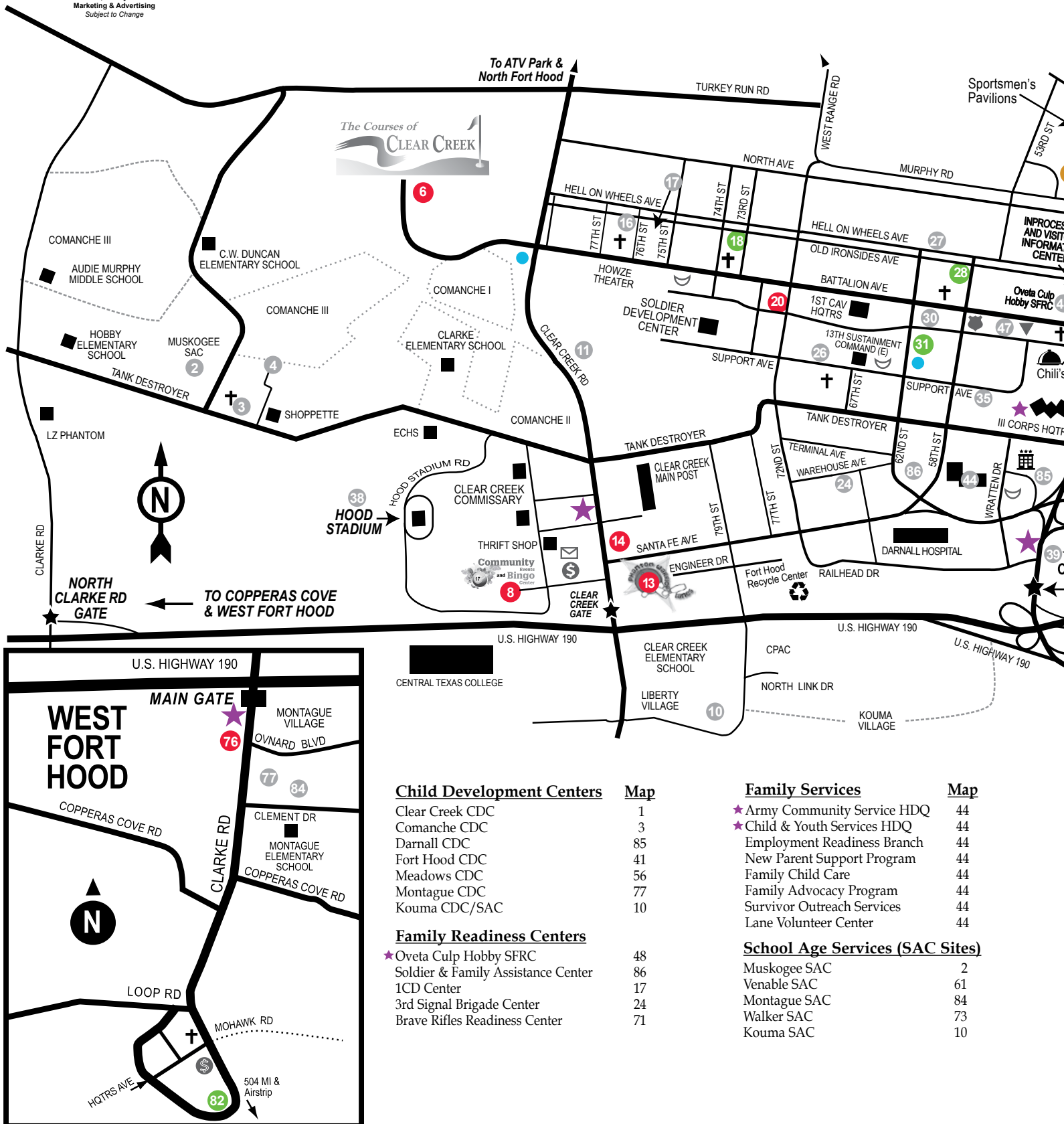
- 20
- 43

### Outdoor Recreation

- Belton Lake Outdoor Rec Area (BLORA)
- Courses of Clear Creek
- Recreation Equipment Checkout
- West Fort Hood Travel Camp
- Fort Hood Stadium

### Map

- 75
- 6
- 14
- 76
- 38



### Child Development Centers

- |                 | Map |
|-----------------|-----|
| Clear Creek CDC | 1   |
| Comanche CDC    | 3   |
| Darnall CDC     | 85  |
| Fort Hood CDC   | 41  |
| Meadows CDC     | 56  |
| Montague CDC    | 77  |
| Kouma CDC/SAC   | 10  |

### Family Readiness Centers

- |                                    |    |
|------------------------------------|----|
| ★ Oveta Culp Hobby SFRC            | 48 |
| Soldier & Family Assistance Center | 86 |
| 1CD Center                         | 17 |
| 3rd Signal Brigade Center          | 24 |
| Brave Rifles Readiness Center      | 71 |

### Family Services

- |                              | Map |
|------------------------------|-----|
| ★ Army Community Service HDQ | 44  |
| ★ Child & Youth Services HDQ | 44  |
| Employment Readiness Branch  | 44  |
| New Parent Support Program   | 44  |
| Family Child Care            | 44  |
| Family Advocacy Program      | 44  |
| Survivor Outreach Services   | 44  |
| Lane Volunteer Center        | 44  |

