



Sponsorship and Advertising OPPORTUNITIES

USAG PRESIDIO OF MONTEREY
MONTEREY,
CALIFORNIA







OUR BRAND

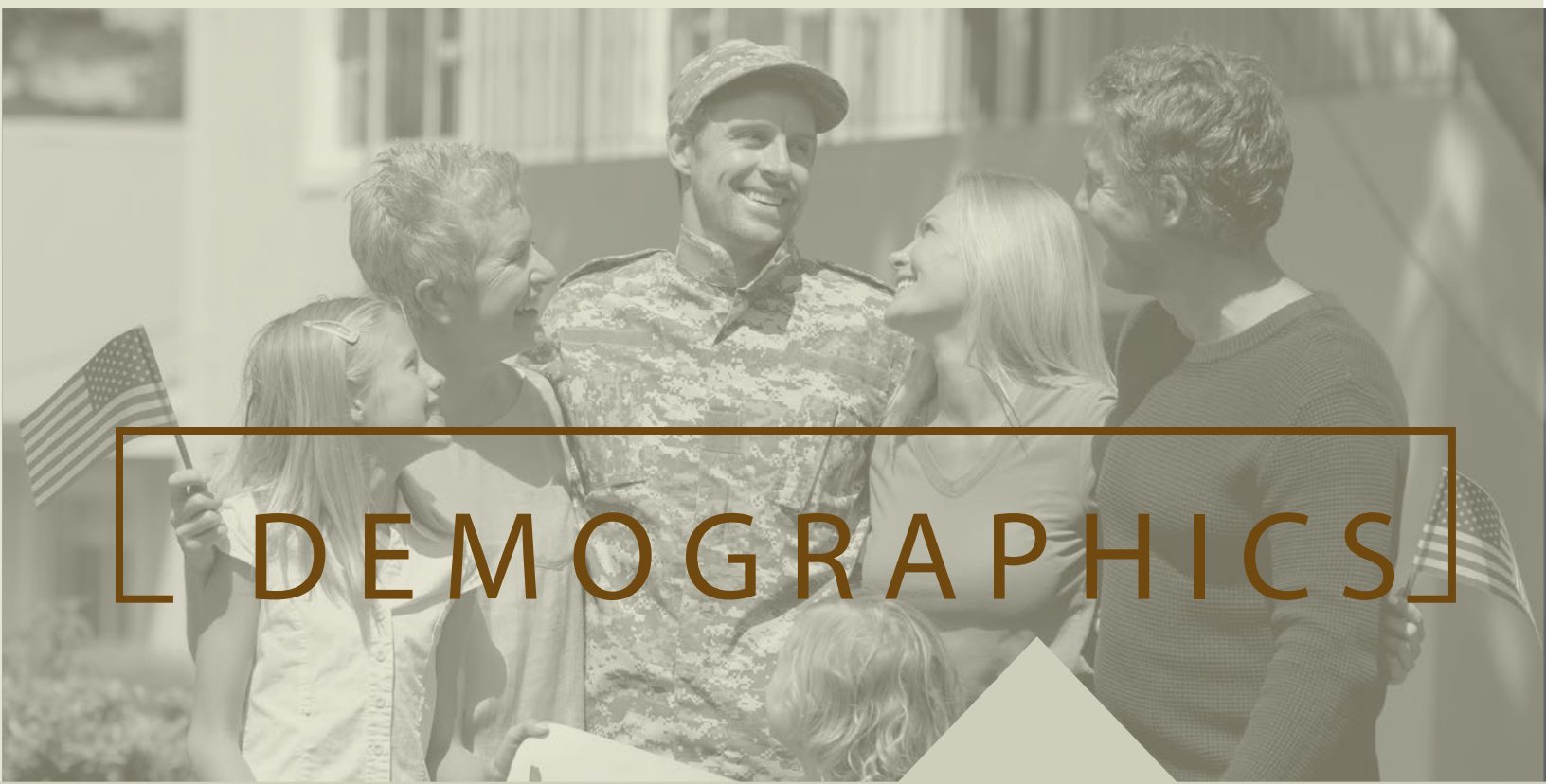
Presidio of Monterey Family and MWR proudly plans and delivers world-class recreation, sports, entertainment, family, and child and youth programs for those who serve. When you partner with us, you not only reach highly desirable target markets—you also make a direct impact by supporting meaningful programs for military members and their families.

