

U.S. ARMY GARRISON ALASKA

# COMMERCIAL SPONSORSHIP & ADVERTISING



FORT WAINWRIGHT // FORT GREELY //  
VALDEZ CAMPGROUNDS // SEWARD MILITARY RESORT



# U.S. ARMY GARRISON ALASKA

# WELCOME TO THE FAMILY



## Our Mission

Built on a strong military foundation and connected through close ties to the military and Alaskan communities, **U.S. Army Garrison Alaska serves over 40,000** authorized military members in the Fort Wainwright, Fort Greely, Seward Military Resort, and Valdez Campground communities.

Family and Morale, Welfare, and Recreation (MWR) enhances the quality of life, supports readiness, and promotes well-being of Soldiers, Family Members, Retirees and Veterans, and Civilians who have made personal sacrifices to protect our country and preserve our freedom. Our programs contribute to reducing stress as well as building skills and self-confidence while fostering a strong esprit de corps.

Family and MWR is committed to providing services that are as outstanding as the people we serve. Our aim is to be there for every one of our customers no matter where in the military journey they stand.

**Welcome to the family.**

# U.S. ARMY GARRISON ALASKA **COMMERCIAL SPONSORSHIP OPPORTUNITIES**

## **Stand Out From the Rest**

Differentiate your business from your competitors. Affiliate yourself with our elite Family and MWR programs while expanding your community relations through positive connections and interactions.

U.S. Army Garrison Alaska Family and MWR offers a myriad of sponsorship opportunities throughout our footprint. No matter the size of your sponsorship, your business has the opportunity to be recognized through a wide variety of means, including logo inclusion on event promotion, social media networking, and peer-to-peer engagement at events, just to name a few.

Family and MWR's calendar is brimming with activities for the entire community. Let us help you discover what works best for you!

## **Annual Sponsorship Opportunities**

Chena Bend Clubhouse & Golf Course  
*(page 4)*

Birch Hill Ski & Snowboard Area  
*(page 5)*

Nugget Lanes Bowling Center //  
Buffalo Bowl *(page 6)*

Seward Military Resort //  
Valdez Campgrounds *(page 7)*

## **Special Event Sponsorship Opportunities**

Summer Concert  
*(page 8)*

Holiday Tree Lighting Ceremony  
*(page 9)*

Information Fairs  
*(page 10)*

Alaskan Bucket List  
*(page 11)*



# COMMERCIAL SPONSORSHIP

# CHENA BEND

## CLUBHOUSE & GOLF COURSE

Chena Bend Clubhouse and Golf Course is home to the farthest north military golf course in the country. Ranked the #1 golf course in Alaska numerous times by “Golf Digest”, this world-class course features an 18-hole course, 24-hour driving range, putting green, and sand bunker, with an average of 15,000 rounds of golf played each year. Inside the Clubhouse you will find state of the art golf simulators, pro shop, bar, and grill.

And it’s not just a summertime hangout. Chena Bend offers groomed, scenic trails for wintertime recreation. After an afternoon of cross-country skiing, snowshoeing, or skijoring, our customers enjoy a warm meal next to the cozy fire.

Chena Bend is a favorite among Soldiers, Civilians, Retirees, and Family Members. Numerous advertising opportunities area available to reach both golfers and dining customers.

### **Chena Bend Sponsorship Opportunities**

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#### **Tee Marker Sponsor**

##### **Eagle Level: \$2600**

- 1 tee marker sign
- 2 season passes (\$1560 dollar value)

##### **Birdie Level: \$2000**

- 1 tee marker sign
- 1 season pass and 4 18-hole day passes (\$972 dollar value)

#### **Tournament Sponsor**

##### **Scorecard Advertiser**

#### **Course Sponsor**



COMMERCIAL SPONSORSHIP

# **BIRCH HILL**

## **SKI & SNOWBOARD AREA**

Everyone can be a kid again when they strap on their skis or snowboards and head up the hill! Not only does Birch Hill Ski & Snowboard Area offer skiing and snowboarding, but the hill is also home to the only tubing hill in the Interior. A huge draw for all ages, Birch Hill is also the only slope in the area to make its own snow and provide nighttime skiing. It is typically the first hill to open for the season, and welcomes over 16,000 visitors from both inside and outside the Fort Wainwright gates.

