

Join in our events!



**Become a sponsor of the Fort George G. Meade
Family and Morale, Welfare & Recreation!**

Visit www.ftmeademwr.com



FMWR and You

A partnership that works!

Family and Morale, Welfare, and Recreation (FMWR) programs work hard to provide military members, their families, and Department of Defense employees living on Fort Meade with youth programs, sports, social events, and a variety of other recreational activities.

Sponsorship of Fort Meade FMWR events allows you to maximize your marketing dollars and achieve your marketing goals while supporting the men and women of the Armed Forces. By sponsoring events for military communities, your organization accomplishes two very important tasks: promoting your products or services to an extremely loyal target market.

The information in this booklet will provide you with the “nuts and bolts” of FMWR Commercial Sponsorship through a discussion of events, programs, and activities scheduled during the coming year.

When you participate in the sponsorship program, you assist us in providing high quality programs and special events. Whether you sponsor a golf tournament, a youth sports program, or one of the many community activities; you will be demonstrating your support while promoting your product or service directly to potential customers.

For more information, please contact:

Fort Meade FMWR Commercial Sponsorship Office

Attn: Morgan Robbins
4216 Roberts Ave, 2nd Floor
Fort Meade, MD 20755
Phone: 301-677-6635
Email: morgan.j.robbs@us.army.mil

About Fort Meade

Fort Meade is the **fourth largest Army installation workforce** in the continental United States with over 40,000 military, civilian, and contractor personnel. Additionally, as a result of the Base Re-Alignment Commission (BRAC), the population will increase by 10,000 employees and contractors with the relocation of the Defense Information Systems Agency (DISA), the Defense Media Activity Headquarters, and the Defense/Military Department of Adjudication to the installation. Fort Meade has a diversity that typifies America – a spectrum of cultures, languages, lifestyles, and buying habits. Like a small city, it provides services to over 225,000 eligible patrons who live within a twenty mile radius. The installation accommodates over 2,800 housing units, five elementary schools, two middle schools, one high school, three fitness centers, an ambulatory care center, a shopping complex, and much more.

Fort Meade Statistics

Installation Salaries	\$1.5 billion (<i>Military and Civilian</i>)
Installation Organizations	78 organizations
Commissary Sales	\$73 Million (<i>Fiscal 2008</i>)

The FMWR is a diverse organization with a wide range of activities and services; such as:

- The Courses – 27 hole golf course, clubhouse, and pro shop
- The Lanes – 36 lane bowling, snack bar and pro shop
- Club Meade – dining and catering facility
- Child Care, youth & teen facilities and sports programs
- Fort Meade Memorial Library and Children’s Annex Library
- Fitness Centers and swimming pools
- Camp Meade RV Park & Campground
- Family Pet Care Center – boarding and grooming facility
- Burba Lake Recreational Area – lake, cottage, and picnic areas
- Equipment rental and RV storage facilities
- Arts & Crafts and Auto Skills Center – “do it yourself” facilities
- Information, Tickets, and Reservations Office
- Army Lodging – featuring over 252 guest quarters

Yearly or Reoccurring Events

2010 Runner's Series (seven runs in the series)

Dates: To be determined
Estimated Participation: 100-200 runners
Location: The Fort Meade Pavilion or various other locations
Event Coordinator: Sports Director
Sponsorship Requested: \$2,000 per race or \$14,000 per season

Monies will purchase an automatic clock, start/finish archway, t-shirts, giveaways, sports beverages, refreshments, and defray entrance fees.

The Runner's Series enhances mental and physical well being and improves morale. The series will consist of seven runs that are open to the general public with prizes being awarded. The run routes will vary by event and the themes will vary by seasonality or special events.

Texas Hold 'Em Tournaments

Date: Weekly on Tuesday evenings
Estimated Participation: 60 -70 participants per week
Location: The Courses at Fort Meade
Event Coordinator: Golf Course Manager
Sponsorship Requested: \$175 per week (50 weeks) or \$8,750 per year

Texas Hold 'Em Tournaments feature a game of both skill and chance. Players will win prizes, sharpen their game skills, and have a good time by participating in the tournaments.

