



FORT JACKSON FAMILY & MWR

COMMERCIAL SPONSORSHIP &
ADVERTISING GUIDE

FORGING THE FUTURE OF AMERICA'S ARMY



WELCOME TO FORT JACKSON

our nation's premier center for Basic Combat Training and a cornerstone of Army readiness. As the largest initial entry training installation in the U.S. Army, Fort Jackson is responsible for preparing approximately 50% of all new Soldiers and over 60% of the women who join the Army each year.

Since its establishment in 1917 to support the mobilization of World War I, Fort Jackson has upheld a proud legacy of service, resilience, and unwavering commitment to national defense. That legacy continues today as the installation embraces evolving missions and stands ready to meet the demands of a dynamic global environment.

Fort Jackson's core mission is to develop physically fit, disciplined, and motivated Soldiers who embody the Army's values and operate as cohesive teams. Each year, the installation trains more than 45,000 Soldiers in Basic Combat Training and an additional 12,000 in advanced individual training—ensuring the Army remains equipped with capable and mission-ready warriors.

FORGING THE FUTURE

OF AMERICA'S ARMY

WHAT IS COMMERCIAL ADVERTISING?

The Fort Jackson Family and MWR Commercial Advertising Program offers the opportunity to display your company's information through a variety of media in Family and MWR Facilities. Advertising gives you the opportunity to target the Fort Jackson Community. Brand awareness is powerful and by partnering with Family and MWR, you will quickly be able to see a return on your investment.

WHAT IS COMMERCIAL SPONSORSHIP?

Commercial Sponsorship offers a strategic opportunity to engage the Fort Jackson community by supporting Family and MWR events. Through various tiered sponsorship levels available throughout the year, your organization can gain direct access to Soldiers and their families, enhancing brand visibility and fostering meaningful interactions within a dedicated military audience.

- 4,445,465 vehicles pass through the gates of Fort Jackson annually: with the potential of 9 million impressions per year
- 250,000 family members visit Fort Jackson annually for Family Day/Graduation
- Fort Jackson is home to 3,200 permanent party service members: including 900 Drill Sergeants
- 5,000 Civilian Employees
- Over 46,000 retirees reside in the Columbia area
- Fort Jackson trains 58% of all Army trainees
- The Fort generates an economic impact of \$4.2 billion for the greater Columbia area

Partnering with Fort Jackson Family and MWR provides your organization with a unique platform to reach a high-value military audience. Our partnership benefits are designed to maximize your brand's visibility and foster community engagement.

Sponsorship & Advertising Benefits Include:

- Targeted Market Access
- Integrated Brand Presence
- Comprehensive Media Support
- On-Site Brand Recognition
- Exclusive Event Participation

COMMERCIAL SPONSORSHIP OPPORTUNITIES



TITLE PREMIER

(\$35,000)

EVENTS INCLUDED

- 4th of July Event Title Sponsor
- Outdoor Recreation Easter Egg Hunt
- Summer Reading Program Kickoff Event
- CYS Family Fun Festival
- Oktoberfest
- Annual Tree Lighting and Food Truck Festival
- Month of the Military Child
- Weston Lake Summer Kick Off
- Back to School Color Run
- CYS Fall Festival
- Run to Remember

ADVERTISING INCLUDED

- 12 months of advertising on the digital marquee
- 12 months of advertising on the FMWR Website
- 12 months of advertising on digital monitors at Century Bowling Lanes
- (4) 8' x 3' banners strategically placed around the installation for 12 months

TITLE

(\$30,000)

EVENTS INCLUDED

- 4th of July Event Title Sponsor
- Outdoor Recreation Easter Egg Hunt
- Summer Reading Program Kickoff Event
- CYS Family Fun Festival
- Oktoberfest
- Annual Tree Lighting and Food Truck Festival
- Month of the Military Child
- Weston Lake Summer Kick Off
- Back to School Color Run
- CYS Fall Festival
- Run to Remember

ADVERTISING INCLUDED

- 12 months of advertising on the digital marquee
- 12 months of advertising on the FMWR Website
- (3) 8' x 3' banners strategically placed around the installation for 12 months



COMMERCIAL SPONSORSHIP OPPORTUNITIES



PRESENTING (\$20,000)

EVENTS INCLUDED

- 4th of July Event
- Run to Remember
- CYS Family Fun Festival
- Oktoberfest
- Outdoor Recreation Easter Egg Hunt
- Back to School Color Run
- CYS Fall Festival
- Annual Tree Lighting and Food Truck Festival