### **Birch Hill Sponsorship Opportunities**

March Meltdown End-of-Season Event

Ski Lift Chair Sponsor

Tubing Hill Sponsor



COMMERCIAL SPONSORSHIP

# NUGGET LANES & BUFFALO BOWL BOWLING CENTERS

**Nugget Lanes:** The Fort Wainwright community knows how to strike up the fun at Nugget Lanes Bowling Center! With 32 lanes each equipped with 42" flat panel monitors, as well as over 60,000 visitors within its doors each year, Nugget Lanes is the perfect place for your business to reach all demographics of the Fort Wainwright community.

**Buffalo Bowl:** Located within the highly-visited Fort Greely Aurora Community Activity Center, Buffalo Bowl is a staple for Families Members and Soldiers, alike. With 42" flat panel monitor above each of the 8 lanes, your sponsorship is front and center.

## **Nugget Lanes and Buffalo Bowl Sponsorship Opportunities**

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Lanes Sponsor

Pro Shop Sponsor

Party Room Sponsor

Arcade Sponsor

Bowling League Sponsor



# COMMERCIAL SPONSORSHIP

# **S E W A R D**

# **MILITARY RESORT**

Experience Alaska in all its glory at Seward Military Resort. Tucked between the mountains and the sea on the Kenai Peninsula, Seward Military Resort offers guests an array of accommodation styles. From town homes, motel rooms, log cabins and yurts, to RV sites, Alaska is right outside your door, ready to explore.

Seward Military Resort welcomes guests from around the world. With over 7,000 room reservations year round, there are numerous advertising opportunities available to reach Military guests of all ages and backgrounds.

The resort and its grounds offer endless sponsorship opportunities to effectively promote your company that resort guests will see again and again.

## **Seward Military Resort**

## **Sponsorship Opportunities**

Charter Boat Sponsorship

Catch of the Day and Fish House Sponsorship

Key Card Advertisement

In-room Guestbook Advertisements

On-site advertising



# COMMERCIAL SPONSORSHIP

# SUMMER CONCERT

U.S. Army Garrison Alaska has been bringing top name artists to Alaska's military and surrounding communities for years. Country artists like Thompson Square, Chase Bryant, and Kellie Pickler have taken the stage next to rappers and alternative artists such as Waka Flocka and Judah and the Lion.

As the largest single-day event of the year, the Summer Concert brings in close to 3,000 patrons to enjoy live music, food and beverage, games, and camaraderie.

## **Superstar Sponsorship: \$7,750**

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- Product/service exclusivity
- On-site banner placement
- Logo integration on all print\* and digital event branding
- On-site presence during the Summer Concert  
Includes a reserved booth space during the event, verbal recognition of the sponsorship
- 12 general admission tickets  
Includes 2 passes for booth employees and 12 General Admission tickets

## **Chorus Sponsorship: \$3,750**

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- Logo integration on all print\* and digital event branding
- On-site presence during the Summer Concert  
Includes a reserved booth space during the event and verbal recognition of the sponsorship
- 4 general admission tickets  
Includes 2 passes for booth employees and 4 General Admission tickets

## **Groupie Sponsorship: \$1,250**

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- Logo integration on all print\* and digital event branding
- 4 General Admission tickets



# COMMERCIAL SPONSORSHIP

# TREE LIGHTING CEREMONY

Help spread holiday cheer by sponsoring the Holiday Tree Lighting Ceremony, the garrisons' biggest holiday event, available at both Fort Wainwright and Fort Greely. This family-friendly event provides Soldiers and their Family Members a place to gather and celebrate with activities like pictures with Santa, games and crafts, performances, and holiday gift giveaways.

