

SUPPORT SOLDIERS & FAMILIES THROUGH SPONSORSHIP



Fort McCoy MWR exists to enhance the quality of life, enrich living and working environments and foster a sense of community for Soldiers, Family Members, Retirees and Civilians. We invite your business to assist with one or more of the events below. Click on the links below to view event details as well as a list of benefits for each sponsorship level.

2025 EVENTS

- Easter Eggstravaganza
- Month of the Military Child
- Salute to Service Luncheon
- Down & Dirty Trail Run
- Army Birthday
- Summer Sizzle
- Wellness Fair
- Golf Tournament
- Tree Lighting
- Rumpel Fitness Center Events
- McCoy's Community Center Events
- Outdoor Recreation Events
- Child & Youth Services Events



WHY SHOULD
YOUR BUSINESS
BE A SPONSOR?

U.S. ARMY

Commercial Sponsorship is a Department of Defense program that opens the door for civilian businesses to sponsor Family and Morale, Welfare and Recreation (MWR) programs on the installation. Sponsorship can be cash, products, or services. In return, you will be provided with logo coverage/advertising, sampling/couponing opportunities, plus other benefits.

All revenue generated through sponsorship goes directly to MWR programs to make them successful.

Consider the impact your company can have on America's Soldiers by becoming a Corporate Sponsor.

CONTACT INFORMATION

Ashley Sivert
Commercial Sponsorship Coordinator
Fort McCoy U.S. Army MWR Marketing
PHONE: 502-898-5358
EMAIL: ashley.n.sivert.naf@army.mil or
usarmy.mccoy.id-readiness.list.dfmwr-
marketing@army.mil

INTERESTED IN ADVERTISING WITH US?

Displayed below are some of the businesses we currently work with - we would like to add you to our list of sponsors.



A. L. M.
Charities



GUNDERSEN
HEALTH SYSTEM.

explore
LA CROSSE
.com



Optum Serve®



LA CROSSE
BEVERAGE, LLC



DUNKIN'



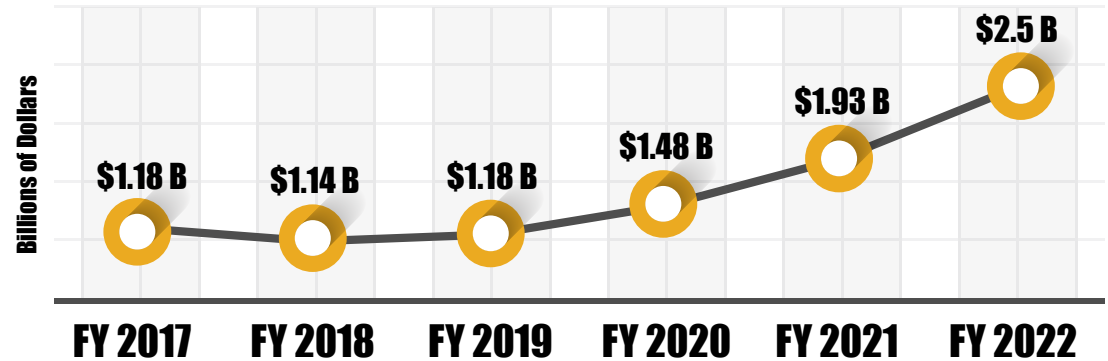
FORT McCOY

AT A GLANCE

Located in the heart of the upper Midwest, Fort McCoy is the only U.S. Army installation in the state of Wisconsin. The 60,000 acre installation is capable of fully supporting training throughout a four-season climate and offers an excellent training environment and support infrastructure for military personnel to develop and maintain skills necessary for mission success.