Family Fun Bowl

Date: One Sunday per month
Estimated Participation: Over 200 people
Location: The Lanes at Fort Meade
Event Coordinator: Bowling Manager
Sponsorship Requested: \$500 monthly or \$6,000 per season

One Sunday each month to offer an afternoon of free bowling for eligible FMWR patrons at a thirty-six lane, state of the art bowling center featuring games, giveaways, snacks, and contemporary music

Youth Sports Programs

Date: Various
Location: Youth Services
Event Coordinator: Youth Sports Director
Sponsorship Requested:

- **Baseball**
 - T-ball t-shirts: \$200 per team; three teams per season = \$600
 - Baseball (ages 9-14) t-shirts: \$200 per team, five teams per season = \$1,000
- **Basketball**
 - 7-8 year olds: \$200 per team, five teams = \$1,000
- **Soccer (Fall & Spring seasons available)**
 - 3-4 year olds: \$250 per single season, \$500 per year
 - 5-6 year olds: \$500 per season
 - 7-8 year olds: \$500 per season
- **Football**
 - 200 players, \$16,000

Youth Sports Program offers a wide range of sports activities that teach fundamentals, competition and sportsmanship. Participation in county leagues is also featured. Opportunities exist to sponsor team uniforms, equipment, and facility signage.

Dump Your Plump (weight loss competition)

Date: January through March 2010
Estimated Participation: 250
Location: Gaffney Fitness Center
Event Coordinator: Sports Director/Aquatics Manager
Sponsorship Requested: \$2,500 per season

Monies will be used to provide fitness-related giveaways, fitness centers signage, educational materials, and final prizes for winners.

The Dump Your Plump competition encourages healthy lifestyles by encouraging participants to drop extra holiday pounds. The goal is for participants to develop healthy habits, improve office and unit morale, and encourage use of FMWR fitness facilities.

Summer Reading Program

Date: June through August (five week program)
Estimated Participation: 700
Location: Post Library
Event Coordinator: Librarian
Sponsorship Requested: \$900 per event (weekly), \$4,500 per year

Monies will provide entertainers; such as magicians, clowns, and puppeteers to encourage children to use the library.

The library offers special summer reading programs for youth. Prizes are awarded based on participation to encourage use of the library.

Story Time

Date: 2nd & 4th Thursdays; Sept. to May
Estimated Participation: Over 20
Location: Post Library
Event Coordinator: Librarian
Sponsorship Requested: \$50 per event or \$900 per year

Monies will be used to provide refreshments and supplies for crafts.

Children come to the library twice a month for story time. Guest speakers and stories will vary by season. The program encourages library usage and promotes reading.

Bowling League

Date: 32 weeks
Estimated Participation: Seasonal

Location: The Lanes at Fort Meade
Event Coordinator: Bowling Manager
Sponsorship Requested: Negotiable

Bowling leagues offer an opportunity for novice to experienced bowlers to participate in competition, socialization, or to simply “kick-back.”

Intramural Sports

Date: January through December
Estimated Participation: 3000
Location: Murphy Field House, adult athletic fields
Event Coordinator: Sports Director
Sponsorship Requested: Negotiable or In-kind support

Various sports-related items need to be provided or purchased.

The Intramural Sports Program features basketball, softball, golf, volleyball, flag football, kickball, bowling, and other sports. Teams are made up of Active Duty, Reservists, National Guard, DoD Civilians, and family members. Sponsors may attend games with the ability to distribute promotional materials. Corporate logos will be featured on all marketing materials. Sponsors may also provide banners to be displayed at the various intramural sports venues.

Post Basketball, Softball, and Flag Football Teams

Date: January through December
Estimated Participation: 175-200
Location: Gaffney Fitness Center
Event Coordinator: Sports Director
Sponsorship Requested: \$2,000 per sport.

Sponsorship offsets tournament fees, uniform and travel expenses. Sponsors names will be featured on the team’s uniforms.

Fort Meade Sports offers installation level men’s and women’s team activities. The men’s and women’s teams compete in the Washington Area

Military Athletic Conference (WAMAC), official military championships, and civilian tournaments throughout the United States.

Salsa Nights

Date: Monthly
Estimated Participation: 50-200
Location: Club Meade
Event Coordinator: Club Meade Manager
Sponsorship Requested: \$300 per month, \$3,600 per year

Monies underwrite music and prize expenses.

