

Who we are:

The Directorate of Family and Morale, Welfare and Recreation (DFMWR) is a comprehensive network of support and leisure services designed to enhance the quality of life for Soldiers (active, Reserve, and Guard), Families, civilian employees, military retirees, and other eligible participants. Our goal is to enhance the quality of life for both single and married Soldiers and their Family members. We exist because the U.S. Army is committed to the well-being of the community of people who serve and stand ready to defend our nation. Over 37,000 DFMWR employees worldwide strive to deliver the highest quality programs and services at each installation.

Our mission is to serve the needs, interests, and responsibilities of each individual in the Army community for as long as they are associated with the Army, no matter where they are.

Use of the variety of DFMWR recreational leisure activities and facilities, educational opportunities, and health/fitness programs available on Fort Polk enhances readiness and retention. DFMWR, as part of the Soldier Family Action Plan, helps command develop and maintain a high state of morale, physical fitness, teamwork and *esprit-de-corps* in their units in order to “keep Soldiers in the Army.”

MWR... For All of Your Life: from your first day in the military until your retirement years and every day in between.

Joint Readiness Training Center and Fort Polk

Home of Heroes

JRTC & Fort Polk at a glance:	
Active Duty Military	9,792
Rotational & FSF-TT	4,988
Dependants	18,771
Civil Service & NAF Employees	2,882
Contractors	2,872
Reserve Component, ROTC	23,791
Retirees & Family Members	74,449
Total Population	137,545* * Jun 2011
Annual Economic Impact	
Military Pay	\$407 million
Retiree (Military & Civilian) Pay	\$361 million
Civilian Pay	\$113 million
Contracts	\$448 million
Major Construction	\$198 million
Picerne	\$66 million
Total Population	\$134 billion * Jun 2011

Family and Morale, Welfare and Recreation Facilities

Allen Memorial Library	Siegfried Youth Center
Alligator Lake Recreation Site	Showboat Theatre
Army Community Service (ACS)	Soldiers Athletic Complex
Arts & Crafts Center/Woodshop	Spare Time Lounge
Auto Skills Center	Strike Zone Bowling Alley
Better Opportunities for Single Soldiers (BOSS)	Swimming Pools
Child Development Center (CDC) x 4	Toledo Bend Recreation Site
Mulligan's	Coming soon "Splash Park"
MWR Rental Center	Warrior Community Center
Perez Field	Warrior Hills Golf Course
Recreational Shooting Complex	Wheelock Bayou Fitness Center

2011-2012 Corporate Partnership

\$5000

This is an all encompassing sponsorship opportunity that gives you the highest possible visibility

- Logo banner at events
- Logo on t-shirts
- Logo displayed on all printed publicity advertising the event
- Copy of printed marketing materials
- Pictures to show event (not to be reproduced)
- Logo on website with a hyperlink to sponsor webpage
- VIP parking/seating/entertainer "meet & greet" passes at selected events
- Participation at award ceremonies
- Reserved space for provided pre-approved literature at facilities
- Table located on-site for duration of event
- Public announcements to recognize support of the Soldiers and Families
- Giveaways during event via a prize drawing
- Couponing opportunity
- Cross-promotions
- On-site sampling
- Opportunity for "First Right of Refusal" the following fiscal year

Events Included:

CajunFest
 FallFest
 FreedomFest
 JingleJam
 Spouse Appreciation
 Newcomer's Orientation
 Warrior Camp
 Installation Volunteer Awards
 Ceremony
 Right Arm Night
 Link on Fort Polk MWR Website

Event Opportunities

Becoming a sponsor of Fort Polk gives your company direct access to the military market. Our installation supports a total population of over 130,000 people. Over 68,000 rounds of golf were played last year at Warrior Hills Golf Course. The Wheelock Bayou Fitness Center services the fitness needs of 18,000 patrons every month. Our 2011 FreedomFest was headlined by Blake Shelton and had an attendance of approximately 17,000 people. Sponsoring one of our special events gives you the opportunity to be a part of the excitement. You can set up a table for the duration and distribute information giving you the opportunity to meet with Soldiers and their Families face to face. It also permits you to engage in giveaways during the event via a prize drawing to build a direct mail contact list. What better way to reach a concentrated consumer market? There are a variety of ways to become a sponsor at Fort Polk from special events, to programs, to building your own sponsorship package. We work with your company to find the right fit with the most benefits for you. Become a sponsor and make a difference in the lives of Soldiers and their Families.