### School Age Services (SAC Sites)

- |              |    |
|--------------|----|
| Muskogee SAC | 2  |
| Venable SAC  | 61 |
| Montague SAC | 84 |
| Walker SAC   | 73 |
| Kouma SAC    | 10 |

## INDEX

-  Meeting Facilities
-  Outdoor Advertising Placements
-  Physical Fitness Center
-  Recreational Leisure
-  Digital Monitors

### Meeting Facilities

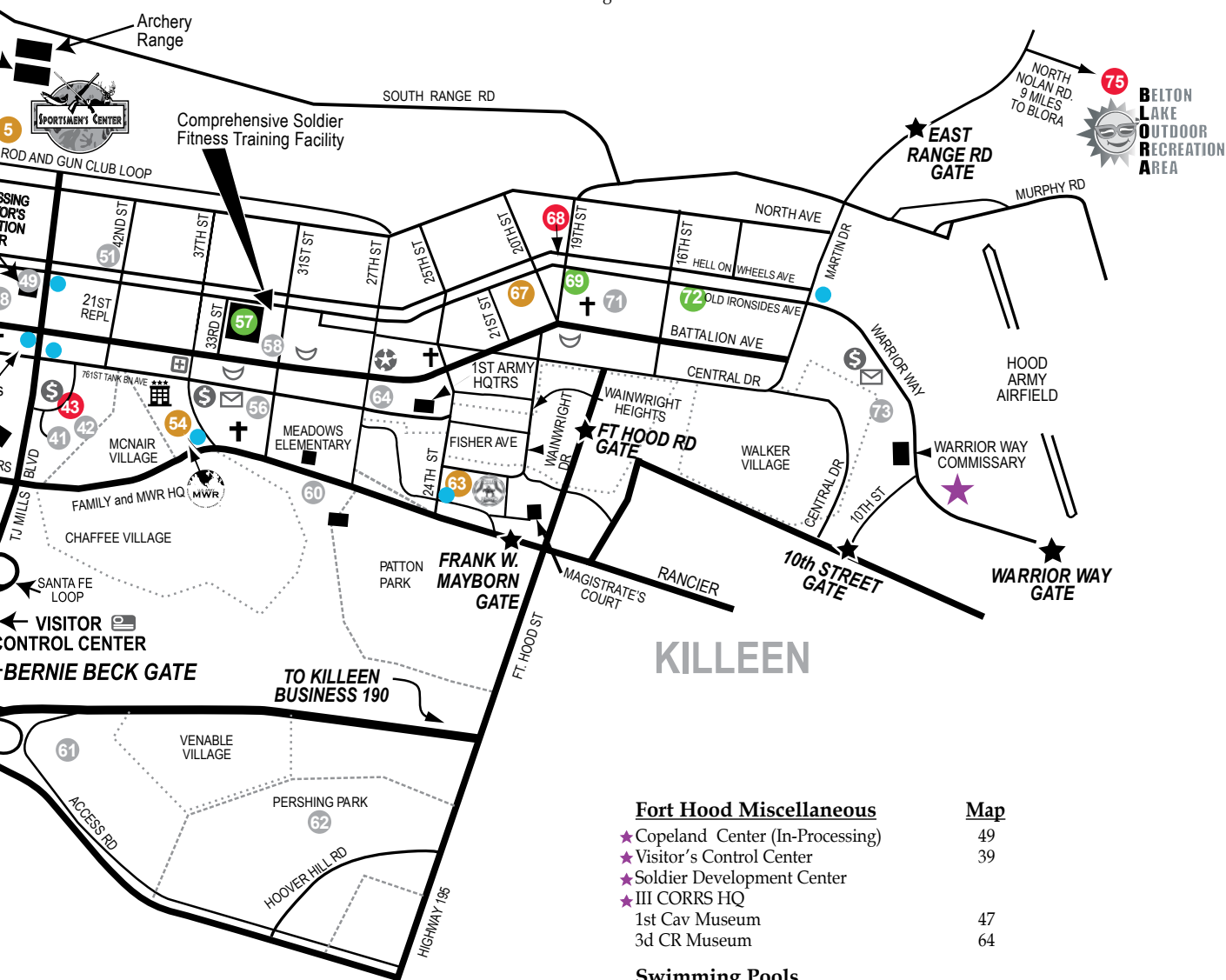
Club Hood	63
★ Phantom Warrior Center/ Backbone Lounge	54
★ Sportsmen's Center	5
★ Community Events & Bingo Center	8
BOSS Headquarters	67

### Map

### Physical Fitness Centers

Abrams Physical Fitness	31
★ Applied Functional Fitness	57
Burba Physical Fitness	69
★ Harvey Functional Fitness	18
★ Grey Wolf Physical Fitness	28
North Fort Hood Physical Fitness	**
★ Starker Functional Fitness	72
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Fort Hood Comprehensive Soldier Training Facilities	58

### Map



### Fort Hood Miscellaneous

★ Copeland Center (In-Processing)	49
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★ Soldier Development Center	
★ III CORRS HQ	
1st Cav Museum	47
3d CR Museum	64

### Map

### Swimming Pools

Aquatics Office	31
Abrams Pool (Indoor)	31
Comanche Pool	4
13th SC(E) Pool	35
62nd St Pool	27
42nd St Pool	51
Martin Pool	42
Patton Pool	63
Thomas Pool	54
West Fort Hood Pool	81

### Youth Centers

Bronco Youth Center/Youth Sports	60
Comanche Youth Center	4
High Chaparral Youth Center	62
Montague Youth Center/SAC/Youth Sports	84

# LOCATION GUIDE

# INDOOR ADVERTISING



- There are over 50 locations to choose from.
- Several advertising outputs, including, framed posters, large banners, wrapped counters, countertop displays and customized.
- Great opportunity to target specific demographics.