The monthly gatherings feature free salsa dance lessons and an evening of Latin entertainment.

Bring Your Boss or Right Arm (unit uorale) Nights

Date: Quarterly
Estimated Participation: 75-125
Location: Club Meade
Event Coordinator: Club Manager
Sponsorship Requested: \$1,500 per event, \$6,000 per year

Monies provide prizes, trophies, disc jockey, and appetizers.

Event offers an opportunity for co-workers to mingle and build camaraderie and features free appetizers, entertainment, and prizes.

Ladies' Night Out

Date: Yearly
Estimated Participation: TBD
Location: Club Meade
Event Coordinator: Special Events Coordinator
Sponsorship Requested: Negotiable

Club Meade's "ladies only" event features entertainment, retail vendor, fashion show and more.

Monthly Events

March

Brunch with the Easter Bunny

Date: March 27, 2010
Estimated Participation: 180+ participants
Location: The Courses
Event Coordinator: CYSS –Youth Center
Sponsorship Requested: \$500

Monies purchase entertainment and giveaway items for the children.

Youth and families enjoy a multi-item brunch, activities, and a visit from the Easter Bunny for a photo opportunity.

Ice Breaker Open – Golf Tournament

Date: March 27, 2010
Estimated Participation: 60+
Location: The Courses
Event Coordinator: Golf Course Manager
Sponsorship Amount Requested: \$3,000

This tournament is designed to "kick-off" the new season and to generate participation in golf.

April

Family Fun Fair (Celebrating the Month of the Military Child)

Date: April 24, 2010
Estimated Participation: 3,000+
Location: The Fort Meade Pavilion
Event Coordinator: Child, Youth & School Services
Sponsorship Amount Requested: \$6,000

Monies defray the cost of pony and inflatable rides, entertainers, prizes, activities, and more.

Family Fun Fair is a combination event celebrating Child, Youth and School Services' "The Month of the Military Child," Army Community Services' "Child Abuse Awareness Month" and "Environmental Awareness Month." The event features informational displays, crafts, games, rides and activities for youth of the Fort Meade and surrounding communities.

Easter Sunday Brunch

Date: April 4, 2010
Estimated Participation: over 900
Location: Club Meade
Event Coordinator: Club Manager
Sponsorship Requested: \$1,000 or In-kind

Monies purchase giveaways for children.

Club Meade's annual family deluxe brunch featuring over forty items plus extras for the children.

Golf Opening Day (Red, White, & Blue Tournament)

Date: April 10, 2010
Estimated Participation: 80
Location: The Courses
Event Coordinator: Golf Course Manager
Sponsorship Requested: \$3,000

Official season opener for The Courses at Fort Meade facility.

Director's Cup (Installation Golf Tournament)

Date: April 21, 2010
Estimated Participation: 128
Location: The Courses at Fort Meade
Event Coordinator: Golf Course Manager
Sponsorship Requested: \$8,000

Annual golf tournament and Command "Meet & Greet" that is open to the general public to participate or attend.

Volunteer Recognition Ceremony

Date: April 29, 2010
Estimated Participation: 250
Location: To be determined
Event Coordinator: Army Community Service
Sponsorship Requested: \$1,000

Monies provide food, beverages, and awards for the recognized volunteers.

Volunteers, who gave time and energy to improve the quality of life on the installation, are recognized for their dedication and commitment.

May

Ryder Cup (Installation Golf Tournament)

Date: May 8, 2010
Estimated Participation: 80
Location: The Courses
Event Coordinator: Golf Course Manager
Sponsorship Amount Requested: \$2,000

Monies purchase awards and to defray the cost of the event.

A two person team scramble event that is open to the public.

Mother's Day Brunch

Date: May 9, 2010
Estimated Participation: 850-900
Location: Club Meade
Event Coordinator: Club Meade Manager
Sponsorship Amount Requested: \$500 or In-kind

Monies purchase a flower or small giveaway for each child to present to his/her mother.

Club Meade's annual deluxe brunch features over forty items plus extras for the mothers in attendance.