"I love being part of the sponsorship program because it gives me an opportunity to help make the transition to Fort Polk easier by supplying answers and cell phone service to service members and their families that may be frustrated with the current service." ~ Colleen McDanel, Cellular One."

SOLD
\$15000

FreedomFest Title Sponsorship



2011 Attendance/Participation: 17,000

Fort Polk's celebration of America's independence has a 50 canon "Salute to the Nation" and the largest fireworks display in West Central Louisiana. This annual event is held for the Soldiers and their Families as well as the local communities.

Food vendors, games, inflatables, fireworks, and live entertainment

*Opportunity for "First Right of Refusal" the following fiscal year

FallFest Title Sponsorship

\$3000



2010 Attendance/Participation: 3500

This annual event is held for the Soldiers and their Families and is open to the local communities.

Food vendors, games, pony rides, inflatables, a barbeque cook off, and live entertainment

Jingle Jam Title Sponsorship

\$3000



2011 Attendance/Participation: 2900-3000

This annual event is geared toward the children and gets everyone in the spirit of the season.

This entire event is free: food, pictures with Santa, games, pony rides, inflatables, and live entertainment

Held in conjunction with Trees for Troops

CajunFest Title Sponsorship

\$5000



2011 Attendance/Participation: 5000

This annual event is held to recognize the heritage of Louisiana. Attended by Soldiers and their Families as well as the local community, this one day fest guarantees a great time for all.

Food vendors, games, pony rides, inflatables, climbing wall, live entertainment

*Opportunity for "First Right of Refusal" the following fiscal year

Military Spouse Appreciation Day

\$500



2011 Attendance/Participation: 300

This day is set aside to acknowledge the significant contributions that military spouses make. The life of a military family is one of unique challenges. Spouses continue to meet these challenges with grace and strength. Today we take time to thank our spouses for a job well-done.

Free food, door prizes, goody bags for all attendees, and live entertainment

Camp Warrior Sponsor

\$250



2011 Attendance/Participation: 150

A one-week residential summer camp offered to middle school and teens. Campers enjoy learning leadership and survival skills through outdoor adventure. There are two sessions offered and the camp is free to children of deployed Soldiers.

BOSS Day Sponsorship

\$500



2010 Attendance/Participation: 1500

This annual event is held at Alligator Lake and is open to all single Soldiers and geographical bachelors. This purpose of this event is to promote the Better Opportunities for Single Soldiers (BOSS) program and provide Soldiers with a fun and relaxing day. Free food, games, and live entertainment

Spouse's Conference Sponsorship

\$250

2011 Attendance/Participation: 180

This annual event is held to self-empower women and teach women how to accomplish the impossible. From sessions on basic car maintenance, to conquering your digital photo woes, to becoming financially empowered this is a day that changes women's lives.

*Onsite space is not available for this event but sponsors are encouraged to provide literature to be included in the gift bags.

CG's Monthly Golf Tournament

\$500 Per Tournament



2011 Attendance/Participation: 200 per tournament

This event is held at Warriors Hills Golf Course.



Event Sponsor will receive*:

- Logo displayed on all printed publicity advertising the event
- Table located on site for duration of the event unless otherwise indicated
- Permission to engage in giveaways during event via a prize drawing to build a direct mail contact list
- Copy of printed marketing materials
- Copy of media clippings
- Pictures to show event (not to be reproduced)
- Logo banner displayed at event (provided by the sponsor)

Program Opportunities

BOSS Program Sponsor

\$2500



Better Opportunities for Single Soldiers (BOSS) is a program that supports the overall quality of single Soldier's lives. BOSS identifies well being issues and concerns by recommending improvements through the chain of command. BOSS encourages and assists single Soldiers in identifying and planning for recreational and leisure activities. Additionally, it gives single Soldiers the opportunity to participate in and contribute to their respective communities.