## Family and MWR Facilities:

Abrams Physical Fitness Center  
 Apache Arts & Crafts  
 BLORA Registration Building  
 Burba Physical Fitness Center  
 Casey Memorial Library  
 Child Development Centers  
 Child, Youth and School Services Centers  
 Club Hood  
 Community Events Center  
 Courses of Clear Creek  
 Harvey Physical Fitness Center  
 North Fort Hood MWR Center  
 Oveta Culp Hobby  
 Phantom Warrior Center  
 Shoemaker Center  
 Sportsmen's Center  
 Sprocket Auto Crafts  
 West Fort Hood Physical Fitness Center

### MWR facilities

*These prices exclude Phantom Warrior Lanes, Casey Memorial Library & Abrams Physical Fitness Center*

	1 Month	3 Months	6 Months	Yearly
3' x 3' Signage	\$250.00	\$750.00	\$1,500.00	\$3,000.00
2' x 6' Vertical Signage (on pop-out stand)	\$340.00	\$1,020.00	\$2,040.00	\$4,080.00
3' x 6' Indoor Banner	\$300.00	\$900.00	\$1,800.00	\$3,600.00
22" x 28" Indoor Framed Posters	\$150.00	\$450.00	\$900.00	\$1,800.00
11" x 17" Window Clings or Posters	\$100.00	\$300.00	\$600.00	\$1,200.00
6' x 18' Wallscapes	\$900.00	\$2,700.00	\$5,400.00	\$10,800.00
Counter Top Display	\$235.00	\$705.00	\$1,410.00	\$2,820.00
Table Tents	\$225.00	\$675.00	\$1,350.00	\$2,700.00
Weekend Table Display (4 hours 6' table manned display, excluding special event dates)	\$200 per 4 hours			
Window Takeover (Per Section. Limited locations)	\$700.00	\$2,100.00	\$4,200.00	\$8,400.00
Stand alone Display	\$410.00	\$1,230.00	\$2,460.00	\$4,920.00
Counter Wraps (per section/side)	\$700.00	\$2,100.00	\$4,200.00	\$8,400.00
Flyers	\$100 monthly			

*\*As of November 2020*

# Phantom Warrior Lanes, Casey Memorial Library & Abrams Physical Fitness Center

Phantom Warrior Lanes is a state-of-the-art, 48-lane facility with automatic scoring and 27-inch monitors. Offering traditional bowling or glow-in-the-dark "Extreme Bowling", this bowling center has features that will delight every type of bowler.

Abrams Physical Fitness Center doubles as a great workout facility and an ideal special events location. This facility hosts a variety of events, including USO shows, the U.S. Army Soldier Show, tournaments, and fairs.

Casey Memorial Library offers a computer lab, interlibrary loans, research assistance, book club, craft make & take, video & audio materials, preschool story-time, monthly Saturday children programs, summer reading program, trade shelf, Wi-Fi.

The library is open to the military and civilian personnel of Fort Hood and the Central Texas community.



Customer average per facility:  
approximately **750+** daily.

Phantom Warrior Lanes, Casey Memorial Library & Abrams Physical Fitness Center				
Average of 1,000 patrons per day				
	1 Month	3 Months	6 Months	Yearly
3' x 3' Signage	\$310.00	\$930.00	\$1,860.00	\$3,720.00
2' x 6' Vertical Signage (on pop-out stand)	\$400.00	\$1,200.00	\$2,400.00	\$4,800.00
3' x 6' Indoor Banner	\$360.00	\$1,080.00	\$2,160.00	\$4,320.00
22" x 28" Indoor Framed Posters	\$175.00	\$525.00	\$1,050.00	\$2,100.00
11" x 17" Window Clings or Posters	\$130.00	\$390.00	\$780.00	\$1,560.00
Stand Alone Display	\$525.00	\$1,575.00	\$3,150.00	\$6,300.00
Counter Top Display	\$350.00	\$1,050.00	\$2,100.00	\$4,200.00
Table Tents	\$225.00	\$675.00	\$1,350.00	\$2,700.00
Weekend Table Display (4 hours 6' table manned display, excluding special event dates)	\$260 per 4 hours			
Phantom Warrior Lanes Bowling Screen Digital Ad	\$292.00	\$876.00	\$1,752.00	\$3,504.00
6' x 18' Wallscapes (limited locations)	\$900.00	\$2,700.00	\$5,400.00	\$10,800.00
Window Takeover (limited locations)	\$1,700.00	\$5,100.00	\$10,200.00	\$20,400.00
Flyers	\$150 monthly			

\*Indoor signage provided by advertiser.

\*As of November 2020

\*Frames are used on a first-come, first-serve basis and are NOT guaranteed for all 22"x28" posters.

\*All signage will be charged by square footage

# OUTDOOR ADVERTISING



Prime marketing locations at high-traffic intersections throughout Fort Hood. **150,000** impressions per week, pending locations.



## BLORA

Belton Lake Outdoor Recreation Area covers over 2,300 square acres and is home to the popular events Waterfest, Flashlight Easter Egg Hunt and Nature in Lights.