June

Fort Meade Golf Open Invitational

Date: June 5 and 6, 2010
Estimated Participation: 60-80
Location: The Courses at Fort Meade
Event Coordinator: Golf Course Manager
Sponsorship Requested: \$3,000

Monies will be used for prizes, food, beverages, signage, and tee markers.

A tradition for over twenty years, this annual, two day tournament drives excitement for the sport and the facility. All levels of players are invited to participate and is open to the public.

Father's Day Brunch

Date: June 20, 2010
Estimated Participation: 450-550
Location: Club Meade
Event Coordinator: Club Meade Manager
Sponsorship Requested: \$500 or In-kind

Monies purchase a small giveaway for each child to present to his/her father.

Club Meade's annual deluxe brunch features over forty items plus extras for the fathers in attendance.

July

Flag Day Golf Tournament

Date: July 3, 2010
Estimated Participation: 80-100
Location: The Courses at Fort Meade
Event Coordinator: Golf Course Manager
Sponsorship Requested: \$2,000

Monies will be used for prizes, food, beverages, and signage.

The course is decorated with flags on each hole and the clubhouse is outfitted with festive decorations to honor our nation's flag. This individual stroke play tournament is open to the public to participate.

Independence Day Celebration

Date: July 4, 2010
Estimated Participation: 12,000-15,000
Location: Parade Field
Event Coordinator: Special Events Coordinator
Sponsorship Requested: Negotiable

Monies defray the cost of fireworks, prizes, equipment rental, and more.

The installation's annual Independence Day Celebration is open to the general public to attend. The event includes a 5K run, live entertainment, amusement rides, games, food vendors, and a pyrotechnic display.

August

Ladies' Club Golf Championship

Date: August 11 & 12, 2010
Estimated Participation: 60-80
Location: The Courses at Fort Meade
Event Coordinator: Golf Course Manager
Sponsorship Amount Requested: \$3,000

Monies purchase prizes, food, beverages, and signage.

The Courses at Fort Meade's annual, two day, female competition.

Newcomer's Fair

Date: August 21, 2010
Estimated Participation: 250
Location: The Fort Meade Pavilion
Event Coordinator: Special Events Coordinator
Sponsorship Requested: \$1,000

Monies defray the cost of inflatable games and rides, disc jockey, and additional services.

An event designed to welcome newcomers to the Fort Meade community with entertainment, fun, games, food, and giveaways. This event showcases the many programs and services available both "inside and outside" the installation.

Lanes-to-Links

Date: August 21, 2010
Estimated Participation: 100-128
Location: The Courses and The Lanes
Event Coordinator: Community Operations Division
Sponsorship Requested: \$7,500

Monies purchase prizes, food, beverages, and signage.

Lanes to Links is a unique competition in which teams bowl a game in the morning, are treated to lunch, and a round of golf in the afternoon. An awards ceremony follows the end of the tournament.

September

Men's Club Golf Championship

Date: September 18 & 19, 2010
Estimated Participation: 100-128
Location: The Courses at Fort Meade
Event Coordinator: Golf Course Manager
Sponsorship Amount Requested: \$3,000

Monies purchase prizes, food, beverages, and signage.

The Courses at Fort Meade's annual, two day, male competition.

Oktoberfest & Volksmarch

Date: September 22-26, 2010
Estimated Participation: 1,000 people each night
250 at the Volksmarch
Location: The Fort Meade Pavilion
Event Coordinator: Special Events Coordinator
Sponsorship Requested: Negotiable

Monies or In-kind sponsorship defray the event and entertainment costs.

This five day, annual event is open to the general public and features a multi-ride carnival, German bands, folk dancers and entertainers, German and international foods, games, vendors, activities and special events.

Community Symposium

Date: September 30 & October 1, 2010
Estimated Participation: 200-300
Location: To be determined

Event Coordinator: Army Community Services
Sponsorship Requested: \$3,500

Monies will be used to provide lunch, refreshments, and supplies.

The two day Community Symposium is a vehicle for providing input from the people of the Fort Meade community to Army leadership.

October

Four Person Golf Scramble

Date: October 9, 2010
Estimated Participation: 80
Location: The Courses at Fort Meade
Event Coordinator: Golf Course Manager
Sponsorship Requested: \$2,000

Monies defray the cost of the tournament and provide awards.

