

Contents

Current as of January 2026

01	Table of Contents About Us Our Mission Our Vision
02	Sponsorship & Advertising
03	Why Fort Eustis
04	Benefits & Demographics
05	Sponsorship Opportunities Special Events
07	Sponsorship Packages
09	Advertising Opportunities MWR Facilities
12	Impressions & Statistics
13	Advertising Prices
19	Contact Us



About Us

Fort Eustis has proven to be a vital source of military power and an enduring military installation in the Hampton Roads community. Fort Eustis continues to evolve and be an integral part of our national defense, impacting the future of the surrounding community and the world.

Mission

The primary mission of Fort Eustis has been Army transportation training, research and development, engineering, and operations, including aviation and marine shipping activities. It is the home of the Headquarters for the Army's Training and Doctrine Command (TRADOC).

Vision

Our mission as 733 FSS MWR is to serve the military population and their families. The intended goal of our events and activities is to embrace the military mission while boosting the morale of those who sacrifice so much to keep our country safe



Commercial Sponsorship & Advertising

Our Commercial Sponsorship and Advertising Programs are two of the most effective marketing strategies used by businesses to promote their products and services. Both methods on Fort Eustis involve working with our marketing team to increase the visibility of your brand to reach a wider audience. Sponsorship involves your company sponsoring and attending events in exchange for exposure and recognition. This allows your brand to reach a larger audience and associate it with the positive image of the military community.

Advertising, on the other hand, involves paid promotional materials such as banners, signage, and digital ads. This method is more direct and allows your business to target specific demographics with your messaging. Advertisements can be placed in a variety of mediums such as social media, websites, and in high-traffic areas around the installation, making it easy to reach a wide range of audiences. Both commercial sponsorship and advertising can be highly effective in increasing brand awareness and driving sales. Our Commercial Sponsorship and Advertising Coordinator is happy to design a package for your business size, target, audience, and budget.





Why Fort Eustis?

Your company has an amazing opportunity to showcase your business by forming a strategic partnership with the Fort Eustis Force Support Squadron (FSS) Morale Welfare and Recreation (MWR) Advertising and Sponsorship Department.

Fort Eustis FSS MWR has an exciting schedule of special events planned for 2024-2025, including a variety of 5K races, family festivals, golf tournaments, and much more.



Support Military Morale

By sponsoring a military event, your company can demonstrate its support and appreciation for the sacrifices made by military personnel and their families. This can help build a positive reputation for the company and create a sense of goodwill among the attendees.



Diverse Audience

Fort Eustis events are attended by military personnel, their families, retirees, and members of the local civilian community. Sponsoring these events provides an opportunity to showcase your business to a large and diverse audience, increasing your brand's visibility and reach.



Brand Recognition & Goodwill

Associating your brand with an event concentrated on maintaining the morale of the military community can help build brand recognition and create a positive image for your company. This can lead to increased customer loyalty and support.



Positive Association

Sponsoring & Advertising on the base can help create positive associations between your business, the event, and the military mission. This can help build a strong and lasting relationship between your company and the military community.

Benefits

When you align your organization with FSS MWR, your business can build awareness and brand recognition through product displays, sampling, and interaction with thousands of military and civilian members attending our facilities.

All of our Sponsorship and Advertising options can benefit your organization and lead to future business opportunities.



**Brand Awareness
& Media Exposure**



**Personally Connect
with Customers**



**Promotion Direct
to your Product**

Demographics

Reach an engaged audience of 19,942



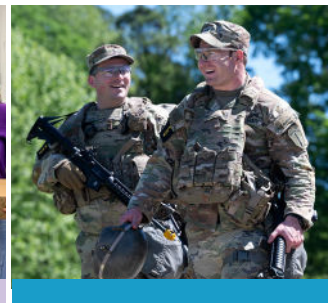
368
GUARD &
RESERVE



1,152
STUDENTS



3,695
DOD CIVILIANS



4,882
ACTIVE DUTY



10,911
FAMILY MEMBERS

Sponsorship Opportunities

2026 Special Events

These events and dates are subject to change at anytime without notice.
Large post-wide sponsored events listed. Please ask us about other great events!