With 300 family picnic sites, refreshing beaches, kayak rental and more, BLORA receives a remarkable average attendance of 100,000 vehicles per year. For a more detailed description, visit the BLORA website at [Hood.ArmyMWR.com](http://Hood.ArmyMWR.com).

## Courses of Clear Creek

This is Fort Hood's premier 27-hole championship golf course. The Courses of Clear Creek offers three, nine-hole courses. The course is open to the public and hosts 70 tournaments and over 60,000 visitors annually.





\*Advertisers will provide approved signage or pay for the production costs for signage advertising options, unless otherwise stated.

\*All materials must have disclosure statement: Advertisement does not imply endorsement by the US Army or Fort Hood.

### Belton Lake Outdoor Recreation Area (BLORA) Signage

(Average of 100,000 vehicles per year)

	1 Month	3 Months	6 Months	Yearly
4' x 8' Metal Signage (Choice of gate entrance or exit, based on space availability)	\$320.00	\$960.00	\$1,920.00	\$3,840.00

### Courses of Clear Creek (Average of 60,000 patrons per year)

	1 month	3 Months	6 Months	Yearly
Clear Creek Counter Display	\$175.00	\$525.00	\$1,050.00	\$2,100.00
4' x 8' Metal Signage (Placed on golf course, based on space availability)	\$320.00	\$960.00	\$1,920.00	\$3,840.00
4' x 4' Metal Signage (Placed on outdoor pavillion, based on space availability)	\$300.00	\$900.00	\$1,800.00	\$3,600.00

### AUTO/RV/BOAT DISPLAY

(on T.J Mills and 761st tank battalion intersection prime marketing location average of 200,000 impressions per week)

Up to two vehicles	\$1,000.00 for 10 days
--------------------	------------------------

### Outdoor Banners & Metal Signage

(Fort Hood Marketing offers outdoor advertising in a variety of prime locations)

Metal or Wood Signage 4' x 8'	\$700.00	\$2,100.00	\$4,200.00	\$8,400.00
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### Outside Marquee

All 4 Marquee package deal \$3,000 a month

TJ Mills gate (Impressions average of 96,000)	\$1200.00 a month
Clear Creek gate (Connected with West Fort Hood gate, impressions average of 96,000)	\$1500.00 a month
West Fort Hood gate (Impressions average of 64,000)	
Old Warrior Way gate (Impressions average of 64,000)	\$700.00 a month

### Real Estate Signs

\$300.00 a month



\*As of November 2020

# FORT HOOD FAMILY & MWR DIRECTORY



Fort Hood Family & MWR Directory is printed twice a year, giving you the opportunity to change your ad every 6 months in January and July. 50K Directories are circulated throughout the year.

## Position:

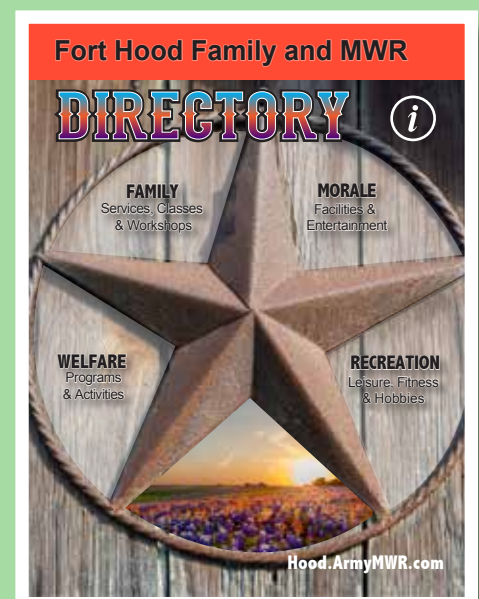
Each directory covers areas of interest that include, but are not limited to:

- Hobbies
- Travel
- Special Events & Dining
- Recreation & Leisure
- Child and Youth Services
- Spotlight
- Featured Facility
- Installation Map
- Entertainment
- Sports & Fitness
- Army Community Service
- Teens

## Fort Hood Family & MWR Directory is located in 54 locations.

Locations include, but are not limited to:

- Newcomers' welcome packages and briefings
- 22 Family and MWR facilities
- Exchange facilities (mini malls, gas stations and restaurants)
- Commissaries (grocery stores)
- Fort Hood medical center
- Community Service Council meetings where 100 Fort Hood Senior Leaders are represented
- Fort Hood Visitor Control Center
- Comprehensive Soldier and civilian processing center
- Fort Hood Lodging
- Killeen- Fort Hood Regional Airport
- Commanders orientation



*\*As of November 2020*

Available Spaces	Description	Total Cost	Cost per Magazine
<b>Half Year Rate</b>			
Available Spaces	Description		
2*	¼ Page B/W	\$1,200.00	\$0.05
1*	½ Page B/W	\$2,300.00	\$0.09
11*	Full Page B/W	\$3,000.00	\$0.12
1	Inside Back 4 Color	\$5,000.00	\$0.2
1	Inside Front 4 Color	\$5,000.00	\$0.2
1	Outside Back 4 Color	\$7,000.00	\$0.28
<b>Full Year Rate</b>			
Available Spaces	Description		
2*	¼ Page B/W	\$1,850.00	\$0.03
1*	½ Page B/W	\$4,000.00	\$0.08
11*	Full Page B/W	\$5,500.00	\$0.11
1	Inside Back 4 Color	\$9,000.00	\$0.18
1	Inside Front 4 Color	\$9,000.00	\$0.18
1	Outside Back 4 Color	\$10,000.00	\$0.20



# CYS SENSATIONS



CYS Sensations is Child, Youth and School Services premiere informational magazine pertaining to CYS events and programs.