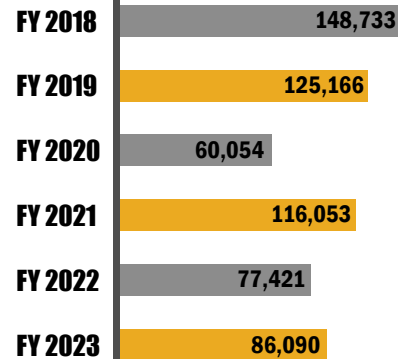


ECONOMIC IMPACT

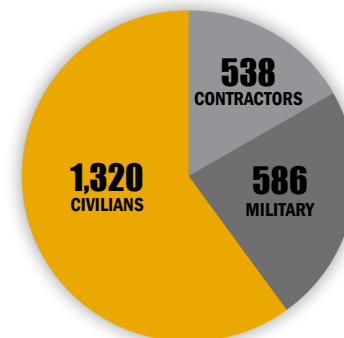


TRAINING POPULATION

Number of Personnel Supported (includes training conducted by all branches of the service)



INSTALLATION WORKFORCE



66.4% of the workforce reside in Monroe County

87,134 Military Retirees and their Families are serviced by Fort McCoy





EASTER EGGSTRAVAGANZA

APRIL 12

Celebrate Easter at Fort McCoy! With approx. 400 patrons attending each year, it's a day filled with breakfast and photos with the Easter Bunny, face painting, activities and of course, the always favorite Easter Egg Hunt.

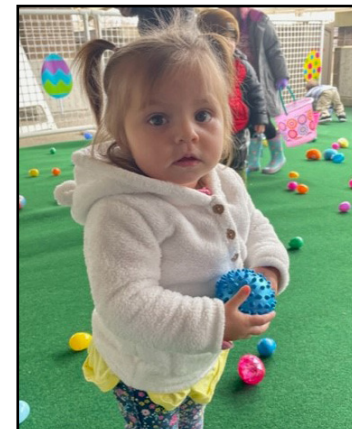
IN-KIND ITEMS NEEDED:

- Candy
- Face Paint
- Drinks
- Plastic Eggs
- Easter Craft Supplies



*In-Kind Crafts valued at \$250

SPONSORSHIP LEVELS	GOLD \$500	SILVER In-Kind Crafts*
Company name listed in MWR eNewsletter (3,150+ accounts)	✓	✗
Company logo on promotional materials (posters/flyers)	✓	✓
Ad placed on the Fort McCoy MWR Facebook page	✓	✗
Booth space at event (call for details)	✓	✓
CLICK HERE TO SPONSOR THIS EVENT		





MONTH OF THE MILITARY CHILD

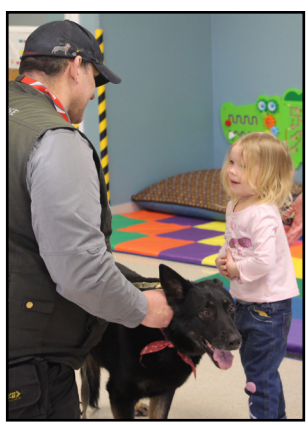
MONTH OF APRIL

MILITARY CHILDREN: BRAVE, FEARLESS & RESILIENT

Month of the Military Child is a month-long celebration of our Military children and the sacrifices they make serving alongside their Soldier parents. There will be facility specials, games, crafts and activities throughout the month of April.

SPONSORSHIP LEVELS	PLATINUM \$500	GOLD \$300	SILVER \$150
Company name listed in MWR eNewsletter (3,150+ accounts)	✓	✓	✗
Company logo on thank you poster posted in both childcare facilities for the entire month of April	✓	✓	✓
Company logo on promotional materials (posters/flyers)	✓	✓	✓
Company logo displayed on event t-shirts (plus one keepsake t-shirt)	✓	✓	✗
Ad placed on the Fort McCoy MWR Facebook page	✓	✗	✗

[CLICK HERE TO SPONSOR THIS EVENT](#)



- IN-KIND ITEMS NEEDED:**
- Ice Cream / Frozen Custard / Toppings
 - Donuts
 - Fruit
 - Craft Activity Supplies
 - Family Packages
 - Door Prizes





SALUTE TO SERVICE LUNCHEON

MAY 7

We love our heroes and we invite you to honor them. There will be a buffet-style meal and activities - all FREE to service members.