Thousands of military Service Members, Retirees, and their families count on our programs to boost their quality of life as they are stationed in Monterey Bay.

Align your brand with the **STRENGTH** of Presidio of Monterey

Reach more than **53,000**
Soldiers, Family
Members, Retirees,
Civilians

SUPPORT valuable
programs for those who
serve

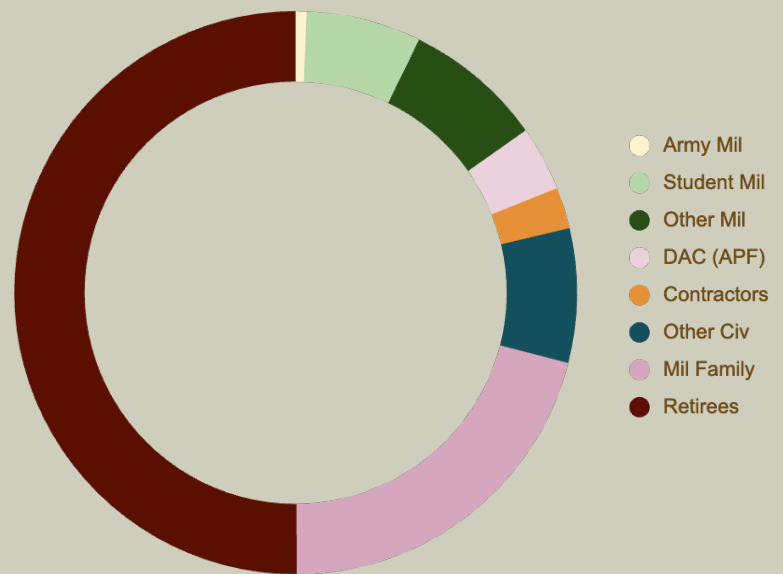


MARKET SIZE

THE TOTAL PRESIDIO OF MONTEREY MARKET

Army Mil	334
Student Mil	3,563
Other Mil	4,311
DAC (APF)	2,012
Contractors	1,277
Other Civ	4,149
Mil Family	11,288
Retirees	27,000+

TOTAL 53,000+



The Presidio of Monterey is home to the Defense Language Institute Foreign Language Center. Our community of 53,000+ represents a unique blend of permanent residents and transitioning service members.

Roughly half our population—retirees, civilians, and contractors—are deeply rooted in the Monterey Bay area. The other half cycles through on training assignments, typically staying 1-2 years before moving to their next duty station.

This creates a dynamic, multi-generational community spanning from young students beginning their military careers to seasoned retirees with decades of service. Our programs are designed to serve this diverse population, enhancing quality of life for both long-term residents and those temporarily calling Monterey home.



ADVERTISING

DIGITAL ADVERTISING

GO DIGITAL WITH PRESIDIO OF MONTEREY FAMILY AND MWR!



WEBSITE

presidio.armymwr.com
10,000+ monthly page views

Our website, **presidio.armymwr.com**, is the go-to destination for program and event information, receiving over 10,000 page views each month. Your ad will earn strong visibility right where our community is already engaged.



DIGITAL DISPLAY & OUTDOOR MARQUEES

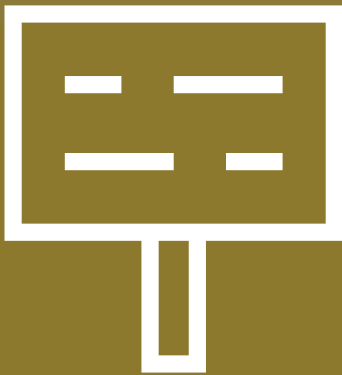
12 indoor digital displays and
3 outdoor marquees

Get your brand front and center with digital signage throughout Presidio of Monterey. With 12 indoor displays and 3 outdoor marquees located in high-traffic areas, your message reaches thousands of soldiers, families, and community members daily, delivering lasting awareness and engagement.