A four person team golf tournament that is open to the public.

Commander's Cup Golf Tournament

Date: October 16, 2010
Estimated Participation: 128
Location: The Courses at Fort Meade
Event Coordinator: Golf Course Manager
Sponsorship Requested: \$8,000

Monies defray the cost of the tournament and provide awards.

The installation's preeminent golf tournament which is open to the public features a Command "Meet & Greet," awards ceremony and more.

November

Golf Member Appreciation Day

Date: November 6, 2010
Estimated Participation: To be determine
Location: The Courses at Fort Meade
Event Coordinator: Golf Course Manager
Sponsorship Requested: \$2,000

Monies defray the cost of the tournament and provide awards.

A golf tournament and special event designed to demonstrate membership appreciation. The event is open to the public.

Thanksgiving Buffet

Date: November 25, 2010
Estimated Participation: 800-900
Location: Club Meade
Event Coordinator: Club Meade Manager
Sponsorship Requested: \$250

Monies defray the cost of this annual family event.

This Club Meade event features a wide variety of traditional holiday fare in a family setting.

Army-Navy Flag Football Game

Date: November
Estimated Participation: 250 participants and audience
Location: Mullins Field
Event Coordinator: Sports Director
Sponsorship Requested: \$2,000

Monies provide "tail-gate" beverages & foods, awards, and half-time giveaways.

A public event commemorating the renowned Army-Navy football rivalry. Installation Army and Navy flag football teams battle it out on Mullins Field at the annual game. Spectators are treated to a special “tail-gate” party.

December

Installation Holiday Concert

Date: To be determined
Estimated Participation: 500-800
Location: Meade Senior High School
Event Coordinator: Special Events Coordinator
Sponsorship Requested: Negotiable

Monies defray the cost of the event and provide performer refreshments.

The public is invited to the annual holiday concert featuring the U.S. Army Field Band and Soldiers Chorus which tours the world as the Army’s premier concert band and representative.

Breakfast with Santa

Date: To be determined
Estimated Participation: To be determined
Location: The Courses
Event Coordinator: Child, Youth & School Services
Sponsorship Requested: \$1,500

Monies provide giveaways, a photographer, and additional entertainment.

Youth and families enjoy a multi-item brunch, activities, and a visit from the Santa Claus for a photographic opportunity.

New Year’s Eve Party

Date: December 31, 2010
Estimated Participation: 200-300
Location: The Lanes at Fort Meade

Event Coordinator: Bowling Manager
Sponsorship Amount Requested: Negotiable or In-Kind

Monies provide entertainment, giveaways, snacks, and decorations.

Military families enjoy a unique and festive means to bring in the New Year.

“If you don’t see it--ask us!”

If the activity or type of event you would like to sponsor is not listed, please contact the Commercial Sponsorship Specialist for other options or suggestions that may not be included in this brief overview of Fort Meade’s special events and activities.

FMWR Advertising Rates

Billboards

Town Centre Sign:	\$7,500 per year
MD Route 175:	\$7,500 per year
MD Route 32:	To be determined
Youth Services Sports Fields:	To be determined

Website

Rates vary by page and size of ad

Banners

Fort Meade Pavilion:	\$100 per month, \$1,000 per year
The Lanes:	\$100 per month, \$1,000 per year
Gaffney Gym:	\$100 per month, \$1,000 per year
Murphy Gym:	\$100 per month, \$1,000 per year

Electronic Message Marquee

Graphic Message:	\$125 per week, \$300 per month
------------------	---------------------------------

The Courses

Outside Banner:	Negotiable
Golf carts:	Negotiable
Tee markers:	Negotiable
Table Placemats (20,000 qty):	\$3,000

Club Meade

Table Placemats (20,000 qty):	\$3,000
-------------------------------	---------

Child, Youth and School Services

Scoreboards:	To be determined
Sports Field Fences:	To be determined

“If you don’t see it--ask us!”

For these or other advertising opportunities, please contact us for additional options.

Please note that all advertising must not contain anything is illegal or contrary to Department of Defense or U.S. Army regulations. All advertisement is subject to the Staff Judge Advocate’s approval.