SPONSORSHIP LEVELS	PLATINUM \$750	GOLD \$500	SILVER \$250
Company name listed in MWR eNewsletter (3,150+ accounts)	✓	✓	✓
Company logo on promotional materials (posters/flyers)	✓	✓	✓
Ad placed on the Fort McCoy MWR Facebook page	✓	✓	X
On-site space to do giveaways/sampling (call for details)	✓	X	X
CLICK HERE TO SPONSOR THIS EVENT			

IN-KIND ITEMS NEEDED:

- Gift Cards
- T-Shirts / Hats
- Door Prizes



DOWN & DIRTY TRAIL RUN

JUNE 21

Get on board for our 12th annual mud and obstacle run. 300+ runners typically participate. It's going to be even dirtier this year on our family-friendly course filled with obstacles and of course, plenty of the good stuff! Open to the public.



IN-KIND ITEMS NEEDED:

- **Obstacle Materials**
- Wood
- Paint
- Screws
- Cargo Nets
- Plastic Lining
- Black Dirt
- Liquid Dish Detergent
- Triple Strand Climbing Rope
- Water/Drinks
- Brats
- Chips

SPONSORSHIP LEVELS	UTTERLY FILTHY \$1,000	MASTER OF MUD \$750	MUDDY BUDDY \$500	DOWN RIGHT DIRTY \$250	DIRTY DEVIL \$350 (Limit One)
Company logo name on Mud Run webpage	✓	✓	✓	✗	✗
Company name listed in MWR eNewsletter (3,150+ accounts)	✓	✓	✓	✓	✓
Insert promotional items/samples in participants bags (supplied by sponsor - qty 300)	✓	✓	✓	✗	✗
Verbal recognition by event MC	✓	✓	✓	✗	✗
Company logo on promotional materials (posters \flyers)	✓	✓	✓	✓	✓
Company logo on 1 obstacle sign	✓	✓	✓	✓	✓
Banner placement at event (max size is 3'x6' - supplied by sponsor)	✓	✓	✓	✗	✓
Booth space - 5 ft table, 2 folding chairs and a 8' x 8' pop-up tent	✓	✓	✗	✗	✗
Complimentary 4 person team for your business	✓	✓	✗	✗	✗
Ad placed on the Fort McCoy MWR Facebook page	✓	✗	✗	✗	✗
Opportunity for your staff to man the water stop keeping participants hydrated and motivated!	✗	✗	✗	✗	✓
CLICK HERE TO SPONSOR THIS EVENT					





ARMY BIRTHDAY

JUNE 14

Celebrate the Army's 250th Birthday. There will be a 5K run/walk, a buffet lunch, and ceremonial cake cutting – ALL FREE to the Fort McCoy Community to honor and celebrate the sacrifices our Soldiers make!



SPONSORSHIP LEVELS

Company logo prominently displayed on event t-shirts (plus one keepsake t-shirt)

Company logo displayed on event t-shirts (plus one keepsake t-shirt)

Company name listed in the MWR eNewsletter (3,150+ accounts)

Company logo on promotional materials (posters/flyers)

Verbal acknowledgment by Command representative at the luncheon

Ad placed on the Fort McCoy MWR Facebook page

On-site space at the luncheon to do giveaways/sampling (call for details)

PLATINUM

\$1,000

GOLD

\$500

SILVER

\$250



CLICK HERE TO SPONSOR THIS EVENT

IN-KIND ITEMS NEEDED:

- Pulled Chicken / Pulled Pork
- Hamburger Buns
- BBQ Sauce
- Chips
- Beverages/Water
- Pickles
- Fruit
- Granola Bars
- Sheet Cakes
- Napkins
- 6" & 10" Plates
- Plastic Forks
- Army Yellow & Black Decorations