APRIL 17

Month of the Military Child
Spring Fling Carnival
Estimated Attendees: 700+



AUGUST 6

Back to School Block Party & Concert
Estimated Attendees: 800+



SEPTEMBER 25

Oktoberfest
Estimated Attendees: 1,200+



OCTOBER 30

Fall Fest
Estimated Attendees: 4,000-5,000+



DECEMBER 4

Holiday Tree Lighting
Estimated Attendees: 2,000+

Sponsorship Opportunities

Various Events

These events and dates are subject to change at anytime without notice.
Large post-wide sponsored events listed. Please ask us about other great events!



FITNESS CENTERS

Runs & Rucks



JBLE AQUATIC CENTER

Adventure Pool &
Outdoor Pool Events



THE PINES GOLF COURSE

Tournaments & Event

Ask for a calendar list of events!

Sponsorship Packages

2026 MWR Events

Sponsorship dollars go directly toward providing enhancements and refreshments for military families to celebrate and come together in the Fort Eustis community.



Captain Package

- Logo placement on select event materials and signage
- Booth space in the general sponsor area
- Website mention in the "Thank you" section on official website



Major Package

- Logo placement on select event materials and signage
- Booth space in a high-traffic area
- Recognition on social media and event website acknowledgment during event



Colonel Package

- Premier logo placement on all event materials, banners and website
- Speaking opportunity during event
- Features booth space in prime location
- Prominent digital recognition
- Company name on stage signage & event promotions

Important Note:

- Additional custom sponsorships are also available! We are happy to discuss how we can tailor a package that aligns with your marketing goals
- All packaged sponsors must submit a high resolution logo to maria.glenn.1@us.af.mil or CommercialSponsorshipandAdvertising@groups.af.mil
- Logos should be sent as a .PNG file or any other transparent image file

Sponsorship Packages

2026 MWR Events

Sponsorship dollars go directly toward providing enhancements and refreshments for military families to celebrate and come together in the Fort Eustis community.



5-Star General Package

Join us as a Fort Eustis Annual Partner with the 5-Star General package!

Highlight your business as a trusted supporter of our Nation's Heroes at FIVE annual, post-wide events hosted by Fort Eustis MWR and TWO facility hosted events. It's the best way to stay connected, show your support, and build lasting relationships with the Fort Eustis Community.

- Includes all benefits from the Colonel Package for 5 post-wide events
- Includes all benefits from the Captain Package for 2 facility events

Ask about our title sponsorship package!

Important Note:

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- All packaged sponsors must submit a high resolution logo to maria.glenn.1@us.af.mil or CommercialSponsorshipandAdvertising@groups.af.mil
- Logos should be sent as a .PNG file or any other transparent image file



Advertising Opportunities

MWR Facilities



The Pines Golf Course

- Two 9-hole championship golf courses
- One 6-hole quick shot
- Course options for tournaments or private events
- Programs and youth golf learn to play golf classes
- Reciprocal benefits as member at Eaglewood, Langley



Outdoor Recreation Center

- RVs, boats, grills, tillers, storage, party equipment
- Log cabins near lake eustis
- Dry camps & full hook-up camps
- Paddle boats, kayaks, canoes
- Reserve picnic & gazebo areas



Information, Tickets & Travel

- Sells discount tickets to local theme parks, tourist Attractions and attractions nationwide
- Leisure travel outlet
- Books cruises & land/resort vacations
- Military travel vouchers: for attractions at hotels Across the us and armed forces vacation club



Auto Craft Center

- Automotive bay self-help facility (With and without lifts)
- Certified auto mechanic
- 5 bay self-service car wash, open 24/7
- Auto shop safety classes



Advertising Opportunities

MWR Facilities



The Fort Eustis Club

- Supports military and civilian functions, formal and Informal events
- Offers full catering services
- Daily lunch buffet Tuesday through Friday
- The bistro at McDonald army hospital offering Breakfast and lunch Monday through Friday



King Pinz Bowling Center

- 24 lanes with all new edge-string pinspotters
- Private bowling lessons
- Full service pro shop
- King pinz snack bar & evening bar
- Organizational & birthday celebrations
- Kids bowl free program and variety of leagues