TYPE OF ADVERTISING	WEEKLY	MONTHLY	QUARTERLY	YEARLY
Website	N/A	N/A	\$300	\$1,000
Marquee	\$150	\$500	\$1250	\$4,500
Digital Display	\$100	\$300	\$800	\$3,000
Social Media Posts (1 post per month)	N/A	\$250	\$675	\$2,220

PHYSICAL ADVERTISING

Family & MWR Facilities



Yard Sign



Outdoor Banner



A-Frame Sign

TYPE OF ADVERTISING

WEEKLY

MONTHLY

QUARTERLY

YEARLY

Outdoor Banner

8 feet wide x 2.5 feet tall

N/A

N/A

\$300

\$1,000

A-Frame Poster

36 inches x 24 inches

NA

\$550

\$1,050

\$2,100

Yard Signs

18 inches x 24 inches

N/A

\$200

\$500

\$1,000



Child Care Centers

Annual Visitors: 30,000

Who They Serve: Families

What Happens Here: The dedicated home for "all things kids," ranging from trusted daily care and after-school programming to active summer camps.

General Stilwell Community Center

Annual Visitors: 12,000

Who They Serve: Our 53,000+ community of service members, families, DoW Employees, and retirees.

What Happens Here: The central hub of all things DFMWR. Soldiers and family members come here to visit Army Community Service (ACS), enroll in child care programs, and attend major community social events.

Hobson Recreation Center

Annual Visitors: 44,500

Who They Serve: Active duty service members

What Happens Here: The premier spot where student soldiers hang out and unwind; it also proudly houses the Better Opportunities for Single Soldiers (BOSS) program.

Price Fitness Center

Annual Visitors: 229,686

Who They Serve: Our 53,000+ community of service members, families, DoW Employees, and retirees.

What Happens Here: The active hub for all ages participating in fitness classes, community wellness challenges, and tactical athletic training.

Java Café

Annual Visitors: 90,000

Who They Serve: Active duty service members, DoW Employees

What Happens Here: The go-to spot where people meet up, study, or just relax and enjoy a nice view and a meal between intense classes.

Marquee

Community: Visible to our entire 53,000+ community

Locations: 3 high-traffic digital boards across POM and OMC.

What Happens Here: Keeping the entire garrison connected. These high-visibility displays broadcast critical installation updates, upcoming community events, and essential program deadlines to daily commuters and families moving across both installations.



SPONSORSHIP

With Commercial Sponsorship, your company can showcase its message to the military community through dynamic and creative engagement opportunities.

Sponsorship delivers direct access to our customers, helps you build positive brand relationships, and ensures recognition within a loyal and steadily growing market.

EXAMPLE OF SPONSORSHIP OPPORTUNITIES:

Children & Family Events | Single Soldiers Programs | Sports & Fitness Events
Special Events | And Much More!



COMMUNITY EVENTS

The Presidio of Monterey Family and MWR offer meaningful entertainment and recreation opportunities for soldiers and their families to enjoy during their off-duty time.

Whether it is a small gathering or one of our large signature events, each program is designed to support connection, well-being, and quality of life. Many of our events are also open to the broader community.

Family and MWR Special Events include the following:

*Yard Sales
Monthly Social
Events*

*Community Runs
Tree Lighting*



SPORTS & FITNESS

The Presidio of Monterey Family and MWR help soldiers and their families stay fit while having fun throughout the year. From competitive events to recreational activities, Family and MWR offers something for everyone.

Family and MWR Sports & Fitness events includes:

*Army vs Navy Fun Run
Holiday Fun Run*

*Annual Intramural
Tournaments*

*Superhero Fun Run
Color Run*



CHILDREN & FAMILY

Keeping kids active and engaged is essential for families. The Presidio of Monterey Family and MWR offer year-round programs and events that provide fun, connection, and meaningful experiences for children of all ages.