✉ usarmy.mccoy.id-readiness.list.dfmwr-marketing@army.mil

☎ 502-898-5358



U.S. ARMY





WELLNESS FAIR

OCTOBER 8

Meet face-to-face with Soldiers and Civilians of Fort McCoy while promoting your business! The Wellness Fair includes a 5K run/walk, blood drive and showcase area where vendors present a wealth of information on nutrition, physical, mental, financial & spiritual health and wellness. Approx. Attendance: 500;

**Please note this an informational fair, you may take orders but you may not sell products. No cash may be exchanged.*



SPONSORSHIP LEVELS	PLATINUM \$500	GOLD \$300	SILVER \$150	BRONZE \$100
Booth space at the fair	✓	✓	✓	✓
Acknowledgement by Event Emcee at the fair	✓	✓	✓	✗
Insert into gift bag (supplied by sponsor - qty 500)	✓	✓	✓	✗
Company name listed in MWR eNewsletter (3,150 accounts)	✓	✓	✗	✗
Large black & white in the Wellness Fair Guide (5" x 2.5")	✓	✗	✗	✗
Small black & white in the Wellness Fair Guide (2.5" x 2.5")	✗	✓	✗	✗
Company logo on promotional materials (posters/flyers)	✓	✓	✗	✗
Wellness Fair t-shirts for all employees at your booth	✓	✓	✗	✗
Company logo (predominately displayed) on Wellness Fair t-shirts (approx 200)	✓	✗	✗	✗
Company logo on Wellness Fair t-shirts (approx 200)	✗	✓	✗	✗
Ad placed on the Fort McCoy MWR Facebook page	✓	✗	✗	✗
Banner placement at the Rumpel Fitness Center for a 3 month period (banner supplied by sponsor)	✓	✗	✗	✗

CLICK HERE TO SPONSOR THIS EVENT

IN-KIND ITEMS NEEDED:

- Door Prizes
- Awards
- Gift Cards
- Goodie Bag Items
- Water/Health Drinks
- Health & Fitness Related Equipment / Supplies

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U.S. ARMY





SUPPORT THE TROOPS

U.S. ARMY GOLF OUTING

SEPTEMBER 10

Fort McCoy MWR will be hosting our 4th annual golf outing at Onalaska's Cedar Creek Golf Course. The day will include lunch, an 18-hole tournament including special events, hole prizes and a sit-down dinner/awards banquet following the tournament.



INTERESTED IN BEING A HOLE-IN-ONE SPONSOR? Call for more details.

SPONSORSHIP LEVELS	GOLD \$1,000	SILVER \$750	BRONZE \$500
Company logo on thank you poster at event	✓	✓	✓
Company logo on a hole sign	✓	✓	✓
Insert into goodie bag (supplied by sponsor - qty 144)	✓	✓	X
Company name listed in MWR eNewsletter (3,150+ accounts)	✓	✓	✓
Company logo on promotional materials (posters/flyers)	✓	✓	✓
Ad placed on the Fort McCoy MWR Facebook page	✓	✓	X
Complimentary 4 person team	✓	✓	X
Special Recognition at the Awards Banquet	✓	X	X
Poster size signage displayed at Hole-In-One on tournament day with your company logo	✓	X	X

CLICK HERE TO SPONSOR THIS EVENT

SPONSORSHIP ITEMS NEEDED

- Sleeves of Golf Balls
- Golf Umbrellas
- Golf Apparel
- Golf Bags
- Drivers
- Putters
- Other Golf Equipment/Supplies
- Hospitality Gift Cards
- Trips

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TREE LIGHTING

DECEMBER 4

Come be a part of a Fort McCoy tradition. It is a night filled with cookies & doughnut decorating, hot chocolate, frozen custard, crafts and activities, photos with Santa, live music by School Age Center children, and a special kids only “Santa’s workshop” where they can find a perfect gift for mom or dad for only \$1.