## **Fort Wainwright Event Sponsorship: \$1,500**

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Logo integration on all print\* and digital event branding

- On-site presence during the Holiday Tree Lighting Ceremony  
Includes a reserved table space during the event, banner placement, and verbal recognition of the sponsorship

## **Fort Greely Event Sponsorship: \$800**

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Logo integration on all print\* and digital event branding

- On-site presence during the Holiday Tree Lighting Ceremony  
Includes a reserved table space during the event, banner placement, and verbal recognition of the sponsorship

## **Other Sponsorship Opportunities**

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Holiday Gift Giveaway Sponsorship

Holiday Tree Sponsorship

Treats and Sweets Sponsorship

*\*Inclusion in printed material is dependent on sponsorship start date and is at the discretion of Family and MWR.*



# COMMERCIAL SPONSORSHIP INFORMATION FAIRS

Be one of the first to welcome Soldiers and Family Members to the Fairbanks and North Pole areas by becoming a vendor at the expo-style Information Fair. Connect one-on-one with newly-arriving customers who are looking for resources specific to the area.

The Information Fair, in conjunction with the Newcomers Orientation, occurs weekly, and is mandatory for 100% of in-processing Soldiers, meaning you have the opportunity to reach the entire incoming Soldier population 52 times per year!

## **The Chena**

- Reserved exhibit space and table during the Information Fair with up to 2 representatives in attendance
- Distribution of corporate literature and promotional items

\$6000 per year or \$450/month  
with 3 month minimum

## **The Yukon**

- Corporate literature displayed on a shared exhibit table during Information Fairs

\$2000 per year or \$180/month  
with 3 month minimum

## **The Tanana**

- Up to 2 items of corporate literature and promotional items distributed directly into individual “welcome bags”, provided to each Soldier
- Corporate literature displayed on a shared exhibit table during Information Fairs

\$4500 per year or \$395/month with 3 month minimum

## **Non-Profit 501(c)3**

- Reserved exhibit space and table during 1 Information Fair per month with up to 2 representatives in attendance

\$500 per year or \$75/month with 3  
month minimum



# COMMERCIAL SPONSORSHIP

# ALASKAN

# BUCKET LIST

Many of our Soldiers and community members hit the ground running when it comes to adventuring in Alaska, and others aren't sure where to start. That's where the Alaskan Bucket List comes in handy! A curated, all-in-one list provides new and seasoned residents with ideas on how to make the most of their time in the Alaskan outdoors.

By becoming an Alaskan Bucket List sponsor, your business is front and center in the minds of our customers when it comes time to plan their weekend and block leave getaways. See an instantaneous increase in reservations, as our customers find your business through our highly sought after program.

## **Denali Level: \$2,999**

1 year logo inclusion on website

Promotion through social media

Distribution of corporate literature during Newcomers Orientation Information Fair

## **Mt. Hayes Level: \$2,499**

1 year logo inclusion on website

Promotion through social media

## **Mt. Hess Level: \$999**

1 year logo inclusion on website



U.S. ARMY GARRISON ALASKA

# ADVERTISING O P P O R T U N I T I E S

## **Making Connections via Media**

Let your advertisements work for you as our thousands of customers connect with your business. With dozens of high-traffic areas located throughout the U.S. Army Garrison Alaska footprint, the garrison offers endless opportunities for promotion.

Advertising helps your business compete. With an ever-rotating population, your advertisements within U.S. Army Garrison Alaska will continuously attract new customers while building brand loyalty. See an instant increase in return on investment with strategically placed digital and print advertising materials.

Consider advertising on our outdoor and indoor digital monitors, located in Soldier barracks, community centers, grocery and department stores, and Family and MWR facilities. Or if you're looking to increase your website traffic, advertise on the any one of our Family and MWR websites with a direct link to your business.