Family and MWR Events include the following:

*Movie Nights
New Parent
Support Group*

*Back-to-School Bash
Family Balls*

*Touch-a-Truck
Trunk-or-Treat*



B.O.S.S. PROGRAM

The Better Opportunities for Single Soldiers (BOSS) program supports single Soldiers by creating opportunities to connect, unwind, and build community outside of the duty day. Through year-round recreational, social, and volunteer events at the Presidio of Monterey, BOSS helps Soldiers feel supported, engaged, and connected to the place they live and serve.

Family and MWR Events include the following:

*Dance Nights
Monthly BINGO*

*Karaoke Competitions
Billiards Tournaments*

*Weekly
Community
Events*



Annual Events

Back-to-School Bash

Overview: The Back-to-School Bash brought families together through engaging programs, recreation, and back-to-school resources.

Attendees: 286, over 50% children of active duty military.

Event Feedback: Families appreciated the variety of school supplies, backpack options, and engaging activities throughout the event. The fashion show was a standout highlight, and attendees praised the quality of food and overall experience.

Oktoberfest

Overview: Oktoberfest brought together families, service members, and adults for a large-scale celebration featuring live music, games, food, and traditional Oktoberfest experiences.

Attendees: 1,200+, 60% active duty military attendance.

Event Feedback: Attendees of all ages enjoyed the event, from the souvenir steins for adults, to the kid zone and face painting for kids. Our most resounding feedback? "Please do it again next year!," highlighting how much our community enjoys.

Touch-a-Truck

Overview: Touch-A-Truck created a fun, hands-on experience where children and families explored vehicles, played, and connected with their community.

Attendees: 1000+, with over 50% being children.

Event Feedback: Families loved the hands-on experience! With attendees exploring vehicles, playing games, and enjoying activities from bounce houses to kinetic sand, the event was a hit across all age groups.

Trunk-or-Treat

Overview: The Trunk-or-Treat event was a one-stop Halloween destination for families and children with a broad mix of activities, entertainment, and food.

Attendees: 2,000+, primarily active duty military families with kids under 12.

Event Feedback: 80%+ of attendees rated the event "a lot of fun" and a safe place to celebrate with kids. Most common feedback? Requests to make it longer and add more food options.

Winter Wonderland Tree Lighting

Overview: The Winter Wonderland Tree Lighting welcomed families for an evening of holiday traditions, festive activities, and community connection.

Attendees: 800+, primarily active duty military families with kids under 12.

Event Feedback: Parents and kids were thrilled to have a night of giveaways (toys for the kids and trees and wrapping paper for the adults!) and a special appearance from Santa!

Evergreen Activities

Overview: These year-round events create meaningful opportunities for soldiers and families to connect, unwind, and enjoy life while stationed at Presidio of Monterey.

Events Include:

- Bingo
- Karaoke
- Movie Nights
- B.O.S.S. Events
- Hikes / Fun Runs
- Dances
- Super Bowl Watch Party



Company Budget Range:

- ☐ In-Kind ☐ \$100 - \$500 ☐ \$500 - \$1,000 ☐ \$1,000 - \$5,000 ☐ \$5,000+

Sponsorship Options

Signature Events

- ☐ Oktoberfest
☐ Trunk-or-Treat
☐ Tree Lighting

Sports & Fitness Events

- ☐ Fun Run
☐ Sports Tournaments

Family Events

- ☐ Month of the Military Child
Touch-A-Truck
☐ Back-2-School

Advertising Options

Facilities

- ☐ Price Fitness Center
☐ Hobson Recreation Center
☐ Java Cafe

Facilities (Cont.)

- ☐ Child Development Center
☐ Child and Youth Service
☐ Porter Youth Center
☐ Army Community Service

Digital

- ☐ MWR Website
☐ Digital Signage
☐ Social Media

*** Please Complete this form and return back to **Taylor.Mikel.naf@army.mil**

Contact Us:

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Comments:



& SPONSORSHIP ADVERTISING

Nobody knows how to immerse your brand within the U.S. Army market better than our team. This is our terrain, and our audiences value authenticity and credibility of the brands that partner with us. Our mission is to help you develop meaningful and long-lasting relationships with the military consumer market.

Create awareness and visibility through customized marketing opportunities across multiple platforms. Contact us today to find out more on how you can become a partner.

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PRESIDIO OF MONTEREY