IN-KIND ITEMS NEEDED:

- Christmas Craft Supplies
- Candy
- Drinks
- Magnets
- Jingle Bell Necklaces
- Ornaments
- Personalized photo frames
- Face Paint
- Holiday Door Hangers

*In-Kind Crafts valued at \$250

SPONSORSHIP LEVELS

SPONSORSHIP LEVELS	GOLD \$500	SILVER In-Kind Crafts*
Company name listed in MWR eNewsletter (3,150+ accounts)	✓	X
Company logo on promotional materials (posters/flyers)	✓	✓
Ad placed on the Fort McCoy MWR Facebook page	✓	X
Booth space at event (call for details)	✓	✓

[CLICK HERE TO SPONSOR THIS EVENT](#)





FITNESS CENTERS

YEAR ROUND EVENTS

The Rumpel Fitness Center serves over 100,000 patrons a year & hosts a variety of events including 5K races, leagues and tournaments. Fun, Family-friendly competitions and activities are also offered to promote a healthy lifestyle.



SPONSORSHIP LEVELS Amounts can be either cash, in-kind or combination	GOLD \$500	SILVER \$250
Company logo with link in MWR eNewsletter (3,150 accounts)	✓ 2 editions	✓ 1 edition
Company logo on promotional materials (posters/flyers)	✓ 2 events	✓ 1 event
One thank you graphic on Fort McCoy MWR Facebook page	✓	X
CLICK HERE TO SPONSOR THESE EVENTS		

EVENTS:

- All-Time Lifters - May 21
- Army Birthday 5k - June 13
- 9-11 Memorial Run - Sept 11
- Turkey Trot 5k - Nov 2025

IN-KIND ITEMS NEEDED:

- Gift Cards
- Prize Support
- Healthy Snacks
- Protein Powders/Power Bars
- Sports Tape/Lifting Wrap/Lifting Belts
- Water Bottles/Shaker Bottles
- Water/Sports Drinks
- Sports Equipment
- T-Shirts/Hats/Sports Apparel





McCOY'S COMMUNITY CENTER

YEAR ROUND EVENTS

This is the place to be for the more than 160,000+ service members that train at Fort McCoy annually. McCoy's Community Center offers numerous themed events and activities that are designed to provide Soldiers and their Families fun-filled entertainment during their leisure time.



SPONSORSHIP LEVELS Amounts can be either cash, in-kind or combination	GOLD \$500	SILVER \$250
Company logo with link in MWR eNewsletter (3,150 accounts)	✓ 2 editions	✓ 1 edition
Company logo on promotional materials (posters/flyers)	✓ 2 events	✓ 1 event
One thank you graphic on Fort McCoy MWR Facebook page	✓	X
CLICK HERE TO SPONSOR THESE EVENTS		

EVENTS:

- Super Bowl Party: February 9
- Leprechaun Loop: March 17
- Tap Takeovers: Annually
- Gingerbread House Building: Dec 2025
- Bowling Leagues: Weekly

IN-KIND ITEMS NEEDED:

- Gift Cards
- Prize Support
- Can Coolers
- Decorations
- Electronics
- Gingerbread House Kits
- NFL Apparel/Novelty Items
- Pint Glasses





OUTDOOR RECREATION

YEAR ROUND EVENTS

Soldiers, Families and guests can enjoy the great outdoors at scenic Fort McCoy. Themed weekends and fun, Family-friendly events take place year round at Pine View Campground.



SPONSORSHIP LEVELS

Amounts can be either cash, in-kind or combination

Company logo with link in MWR eNewsletter (3,150 accounts)

Company logo on promotional materials (posters/flyers)

One thank you graphic on Fort McCoy MWR Facebook page

GOLD
\$500

✓
2 editions

✓
2 events

✓

SILVER
\$250

✓
1 edition

✓
1 event

X

CLICK HERE TO SPONSOR THESE EVENTS

PINE VIEW CAMPGROUND EVENTS:

Haunted Trails: August 23

WHITETAIL RIDGE SKI AREA EVENTS:

Grade A+ Snow Days: Jan, Feb, Mar

Christmas in July: July 26

TEN POINT PUB EVENTS:

Sit, Sip & Paint

Harvest Fest: Oct 2025

IN-KIND ITEMS NEEDED:

- Gift Cards
- Prize Support
- Sporting & Camping Equipment
- Family Packages
- Food & Beverage
- Lumber





SHOOTING SPORTS

YEAR ROUND EVENTS

Soldiers, Families and guests can enjoy the great outdoors by utilizing Fort McCoy's wide array of Shooting Sports activities including:

PAINTBALL & LASER TAG:

Featuring 2 outdoor courses including a unique 2-story castle constructed from railroad ties. It's a great place to host a birthday or unit party! Open to the public.

SPORTSMAN'S RANGE:

- Rifle Range: 50, 100, 200 meters
- Pistol Range: Up to 50 meters
- Trap & Skeet Shotgun Range
- 3-D Archery Range
- Elevated Archery Range



SPONSORSHIP LEVELS

	PLATINUM \$500	GOLD \$300	SILVER \$150
Company name listed in MWR eNewsletter (3,150+ accounts)	✓	✓	✓
Company logo on thank you poster at event	✓	✓	✓
Company logo on promotional materials (posters/flyers)	✓	✓	✓
Insert into goodie bag (supplied by sponsor - qty 250)	✓	✓	X
Booth space at event (call for details)	✓	✓	X
Banner placement at the event (max size 3' x 6' - supplied by sponsor)	✓	X	X
Ad placed on the Fort McCoy MWR Facebook page	✓	X	X
Company logo prominently displayed on event promotional items	✓	X	X

[CLICK HERE TO SPONSOR THIS EVENT](#)

IN-KIND ITEMS NEEDED:

- Shooting Sports Equipment
- Deer & Turkey Feed
- Lumber
- Sports Drinks
- Prize Support

EVENTS:

- Paintball Clinics
- Paintball Tournaments

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U.S. ARMY





CHILD & YOUTH SERVICES

YEAR ROUND EVENTS

Child and Youth Services holds several events for our military youth throughout the year that promote learning through active participation, so they are a busy bunch! The themed events bring children and their families together through fun activities everyone can enjoy.



SPONSORSHIP LEVELS Amounts can be either cash, in-kind or combination	GOLD \$500	SILVER \$250
Company logo with link in MWR eNewsletter (3,150 accounts)	✓ 2 editions	✓ 1 edition
Company logo on promotional materials (posters/flyers)	✓ 2 events	✓ 1 event
One thank you graphic on Fort McCoy MWR Facebook page	✓	X
CLICK HERE TO SPONSOR THESE EVENTS		

EVENTS:

- Seasonal Family Involvement programs: Spring, Fall, Winter
- Monster Bash: October
- Month of the Military Family: November

IN-KIND ITEMS NEEDED:

- Pumpkins
- Paints
- Reading and Activity Books
- Paint Brushes
- Craft Supplies
- Drinks (Juice & Water)
- Gift Certificates/ Family Packages
- Door Prizes
- Hay Bales
- Sprinklers
- Bubbles
- Color Powder (for Color Runs)
- Tie-Dye
- White T-Shirts
- Seeds/Soil/ Planting Supplies



SPONSORSHIP REGISTRATION FORM

Please review and select the level of support that is most appealing to you. Simply complete this form and fax to 502-898-3743 or email to usarmy.mccoy.id-readiness.list.dfmwr-marketing@army.mil

EASTER EGGSTRAVAGANZA Cash: _____

In-Kind Item(s): _____ Value: _____

MONTH OF THE MILITARY CHILD Platinum: \$500 Gold: \$300 Silver: \$150

In-Kind Item(s): _____ Value: _____

SALUTE TO SERVICE LUNCHEON Platinum: \$750 Gold: \$500 Silver: \$250

In-Kind Item(s): _____ Value: _____

DOWN & DIRTY TRAIL RUN Utterly Filthy: \$1,000 Master of Mud: \$750 Muddy Buddy: \$500 Down Right Dirty: \$250