Advertising avenues are completely customizable. If you don't see what you're looking for within this guide, let's work together to make your vision a reality!

## **Advertising Opportunities**

Banner Placement

Digital Monitors (Indoor or Outdoor)

Website Advertisement Placement

In-Print Advertising

Co-Branded Social Media Posts

Flier Placement



## Website

With over 250,000 views to the U.S. Army Garrison Alaska Family and MWR websites annually, web advertisements are a great option for reaching a wide span of customers. Placed strategically and linked directly from our web pages, a web ad gives customers direct access to your business.

	3 months	6 months	12 months
<b>Fort Wainwright</b>			
Banner Ad	\$1200	\$2040	\$3600
Browsing Ad	\$1000	\$1700	\$3000
<b>Fort Greely</b>			
Banner Ad	\$600	\$1020	\$1800
Browsing Ad	\$500	\$850	\$1600
<b>Seward Military Resort</b>			
Scrolling Ad (Homepage only)	\$600	\$1020	\$1800

## Social Media

We're stronger together! By co-branding with one of the U.S. Army Garrison Alaska Family and MWR's Facebook pages, your latest product, service, or announcement will go farther. With a growing audience of over 30,000 virtual followers from near and far, your message can reach beyond the Alaskan scope, reaching a worldwide audience.

Co-branded campaigns do the best when combined with a giveaway! We encourage that all co-branded campaigns come with a giveaway item(s).

	Per Campaign
<b>Fort Wainwright</b>	
Facebook or Instagram	\$500 + giveaway
<b>Fort Greely</b>	
Facebook or Instagram	\$200 + giveaway
<b>Seward Military Resort</b>	
Facebook or Instagram	\$300 + giveaway



## Print Publications

### Pillars Guidebook:

As the premier guide to on-post programming, an average of 3,000 Pillars Guide Books are printed and distributed to military locations around post annually, 2,000+ digital copies are downloaded each year, with an average monthly viewership of 150 additional online views each month.

	Half page	Full page
<b>Pillars Guidebook</b>		
Annual publication	\$2750	\$4750

### Outdoor Recreation Adventure Guide:

So much of the Alaskan experience is getting out and exploring what the Last Frontier has to offer. The Outdoor Recreation Adventure Guide holds the title for most-downloaded digital publication, as well as most widely distributed print publication within the garrison, and for good reason.

The semi-annual magazine highlights recreational activities, equipment rentals, guided trips, and other services that are completely unique to the Interior and coastlines of Alaska.

	Half page	Full page
<b>Outdoor Recreation Adventure Guide</b>		
Summer Issue	\$950	\$1750
Winter Issue	\$750	\$1250

## Desktops & Screen Savers

With near 100% occupancy rates, Fort Wainwright's Library and Warrior Zone computers are constantly at the forefront of our customers' attention.

	6 months	12 months
<b>Fort Wainwright</b>		
Post Library	\$750	\$1125
Warrior Zone	\$750	\$1125



## Digital Monitors

Showcase your brand with high-definition, full-color digital monitors. Each monitor is strategically located within high-traffic areas such as Soldier housing, lobbies, and busy roadsides, so that your advertisement is seen by thousands of patrons on a daily basis.