**CYS Sensations is distributed monthly to more than 25 locations, that include briefings:**

- Child Development Centers
- Family Child Care Facilities
- Youth & School Age Centers
- Outreach Services Centers
- Parent Central Services
- Youth Sports Facility
- Newcomers' Welcome Packages
- Family Readiness Group Facilities

**Approximately 12,000 copies are printed a year.**

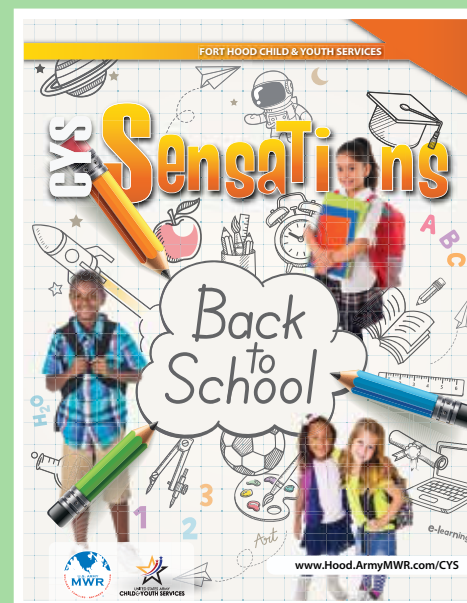
**Frequency:**

CYS Sensations runs 3 times a year, giving you the opportunity to change your ads per run

**Position:**

Each issue covers areas of interest that include, but are not limited to:

- ALL Child Development
- Family Child Care Facilities
- Youth & School Age Centers
- Outreach Services Centers
- Parent Central Services
- Youth Sports Facility
- Newcomers Welcome Package
- Family Readiness Group Facilities



*\*As of November 2020*

Available Spaces	Description	Total Cost	Cost per Month	Cost per Magazine
<b>1 Publication Rate (4 months): January - April</b>				
2	¼ Page Color	\$1,140.00	\$95.00	0.008
3	½ Page Color	\$1,530.00	\$127.50	0.011
2	Full Page Color	\$2,160.00	\$180.00	0.015
1	Inside Back Color	\$3,222.00	\$268.50	0.022
1	Outside Back Color	\$4,122.00	\$343.50	0.029
<b>2 Publication Rate (4 months): May - August</b>				
Available Spaces	Description	Total Cost	Cost per Month	
2	¼ Page Color	\$1,398.00	\$116.50	0.010
3	½ Page Color	\$2,073.00	\$172.75	0.014
2	Full Page Color	\$2,280.00	\$235.00	0.020
1	Inside Back Color	\$4,170.00	\$347.50	0.029
1	Outside Back Color	\$5,520.00	\$460.00	0.038
<b>3 Publication Rate (4 months): September - December</b>				
Available Spaces	Description	Total Cost	Cost per Month	
2	¼ Page Color	\$1,500.00	\$125.00	0.010
3	½ Page Color	\$2,400.00	\$200.00	0.017
2	Full Page Color	\$3,240.00	\$270.00	0.023
1	Inside Back Color	\$4,320.00	\$360.00	0.30
1	Outside Back Color	\$6,120.00	\$510.00	0.042

# SPORTS BOOKLETS



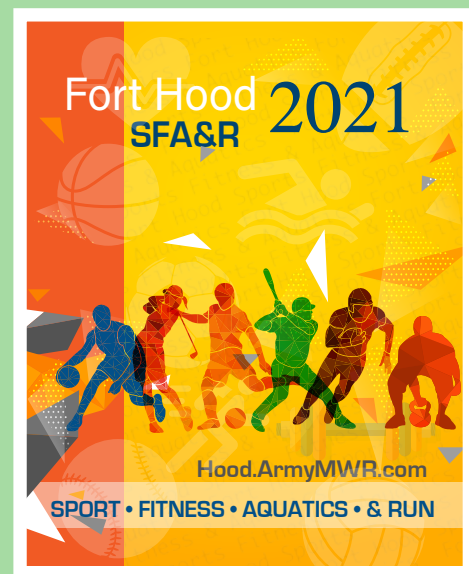
Approximately 3,000 booklets are printed and distributed each quarter, giving you an opportunity to change your advertisement quarterly.

**The Fort Hood Family and MWR Sports Booklet is the go-to guide for the fitness activities on Fort Hood.**

Each edition covers information on:

- Fort Hood Sports Teams
- Fitness Classes
- Aquatics
- Running Events

**The Sports Booklet is placed in all Fort Hood Family and MWR facilities.**



\*As of November 2020

Available Spaces	Description	Total Cost	Cost per Month	Cost per Magazine
<b>1 Quarter Rate (3 months)</b>				
2	¼ Page Color	\$750.00	\$62.50	0.02
3	½ Page Color	\$975.00	\$81.25	0.03
2	Full Page Color	\$1,308.00	\$109.00	0.04
1	Inside Front Color	\$1,875.00	\$156.25	0.05
<b>2 Quarter Rate (6 months)</b>				
Available Spaces	Description	Total Cost	Cost per Month	
2	¼ Page Color	\$1,140.00	\$95.00	0.03
3	½ Page Color	\$1,530.00	\$127.50	0.04
2	Full Page Color	\$2,160.00	\$180.00	0.06
1	Inside Front Color	\$3,222.00	\$268.50	0.09
<b>3 Quarter Rate (9 months)</b>				
Available Spaces	Description	Total Cost	Cost per Month	
2	¼ Page Color	\$1,398.00	\$116.50	0.04
3	½ Page Color	\$2,073.00	\$172.75	0.06
2	Full Page Color	\$2,820.00	\$235.00	0.08
1	Inside Front Color	\$4,170.00	\$347.50	0.12
<b>4 Quarter Rate (12 months)</b>				
Available Spaces	Description	Total Cost	Cost per Month	
16	¼ Page Color	\$1,500.00	\$125.00	0.04
8	½ Page Color	\$2,400.00	\$200.00	0.07
4	Full Page Color	\$3,240.00	\$270.00	0.09
1	Inside Front Color	\$4,320.00	\$360.00	0.12

# SPONSORSHIP OPPORTUNITIES



Event	Demographic	Estimated Attendance	Sponsorship Packages (\$)
<b><i>Army Family Team Building Newcomer's Event</i></b> This weekly event is the go-to destination for Fort Hood's in-processing Soldiers and spouses. Patrons have the opportunity to meet the surrounding agencies and businesses after attending the orientation about Army life in Fort Hood.	Soldiers, Spouses	250+	1,200, 3,240, 6,480, 12,960
<b><i>Hood Howdy</i></b> Newly arriving Soldiers and Family members benefit from this exposition. Hood Howdy is the place to be to inform patrons of what Fort Hood, the surrounding communities, and area businesses have to offer. This is a great opportunity to be one of the first to reach out and welcome the newest additions to central Texas.	Soldiers, Families, Surrounding Community	800+	400, 600, 1,200
<b><i>Golf Tournaments</i></b> Held at Fort Hood's Premiere 27-hole golf course "Courses of Clear Creek". These 4 person scrambles allows Soldiers and civilians to join together for a day of camaraderie. There is an approximate reach of 80-144 players per scramble.	Soldiers, Families, Surrounding Community	80-144	150, 300, 700, 2,000, 2,500, 10,000, 15,000 Hole in one
<b><i>Nature in Lights</i></b> Belton Lake Outdoor Recreation Area (BLORA) hosts this seasonal 5 mile drive-thru attraction. The lights are displayed for approximately eight weeks, from November to January. Nature in Lights has become a Central Texas tradition and a wonderful opportunity for brand recognition. Sponsorship packages include a 2' x 4' lighted sponsor recognition sign and your choice of light display.	Soldiers, Families, Surrounding Community	27,000+	600, 1,100, 3,000, 5,000
<b><i>Fort Hood Independence Day Celebration</i></b> Fort Hood hosts a spectacularly patriotic Independence Day Celebration. The patrons enjoy a variety of activities to include: live music, arts & crafts vendors, static displays, fabulous food, 21 gun salute, and a flag ceremony all followed by a breathtaking 30 minute firework display.	Soldiers, Families, Surrounding Community	8,000+	950, 1,500, 3,000, 5,000, 10,000

\*As of November 2020

Event	Demographic	Estimated Attendance	Sponsorship Packages (\$)
<b>Month of the Military Child</b> Various festival type activities throughout CYS, to honor our military children.	All ages / Families	4,000+	400, 600, 1,000
<b>RUNS</b> (per event)			
<b>Remembrance Run</b> This run event honors Fort Hood's fallen Heroes.	Soldiers, Families, Surrounding Community	150 - 800	150, 300, 450, 1,000, 9,000
<b>Color Run</b> Celebration run honoring our country.			
<b>Fort Hood 10-Miler Shadow Run</b> Run that mimics the official Army 10-Miler Run, starting and finishing at BLORA.			
<b>Glow Run</b> This run will be filled with glow sticks and fun!			
<b>Monthly Runs</b> From March to December Fort Hood hosts monthly themed runs.			
<b>Single Soldier's Fest</b> The Better Opportunity for Single Soldiers (BOSS) program hosts an annual festival for Soldiers. This free day of activities is held specifically for Fort Hood single Soldiers, although all Soldiers may attend. This fun event offers sporting competitions, interactive games, free music, and entertainment.	Soldiers	8,000+	600, 1,000, 1,500, 3,000+
<b>Hunting and Fishing Day</b> This outdoor day of activities is held for Fort Hood Soldiers, Family members and the community. This event attracts both outdoorsmen and those wanting to learn more about the conservation of our natural resources. Major event activities include a fishing derby, turkey shoot, skeet range fun shoot, and archery shoot, as well as a barbecue and a variety of displays.	Soldiers, Families, Surrounding Community	150+	300, 500
<b>Spring Easter Festival</b> Come celebrate spring with the Fort Hood community. This fun event comes with many free children's festivities, including candy hunts, Easter Bunny visits, crafts, and more! Children of all ages and their parents attend.	Families	2,000+	300, 500, 800
<b>Super Bowl Watch Party</b> Catch the biggest football game of the year at Backbone Lounge. Patrons participate in games and win prizes throughout the night with a chance to win the Grand Prize. Backbone Lounge offers three 80" flat panel TV screens and 14 flat panel 42" TV screens to watch the game. Free bar snacks and other food and drinks available for purchase.	Soldiers, Surrounding Community	150+	150, 300
<b>Flashlight Easter Egg Hunt</b> This non-traditional egg hunt stands out through Belton Lake Outdoor Recreation Area's (BLORA) expansive egg hunt area combined with the use of flashlights. This evening event attracts military and surrounding community Families each year and is a big hit. Children of all ages and their parents attend.	Families, Surrounding Community	3,000+	400, 600, 1,000