Dirty Devil: \$350 In-Kind Item(s): _____ Value: _____

ARMY BIRTHDAY Platinum: \$1,000 Gold: \$500 Silver: \$250

In-Kind Item(s): _____ Value: _____

WELLNESS FAIR Platinum: \$500 Gold: \$300 Silver: \$150 Bronze: \$75

In-Kind Item(s): _____ Value: _____

GOLF TOURNAMENT Gold: \$1,000 Silver: \$750 Bronze: \$500 Ask about Hole-in-One Packages

In-Kind Item(s): _____ Value: _____

TREE LIGHTING Gold: \$500 Silver: \$250 - In-Kind Craft Item(s) _____

_____ Value: _____

RECREATIONAL EVENTS Rumpel Fitness Center McCoy's Community Center Outdoor Recreation Child & Youth Services

Gold: \$500 Silver: \$250 In-Kind Item(s): _____ Value: _____

SHOOTING SPORTS Platinum: \$500 Gold: \$300 Silver: \$150

In-Kind Item(s): _____ Value: _____

Please provide the following information:

Business: _____

Contact: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____

Email: _____

Bill me

Payment enclosed (make checks payable to IMWRF)

I can't support at the levels above but would like to help (door prizes/gift certificates/cash):



U.S. ARMY



If you have any questions, please contact me at 502-898-5358 or usarmy.mccoy.id-readiness.list.dfmwr-marketing@army.mil

I look forward to working with you and appreciate any support you can provide.

Ashley Sivert

Commercial Sponsorship Coordinator
Fort McCoy Family and MWR

ADVERTISING

Advertise your business and show your support at the same time. Choose 3 different options and receive 15% off!

WEBSITE ADVERTISEMENTS

www.mccoymwr.com

SIDEBAR ADS: Appears on the right side of the screen.

LEADERBOARD ADS: Appears at the top of the page above all content.



DIMENSIONS: Sidebar: 300W x 250H pixels
Leaderboard: 728W x 90H pixels

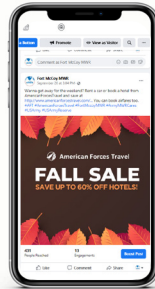
3 Months	6 Months	12 Months
NA/\$500	\$400/\$700	\$600/\$1,200

Rates listed as sidebar/leaderboard

FACEBOOK ADVERTISEMENT

www.facebook.com/mccoymwr

Your ad will have high visibility using this social media platform.



DIMENSIONS: 1200 x 1200 pixels

Per Post	6 Posts	12 Posts
\$100	\$400	\$650

DIGITAL DISPLAYS

40" TV screens located in the following facilities:
Rumpel Fitness Center, Wisconsin Military Academy IHG Army Hotel, 86th Training Division, DPTMS Range & McCoy's Community Center.



DIMENSIONS: 1500W x 844H pixels

3 Months	6 Months	12 Months
\$500	\$900	\$1,500

Rates listed as 30 second static

MWR NEWSLETTER

The MWR eNewsletter is sent postwide to over 3,150+ accounts biweekly. Call to reserve your edition (subject to availability).



DIMENSIONS: 400W x 1250H pixels

Per Edition	6 Editions	12 Editions
\$100	\$400	\$650

BANNER PLACEMENT

MWR has several locations to place your company banner that will be noticed by the Fort McCoy traffic!
Limited availability.



6 Months	12 Months
\$500	\$1,000

BROCHURE/COUPON DISTRIBUTION

Placed in our facilities to give you maximum exposure!



6 Months	12 Months
\$400	\$600

BOWLING SCREEN ADVERTISEMENTS

Ads are continuously played on 8 monitors that are viewable to patrons at McCoy's Community Center.



DIMENSIONS: 521W x 286H pixels

3 Months	6 Months	12 Months
\$250	\$500	\$1,000

Rates effective through December 31, 2025 v . We reserve the right to limit placement in facilities with competing services.