JBLE Aquatic Center

- Adventure pool, 3-story water slide, mushroom Waterfall, whirlpool, and lazy river
- 25-yard lap pool; open lap swim & training center
- Hosts birthdays parties, swim teams, and rentals
- Swim lessons for preschool and school-age
- Outdoor pool (seasonal) behind the fort eustis club



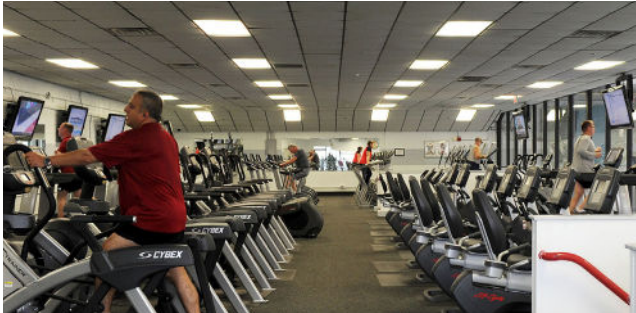
Community Recreation Center

- Free Wi-Fi & snack bar
- TV lounge, video-game room and movie room
- Billiards, ping-pong, board games, etc.
- Offers children and adult events
- Cyberzone cafe



Advertising Opportunities

MWR Facilities



Anderson Field House

- Locker rooms with lockers, showers, and saunas
- 25 meter indoor lap pool (5 lanes)
- Functional fitness area
- Boxing area
- Free weights, circuit training room
- Two full-size basketball & volleyball courts



McClellan Fitness Center

- 24/7 After/Hours Access
- Locker rooms with lockers, showers, and saunas
- Functional training area, cardio room, treadmills
- Ellipticals, recumbent/upright bikes
- Equipment available for check-out



Child & Youth Programs

- Seasonal camp & sports programs
- Variety of clubs
- Youth sponsorship program
- Fully equipped with a gym, computer lab, teen Room, art room, snack area, game room, dance Studio and homework lab



Groninger Library

- Mission support: computers, wifi, group meeting Location, printing, fax & scanning
- Development support: research databases, Professional reading titles, online courses
- Recreation support: bestselling books, online Resources, music, video, programming, kid friendly events and activities

Impressions by Location

A quick monthly view of foot traffic data by location. See a breakdown of visitor numbers across key places, helping you easily identify high-traffic areas and trends at a glance. Estimated total of 13,660 impressions.

Anderson Field House	700-800
JBLE Aquatic Center	150-200
Auto Craft Center	50-80
King Pinz Bowling Center	100-200
Community Recreation Center	50-250
Fort Eustis Club	400+
The Pines Golf Course	250+
Information, Tickets & Travel	50-100
Groninger Library	80-150
McClellan Fitness Center	250-300
Outdoor Recreation	50-80
Outdoor Pool (seasonal)	90-200
Fort Eustis Main Gate (Ft. Eustis Blvd.)	4,500-6,500
Fort Eustis Back Gate (Warwick Blvd)	2,500-3,500
Army Community Center	100-200
The Bistro	100-200
Child & Youth Programs	50-100
Child Development Center	300-400

Digital Exposure Statistics

Website

jble-eustismwr.com

Overall Monthly Average Views
19,200+

Monthly Average Engagement
with Content
47,300+

Monthly Average Active Users
7,500+

Social Media

Facebook @forteustismwr

Overall Monthly Average Views
66,900+

Followers
7,800+

Instagram @forteustismwr

Overall Monthly Average Views
3,600+

Followers
800

E-Newsletter

Monthly Average Sent Emails
2,260+

Monthly Average Open Rate
62%

Click Through Rate
4% (Industry average is 2-3%)

Advertising Prices

Print Indoor Print & Large Format

Frequency: Monthly
Distribution: Indoor Locations
Average Impressions: Over 6,000+ combined