\*As of November 2020

Event	Demographic	Estimated Attendance	Sponsorship Packages (\$)
<b><i>Waterfest</i></b> The Belton Lake Outdoor Recreation Area (BLORA) likes to start off summer with a bang: Waterfest! This weekend event offers numerous free water activities to patrons. Activities include free paddleboat and waterslide rides, beach games, and children's activities. This event is open to all!	Soldiers, Families, Surrounding Community	10,000+	750, 1,500, 3,000, 5,000
<b><i>Better Opportunities for Single Soldiers Program</i></b> Reach active duty single Soldiers, primarily between the ages of 18-25, during their monthly BOSS meetings and special events. These meetings give BOSS members a forum to interact and receive information to take back to units and inform other single Soldiers about happenings on post. BOSS special events include but not limited to Sip & Paint, Gaming Tournaments, Movie and Axe Throwing trips, etc.	Soldiers 18+	50-100	150
<b><i>Ed Summit</i></b> The Education Summit brings together Fort Hood leadership, local independent school district administration, institutions of higher education, and other community partners in education to discuss best practices in education; build positive and productive working relationships; and to discuss ways Fort Hood and the local community can better support the education of military students. The event takes place 23 February 2017.	Fort Hood Senior Leadership, ISD Administration, Community partners	500+	125, 300
<b><i>Military Spouse Appreciation Day</i></b> The Fort Hood Army Community Service (ACS) Soldier & Family Readiness Branch partners with MWR to honor Fort Hood's military spouses. Military Spouse Appreciation Day features fantastic door prizes, giveaways, an inspirational guest speaker, and delicious food! This event is open to all military spouses to both active duty and retired Soldiers. This event seats 400 spouses and fills up fast!	Spouses	400	250, 400
<b><i>Family Events:</i></b> <ul style="list-style-type: none"> <li>• Children's Holiday Bingos</li> <li>• Holiday Brunches</li> </ul> These family oriented gatherings allow the whole family to enjoy fun children's games and also the opportunity to celebrate the holidays together with a delicious traditional brunch meal.	Soldiers, Families, Surrounding Community	100	200, 400, 600

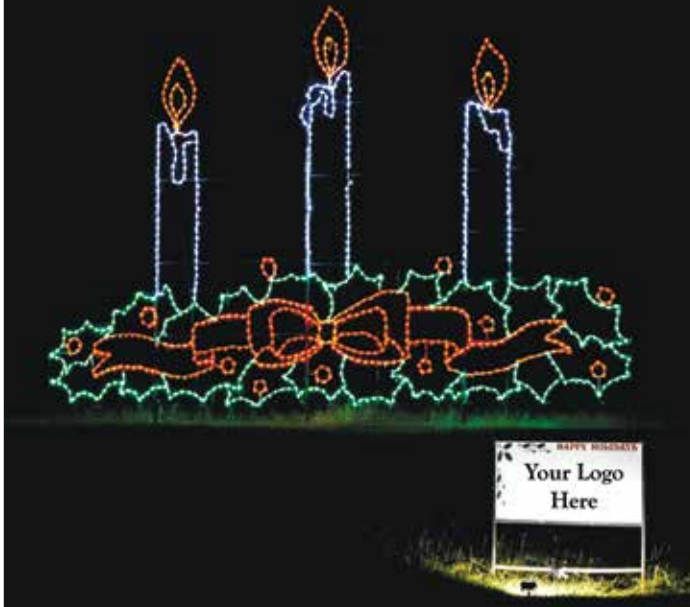
Fort Hood Family and MWR offers your business more individual sponsorship opportunities through other Family, children and Single Soldier programs and events. For more detailed information on individual packages please contact **the Fort Hood Family and MWR Commercial Sales Team**.

- \* Please note all events and prices are subject to change.
- \* Ask about vehicle display at our events.

*\*As of November 2020*



Nature in Lights



# MECHANICAL REQUIREMENTS



General Information: Fort Hood Family & MWR Directory inside pages are B/W with a full color front and back cover. CYS Sensations and Sports Booklet are full color publications.

<b>Website Media Files</b>	Format	EPS, Tiff, PDF, JPG
	Resolution	72 ppi
	Size	Leader Board (728 x 90 pixels), Side Bar (300 x 250 pixels), Bottom (180 x 150 pixels)
	Media	Email or CD-Rom
<b>Publication Files</b>	Format	PDF, EPS
	Resolution	300 ppi
	Postscript	All fonts and images must be included when postscript is written and all images must have folders included on supplied disk. Do not use "style" menu for fonts – select the actual font. Supply a laser copy printed at 100%. Laser name and date should match file.
	Media	CD-Rom or Zip Disk
<b>Digital Monitors - Static Images</b>	Format	JPG
	Minimum document dimensions	16:9 aspect ratio, 1500 x 844 pixels @ 72 ppi All static images must be in RGB colorspace.
<b>Digital Monitors - Video &amp; Motion Graphics</b>	Format	WMV Video/motion graphics perform best with Windows Media (.wmv) video compression format. 16:9 aspect ratio
	Dimensions	Video and Motion Graphics can be very large. Target file size should be 20MB or less. We would prefer the file size to be as small as possible and yet maintain a quality appearance.