### Fort Wainwright

	Audience Categories			Prices		
	Soldier	Family	General	3 months	6 months	12 months
Automotive Skills Center	X	X	X	\$500	\$850	\$1500
Barracks <i>(30 monitors in 30 Soldier housing locations)</i>	X			\$2500	\$4250	\$7500
Chena Bend Clubhouse & Golf Course	X	X	X	\$750	\$1275	\$2250
Child Development Center <i>(Infant &amp; Pre-K)</i>		X		\$500	\$850	\$1500
Soldier Dining Facility	X			\$2500	\$4250	\$7500
Last Frontier Community Activity Center	X	X	X	\$750	\$1275	\$2250
Melaven Fitness Center	X			\$500	\$850	\$1500
Nugget Lanes Bowling Center <i>(30 lane monitors)</i>	X	X	X	\$1250	\$2125	\$3750
Outdoor Recreation Center	X	X	X	\$750	\$1275	\$2250
Physical Fitness Center	X			\$750	\$1275	\$2250
School Age Center <i>(K-6th grades)</i>		X		\$500	\$850	\$1500
Welcome Center	X	X	X	\$750	\$1275	\$2250
Youth Center <i>(7-12th grades)</i>		X		\$500	\$850	\$1500
				3 months	6 months	12 months
Per location <i>(7 outdoor monitors within Fort Wainwright)</i>				\$2250	\$3825	\$6750

## Digital Monitors (cont'd)

### Fort Greely

		Audience Categories			Prices		
		Soldier	Family	General	3 months	6 months	12 months
INDOOR	Aurora Community Activity Center	X	X	X			
	Commissary	X	X	X	\$750	\$1275	\$2250
	Barracks <i>(Soldier Housing)</i>	X			\$500	\$850	\$1500
					3 months	6 months	12 months
OUTDOOR	Per location <i>(3 outdoor monitors within Fort Greely)</i>				\$1500	\$2550	\$4500

### Seward Military Resort

	Soldier	Family	General	3 months	6 months	12 months	
INDOOR	Fish Houses <i>(seasonal)</i>	X	X	X	\$500	\$950	\$1900
	Lobby	X	X	X	\$500	\$950	\$1900

## Banner Placement

If you're looking for longevity, U.S. Army Garrison Alaska offers numerous indoor and outdoor, high-traffic banner locations, allowing for maximum consumer exposure.

	Fort Wainwright	3 months	6 months	12 months
	Automotive Skills Center	\$600	\$1020	\$1800
●	Gaffney Road Fence	\$1000	\$1700	\$3000
	Melaven Fitness Center	\$600	\$1020	\$1800
●	Physical Fitness Center	\$1000	\$1700	\$3000
	Softball Field Complex	\$600	\$1020	\$1800
	Wolf's Lair Fitness Center	\$600	\$1020	\$1800
●	Youth Sports Complex	\$1000	\$1700	\$3000

● Premium location

	Fort Greely	3 months	6 months	12 months
	Automotive Skills Center	\$300	\$510	\$900
	Physical Fitness Center	\$450	\$765	\$1350



# **Spec Sheet**

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## **Indoor Digital Monitors**

1920 x 1080 px

## **Outdoor Digital Monitors**

1920 x 1080 px

## **Desktops & Screen Savers**

1920 x 1080 px

## **Website**

Leaderboard 1920 x 1080 px

Browsing Ad 300x250 px

Scrolling Ad 1015x571 px

All file sizes should not exceed 80KB

## **Golf Course**

Golf Course Sponsor (submit your logo)

Scorecard Ad 3.6" W x 1.8" H

Tee Markers (submit your logo, minimum 300 dpi)

## **Banners**

Up to 8'W x 4'D

Design at 1/2 scale, 48" x 24" or 1/4 scale, 24" x 12"

if file size is too large to send

## **Print Publications**

Half Page 5.125"W x 4.25"H with added .125" bleed on all sides

Full Page 5.125"W x 8.5"H with added .125" bleed on all sides

All files should be submitted with minimum 300 dpi

**All advertising must contain the disclaimer  
"Paid advertisement. No Federal endorsement implied."**

Contact U.S. Army Garrison Alaska Family and MWR Commercial  
Sponsorship & Advertising with any additional spec inquiries.

U.S. ARMY GARRISON ALASKA

# **WELCOME TO THE FAMILY**

FAMILY AND MWR

**Commercial Sponsorship & Advertising**

@WainwrightMWR @GreelyMWR @SewardMilitaryResort