Sponsor will receive:

- Logo on all BOSS flyers (flyers uploaded to the BOSS website and distributed at the weekly Newcomers Orientation)
- Logo on the Fort Polk BOSS website with a hyperlink to sponsor webpage
- Permission to engage in giveaways during event via a prize drawing to build a direct mail contact list
- Table on site for duration of BOSS events
- Opportunity for "First Right of Refusal" the following fiscal year

Golf Course Tee Markers

\$500 Per TEE



The Warrior Hills Golf Course was host to over 68,000 rounds of golf played in 2008. Patrons participate in multiple scrambles and tournaments presented by organizations both on post and off.

Sponsor will receive:

- Tee marker
- Sponsorship for one year

Newcomers Orientation

\$1500 Per Year

Newcomers Orientation is held every Thursday and is mandatory for all incoming Soldiers at Fort Polk. Soldiers and their Families meet with sponsors and learn about Fort Polk and what it offers.

Sponsor will receive:

- Table on site at weekly Newcomers Orientation
- Permission to engage in giveaways during event via a prize drawing to build a direct

SOLD

Friday Freebie on Fort Polk Facebook Page

\$1500 Per Year

Our Facebook Page is at 3500+ Likes, this Sponsorship consists of a weekly question That is answered by fans for a chance to win the prize.

Sponsor will receive:

- Your name and link will be posted every Friday along with the Friday Freebie question as the Friday Freebie Sponsor.

UFC Events at Spare Time Lounge

\$3000 Per Year

These fights consist of 8+ events and reach 300 or more. The showings are offered to all Soldiers.

Sponsor will receive:

- Sponsor will be recognized as the Sponsor for the free viewing event on all media and advertisements leading to the free showing.

Fort Polk Amazing Race

\$200 Per Year



2011 Attendance/Participation: 100

A scavenger hunt once a year for anyone willing to join in the fun!! It welcomes Family Teams, Soldier Teams or a mixture of. It includes many obstacles to get through in order to find your goal Fun For All it is becoming quite an Event!!

Build your own

There is no shortage to the sponsorship opportunities at Fort Polk. Reach an audience that is 100% employed and are loyal patrons of the companies that support them. We are committed to finding the best fit for your company that is why you have to option of customizing your sponsorship to get exactly what you want. If you have an idea that is not listed below, just ask!

Possible Sponsor Benefits:

- **Website**

Description: The Fort Polk MWR website is comprehensive of all current FMWR activities, programs, and events. The website received 18,000 visits last month! All ads are hyperlinked to your website.

Cost:

AD SIZE	TERM	WEBSITE LOCATION	COST
2.5"x7" (72 dpi)	1 year	Homepage - fixed	\$1000

- **Additional Opportunities**
- 3'x5' Banner with company logo displayed for one year at Soldiers Athletic Complex with a monthly impression 8,000 people (supplied by sponsor) - **\$500**
- 3'x5' Banner with company logo displayed for one year at Wheelock Bayou Fitness Classic with a monthly impression of 18,000 people (supplied by sponsor) - **\$500**

Why DFMWR Commercial Sponsors

DFMWR Commercial Sponsorship will increase your brand awareness through partnership. With partnership, we are able to provide your brand exposure through target marketing with your funds directly impacting the Soldiers and Families of the Joint Readiness Training Center and Fort Polk.

Your company or organization can support Fort Polk Soldiers and Families directly by providing monetary or in-kind support for events, services, or programs offered by Fort Polk DMWR. It is important to note that the Department of Defense permits Only the DMWR Commercial Sponsorship Coordinator to solicit and accept Commercial Sponsorship for the installation. There are a wide variety of programs and events to choose from. Funding and in-kind support received from the Commercial Sponsorship program help DMWR to lower cost of programs and services.

Some organizations choose to donate instead of sponsor programs at Fort Polk. There are some major differences between Sponsorship and Donations.