Directory & Sensations		
Page	Bleed size	Non-bleed size
Trim Size: 8.5" x 11"	Binding Method: Staple	
Full Page	8.625" x 11.25"	7.5" x 10"
Description	Size	
½ Margin on 3 sides (2pt ruled border optional)	7.5" x 9.625"	
½ Page horizontal	7.5" x 4.625"	
½ Page vertical	3.5" x 9.625"	
¼ Page	3.5" x 4.625"	

Sports Booklet	
Description	Size
Full Page	6" x 7.5"
Half Page	6" x 3.75"
¼ Page	3" x 3.75"
½ Page vertical	3" x 7.5"

\*Audio is not currently supported on the digital signage network. All video/motion graphic files with audio will need to be altered.

**5-10 % OFF**

**DFMWR  
COMMERCIAL SALES**

\$35,000.00 - \$55,000.00 = 5%

\$55,000.01 + = 10%

*As of Nov. 2020*

## CONTACT INFORMATION

For questions or further  
information, contact our  
Commercial Sales Team:

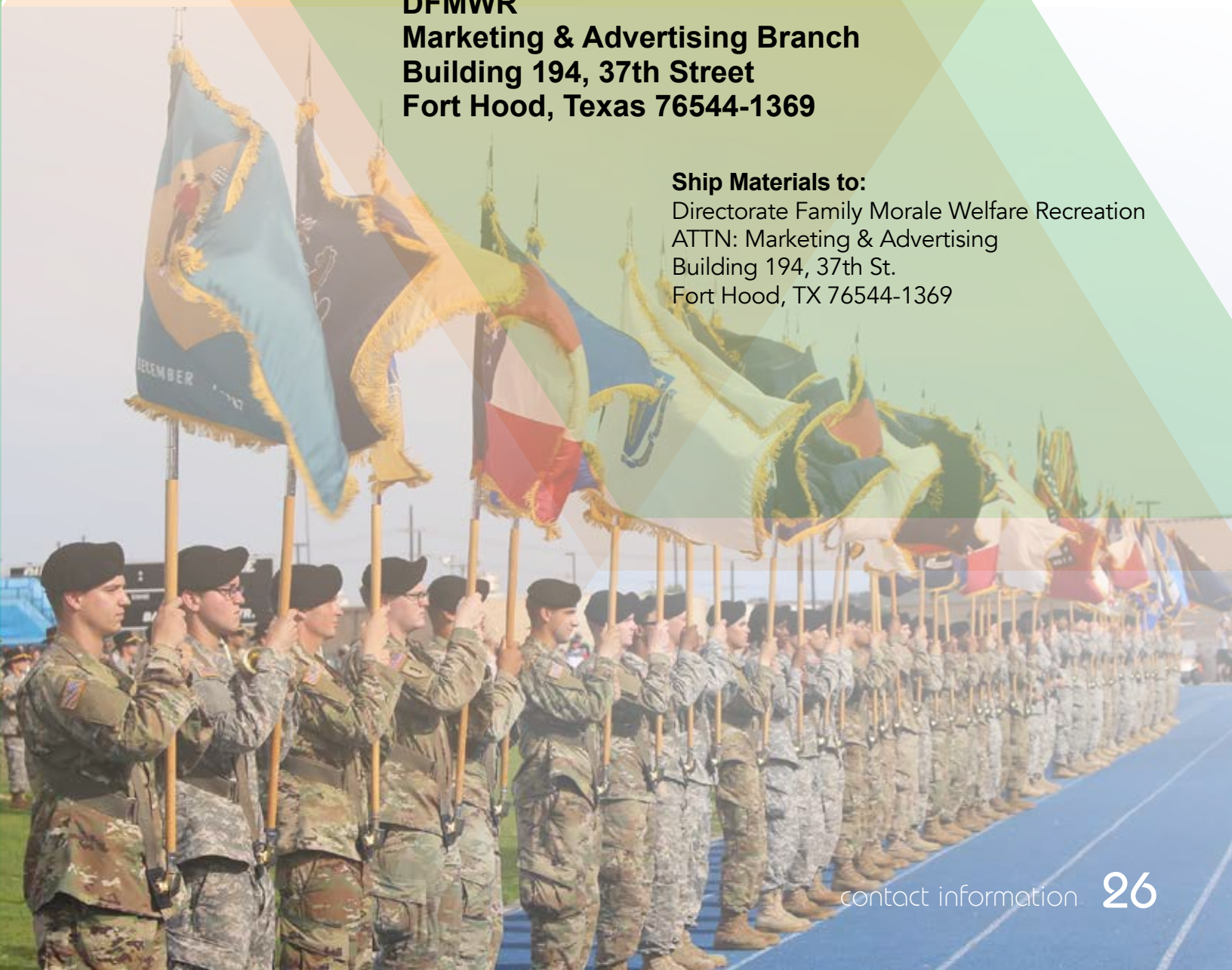
**Phone: 254.532.5481/1807**

**Fax: 254.532.5781**

**DFMWR  
Marketing & Advertising Branch  
Building 194, 37th Street  
Fort Hood, Texas 76544-1369**

**Ship Materials to:**

Directorate Family Morale Welfare Recreation  
ATTN: Marketing & Advertising  
Building 194, 37th St.  
Fort Hood, TX 76544-1369



# Thank you!



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*Revised November 2020*