AD TYPE	DIMENSIONS	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS	LOCATIONS
Framed Poster	22in (w) x 36in (h)	\$175	\$435	\$750	\$1,365	King Pinz Bowling Center Community Recreation Center The Pines Golf Course Outdoor Recreation Aquatics Center Anderson Field House McClellan Fitness Center Groninger Library Lakeside Conference Center Fort Eustis Club
Table Tents (Set of 20)	Advertiser must provide table tents and replacements	\$260	\$660	\$1,135	\$2,075	
Indoor Banner Vertical	2ft (w) x 6ft (h) Advertiser must provide stand	\$375	\$960	\$1,685	\$3,100	
Indoor Banner Medium	6ft (w) x 3ft (h)	\$350	\$860	\$1,500	\$2,775	
Indoor Banner Large	8-12ft (w) x 4ft (h) 3 months minimum	--	\$1,275	\$2,300	\$3,750	
Counter Wrap	6 months minimum. Advertiser pays/coordinates installment	--	--	\$3,500	\$6,500	
Windowscapes	6ft (w) x 18ft (h) 6 months minimum. Advertiser pays/coordinates installment	--	--	\$2,100	\$3,850	
Window/Mirror Decals	Advertiser pays/coordinates installment	\$75	\$175	\$375	\$850	
Wallscape	Average space 6ft (w) x 18ft (h) 3 months minimum. Advertiser pays/coordinates installment	--	\$2,550	\$4,400	\$8,350	

Requirements:

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- All ads must state clearly "Paid Ad. No Federal Endorsement of advertiser intended."
- All Disclaimers must be at least one half the ad text size or no smaller than 10pt
- Prices are subject to change. Ask about refreshing your ad.

Advertising Prices

Print Outdoor Banners

Banner locations on Fort Eustis offer maximum visibility to our patrons.

Frequency: Monthly
Distribution: Outdoor Locations
Average Impressions: Over 10,000 combined



AD TYPE	DIMENSIONS	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS	LOCATIONS
Sidewalk Sign	24in (w) x 36in (h)	\$75	\$175	\$375	\$850	King Pinz Bowling Center Community Recreation Center The Pines Golf Course Outdoor Recreation Aquatics Center Anderson Field House McClellan Fitness Center Murphy Field Kilpatrick Field Softball Field #3 Fort Eustis Outdoor Pool Mini Park (seasonal) Fort Eustis Club
Small Banner	4ft (w) x 2ft (h)	\$250	\$430	\$775	\$1,500	
Medium Banner	6ft (w) x 3ft (h)	\$300	\$550	\$1,025	\$1,900	
Large Banner	8ft (w) x 4ft (h)	\$600	\$1,225	\$2,200	\$3,600	
Medium Banner	6ft (w) x 3ft (h)	--	\$650	\$1,125	\$2,200	Fort Eustis Main Gate (Ft. Eustis Blvd) Fort Eustis Back Gate (Warwick Blvd) Victory Blvd (19th Street)
Large Banner	8ft (w) x 4ft (h)	--	\$1,325	\$2,300	\$3,700	

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Advertising Prices

Print & Digital The Buzz Magazine

Advertise with our bi-monthly newsletter that is published in paper Fort Eustis wide, and via our website by scanning the QR code.

Frequency: Bi-Monthly
Distribution: Print & Digital
Average Impressions: Over 4,300+ combined



AD TYPE	2 MONTH PRICING	DIMENSIONS
Quarter Page (1/4)	\$75/bi-monthly	3.4in (w) x 4.05in (h)
Half Page (1/2)	\$110/bi-monthly	6.8in (w) x 4.05in (h)
Full Page	\$150/bi-monthly	6.8in (w) x 8.1in (h)

ISSUE	DUE DATE	PUBLICATION
January-February 2026	12/15/25	1/1/26
March-April 2026	1/15/26	3/1/26
May-June 2026	3/15/26	5/1/26
July-August 2026	5/15/26	7/1/26
September-October 2026	7/15/26	9/1/26
November-December 2026	9/15/26	11/1/26

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- Digital ads are to be submitted as a .jpg file with a 0.25" margin clearance with a RGB color profile
- All Disclaimers must be at least one half the ad text size or no smaller than 10pt
- Prices are subject to change. Ask about refreshing your ad.

Advertising Prices

Digital TV Monitors

Advertise your business on our digital monitors across our MWR facilities.