SPONSORSHIP	A business or individual who provides direct support of DMWR events/programs can receive recognition and conduct on-site advertising during the sponsored event or program.
DONATION	Donors may not be officially recognized through media or publicity of events. A donation must be anonymous and offered unconditionally. The Department of the Army is prohibited from making public announcement of the gifts received (Army Regulation 1-101 para 7(4) and (5).)
SPONSORSHIP	A sponsor may choose any DMWR program or event they wish to support. The sponsor chooses which program to support with the stipulation that ONLY the DMWR Commercial Sponsorship Coordinator as defined in Army Regulation (AR) 215-1 may solicit and accept sponsorship.
DONATION	The installation Commander, not the donor, decides which program receives the gift (AR 1-101 para 7b.)

Donations:

All offers of gifts must be made in writing. This is so they may receive the appropriate (required!) legal review, and a written approval of acceptance.

There are five basic types of gifts or donations offers that the Army is most often asked about.

1. Gifts or Donations to Family and Morale, Welfare and Recreation (DMWR) programs.
 - The garrison DMWR Director may accept unconditional gifts of any amount up to \$50,000. The authority may not be further delegated. Garrison Commanders can accept up to \$100,000. IMCOM Region Directors, the Commanding General, Deputy Commanding General, or the FMWR Commander may accept gifts of up to \$250,000. Any gifts over that amount require the Secretary of the Army's approval.
2. Gifts or donations for select Army Community Service (ACS) Programs, Family Readiness Groups (FRG), or the Soldier and Family Assistance Center (SFAC). These donations are subject to the same guidelines as DMWR programs as listed above.
 - The FRG Supplemental Mission Account--- Established to accept unsolicited donations or gifts made to the Army and intended for FRG or military family support.
 - ACS's Supplemental Mission Overall Program Account--- Established to accept unsolicited donations or gifts intended for ACS programs. Another ACS Supplemental Mission Account for

Army Family Action Plan (AFAP) and Army Family Team Building (AFTB) also exists; however, an exception to ACS policy for obtaining commercial sponsorship was made for these programs exclusively. Companies may now sponsor these programs and obtain advertising in exchange for their support.

3. Gifts or donations intended for direct distribution to Soldiers
 - Limited to goods and service (i.e. Soldier comfort kits, phone cards, food)
 - No dollar limit is placed on these sorts of goods offered
 - Cash contribution to Soldiers is prohibited
 - Donor is usually required to pay transportation costs of goods offered
 - Only the Senior Mission Commander and Garrison Commander have been delegated the authority to accept this category gift
4. Gifts or donations offered to the SFAC, which in turn supports Wounded Warriors and their Families
 - Applies to active duty service members DOD employees who incurred illness/injuries as a result of armed conflict or other circumstances while on active duty on or after 11 Sep 2001 and their Families
 - Wounded Warriors and Families may not solicit donations
 - Wounded Warriors and Families offered unsolicited donations/gifts should speak with an Ethics Counselor to ensure legality.
5. Gifts or donations offered directly to the Department of the Army
 - Established so that the Secretary of the Army can accept offers over \$1000 and for the gifts to the Fisher Houses. This includes real or personal property or gifts with a monetary value. These are subject to AR 1-100.

The Fort Polk Directorate of Family Morale, Welfare and Recreation is committed to help facilitate the gift giving process if you choose the Commercial Sponsorship of DMWR programs. We will help steer you through the process; and while giving is not difficult, there are certain parameters that have to be followed.

The Fort Polk Directorate of Family and Morale, Welfare and Recreation Commercial Sponsorship program provides sponsor recognition in accordance with AR125-1, Ch. 11-6 thru 11-17.

“Our relationship with Ft. Polk has never been stronger due to our MWR sponsorship! We attend so many events and meet so many Soldiers and Family members...that just opens up additional avenues to our clients... it helps them meet these new faces and market their goods and services. It's a win-win situation for us to by Rick Barnickel, Station Manager, KVVP-KROK-KUMX-FM