ADVERTISING INCLUDED

- 12 months of advertising on the digital marquee AND on the FMWR Website
- (3) 8' x 3' banners strategically placed around the installation for 12 months

HOST (\$15,000)

EVENTS INCLUDED

- 4th of July Event
- Run to Remember
- CYS Fall Festival
- Annual Tree Lighting and Food Truck Festival
- Outdoor Recreation Easter Egg Hunt
- CYS Family Fun Festival
- Oktoberfest

ADVERTISING INCLUDED

- 12 months of advertising on the digital marquee AND on the FMWR Website
- (2) 8' x 3' banners strategically placed around the installation for 12 months

SUPPORT (\$10,000)

EVENTS INCLUDED

- 4th of July Event
- CYS Family Fun Festival
- Annual Tree Lighting and Food Truck Festival
- Outdoor Recreation Easter Egg Hunt
- CYS Fall Festival

ADVERTISING INCLUDED

- 12 months of advertising on the digital marquee AND on the FMWR Website
- (1) 8' x 3' banners strategically placed around the installation for 12 months



PRINT ADVERTISING OPPORTUNITIES

BANNERS

Strategic banner placement across the installation with banners displayed at high traffic locations throughout the post to include fitness centers, water park, golf course, Auto Craft and all sports/aquatics facilities.

\$300 per month per location.



DIRECTORY

Reach thousands of active-duty service members, families, retirees, and civilian employees by advertising on the official MWR Fort Jackson Directory. Your ad will be prominently displayed across all MWR facilities—gyms, recreation centers, dining spots, and more—ensuring high visibility and engagement.

\$200 per season (3 seasons)/\$600 annually.



FAMILY DAY FLYERS

Distributed weekly to over 2,000 families, these flyers offer a direct and personal way to connect with the community during one of the most popular events on post.

\$250 per week, \$12,000 annually.

KIOSKS (InChon/SC)

Capture attention in one of Fort Jackson's busiest hubs with a full-size static poster displayed on kiosks at InChon and MWR Central. With dimensions of 48" x 36", your message will be impossible to miss—perfect for promoting your brand, services, or events to a diverse military audience.

\$200 per month per location.



PRINT ADVERTISING LARGE SCALE SIGNAGE

WINDOW CLINGS/COUNTER WRAPS

Command attention with bold, high-impact advertising through large-scale signage and window clings placed at key FMWR facilities across Fort Jackson. These premium placements offer unbeatable visibility to service members, families, retirees, and civilian staff—perfect for showcasing your brand in a dynamic setting.

**Price Varies by Size and Location
Call for Details.**

CENTURY & IVY LANES DIGITAL SCREENS

Digital Screen Advertising at Century & Ivy Lanes 38 Screens of Opportunity! Put your brand in motion across 38 high-visibility digital screens at Fort Jackson's premier bowling centers: 24 screens at Century Lanes and 14 screens at Ivy Lanes. These dynamic displays offer continuous exposure to a diverse audience of service members, families, retirees, and guests enjoying recreation, league play, and special events.

\$500 per month.

DIGITAL MARQUEE

Advertise where it counts with digital marquee placement on Strom Thurmond Boulevard, the main thoroughfare through Fort Jackson. This high-traffic location offers premium exposure to thousands of service members, families, retirees, and civilian personnel entering and exiting the installation daily.

\$500 per month.

DIGITAL ADVERTISING

FORT JACKSON FAMILY AND MWR WEBSITE

Reach thousands of active-duty service members, families, retirees, and civilian employees through strategic ad placement on the official Fort Jackson Family and MWR website. This trusted online hub is where the community goes for event info, facility updates, recreation programs, and more making it a prime digital space for your brand.

\$275 - 720x90px per month

\$300 - 300x250px per month

VIDEORAMA TRAINEE VIDEO STATIC AD

Reach 30k+ families around the country by placing an ad in the Trainee Video made by Videorama and sold to families of graduating soldiers.

\$600 per month.

SOCIAL MEDIA ADVERTISING

Promote your brand directly to a highly engaged military audience through MWR Fort Jackson's social media platforms, boasting over 16k+ followers across Facebook, Instagram, and more. From event promotions to product highlights, your message will be seen by service members, families, retirees, and civilian employees who actively follow MWR for updates, activities, and community news.

\$200 per post.





Commercial Sponsorship & Advertising
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