Frequency: Monthly
 Distribution: MWR Facilities
 Average Impressions: Over 3,000+



LOCATIONS	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS
Community Recreation Center JBLE Aquatics Center Anderson Field House McClellan Fitness Center Groninger Library The Pines Golf Course Soldier Support/Manpower King Pinz Bowling Center (24x)	\$350	\$860	\$1,490	\$2,800

Ads will appear on all monitors in a 5 second rotation with MWR ads.

Requirements:

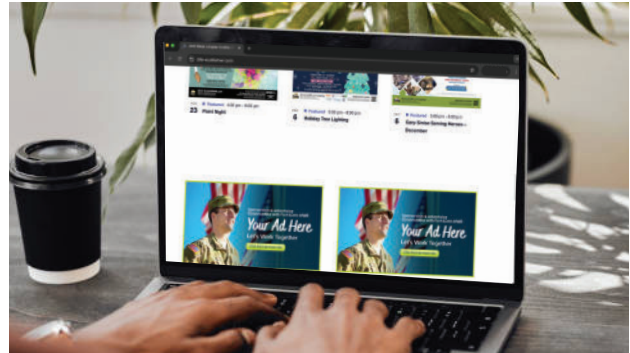
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- Prices are subject to change. Ask about refreshing your ad.

Advertising Prices

Digital Web Banner

Web banner advertising puts your brand front and center across our website, with your direct link that drives customers straight to your page.

Frequency: Monthly
 Distribution: Every page
 Estimated Monthly Impressions: 800+ 0.4% CTR



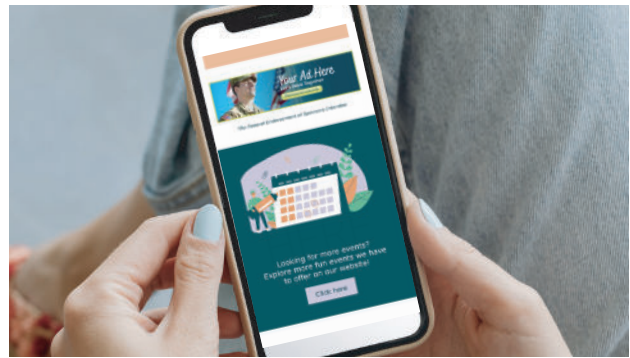
LOCATIONS	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS	DIMENSIONS
Every Page (Below Events Section)	\$200	\$500	\$1,000	\$1,500	1920px (w) x 1080px (h)
Home Page Add-On (In-line Highlights Section)	+\$50	+40 per	+\$25 per	+\$15 per	400 px (w) x 460 px (h)

Ads will appear in a 10 second rotation.

Digital E-Newsletter

Advertise on our weekly email newsletter with click-through link ads to increase exposure to your business. Scan QR for an email sample.

Frequency: Weekly
 Distribution: Email
 Average Impressions: 600+



LOCATIONS	1 MONTH	3 MONTHS	6 MONTHS	12 MONTHS	DIMENSIONS
After Upcoming Events Section	\$50	\$120	\$250	\$500	1920px (w) x 540 px (h)

Static Ads only. Emails are sent 4x a month. Limited to two advertisers per month. Ask about availability.

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- Prices are subject to change. Ask about refreshing your ad.

Advertising Prices

Advertising Bundle



This package is designed to help businesses effectively reach the Fort Eustis community—including active duty service members, families, civilian employees, and retirees— through a coordinated mix of print, digital, and web advertising. The goal is to maximize visibility, build brand trust, and drive measurable engagement.

Frequency: Monthly
 Distribution: Digital & Print
 Collective Average Impressions:
 Outdoor 14,400+ & Indoor 10,400+



Outdoor

PACKAGE	6 MONTHS	12 MONTHS
Outdoor Medium Banner All Digital Monitors Website Banner E-Newsletter	\$3,000	\$6,000

Indoor

PACKAGE	6 MONTHS	12 MONTHS
Indoor Medium Banner All Digital Monitors Website Banner E-Newsletter	\$3,500	\$7,000

Requirements:

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- All Disclaimers must be at least one half the ad text size or no smaller than 10pt
- Prices are subject to change. Ask about refreshing your ad.

Ready to build with us?



Let's chat.

MARIA GLENN

Commercial Sponsorship & Advertising Coordinator
Fort Eustis Force Support MWR

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  Follow us on socials @forteustismwr

