

Morale, Welfare, and Recreation

Commercial Sponsorship

Opportunities





What is Morale, Welfare, and Recreation (MWR)?

MWR history began in World War I, where behind the lines, Salvation Army sisters and Red Cross volunteers ministered to the needs of Soldiers as the forerunners of today's Morale, Welfare, and Recreation specialists.

Today, the MWR mission is to honor the Soldiers who protect our freedom by providing them and their Families with the same quality of life as given to the society they are pledged to defend. Keeping an Army ready to be an effective military force takes more than hard work and training – Soldiers need a balance of work and play.

MWR programs have a renowned reputation for their contribution to the Army Family's quality of life. MWR leisure programs provide active-duty, reserve and retired military personnel and their Families with sports and physical fitness activities, child development and youth programs, and a variety of food and beverage services. MWR strives to provide quality support and recreational services that contribute to the retention, readiness, and mental, physical and emotional well being of all service members.

MWR at West Point

West Point is unique in its dual role as a military installation and academy. West Point MWR offers a variety of programs and activities that promote community, growth, peace of mind, renewal and self reliance, including: Bowling, Golf, Ski, Round Pond Recreational Area, Delafield Pond, Fitness Center, Dining, Library, Arts and Crafts, Auto Skills, Child Development, Youth Services, Army Community Services, and Better Opportunities for Single Soldiers (BOSS).

Fun Facts about West Point

- The largest employer in Orange County, NY.
- Approximately 16,000 acres – slightly larger than Manhattan.
- Home to over 3 million tourist visits annually.
- Offers a total buying power in excess of \$200 million, which translates into a strong, loyal market available for your product or service message.
- The 4,000 members of the Corps of Cadets represent every state in the U.S. and several foreign countries. About 1,200 new Cadets enter the Academy on Reception Day each year.

What is Commercial Sponsorship?

Commercial sponsorship plays a vital role in MWR activities at West Point. The sponsorship program is a positive partnership between the government and private sector, designed to meet your business goals while fulfilling our program needs.

Sponsors can choose from a wide variety of events to effectively target their demographic and showcase products and services. Sponsorship can come in the form of cash or check (traditional) or goods and services (in-kind).

Sponsor Benefits

- Advertising in event publicity, programs and promotional material
- Public address recognition
- Display of product, product sampling, banners, posters or table tents
- Sample giveaways and/or introduction of new products to community
- Reinforcement of brand recognition and loyalty
- High profile visibility

Month of the Military Child Picnic

Date: April

Minimum Sponsorship: \$250

Did you know that April is the month of the military child? Each year, MWR hosts a picnic at Victor Constant Ski Lodge for West Point youths and parents to celebrate military children. Planned activities include: Bounce-n-fun, horseback riding, face painting, T-shirt decorating, a clown and an animal exhibit.

Kid's Fishing Derby

Date: May

Minimum Sponsorship: \$500

Hosted in part with the West Point Bass Club, this event is an opportunity to introduce and educate children about fishing techniques and safety. The event is also a venue to teach about campground clean up and caring for the environment. The event is open for youths age 5-15 from the West Point and Town of Highlands communities, as well as the children of Department of Defense (DoD) employees. The Kid's Fishing Derby includes mini-classes explaining knot tying, specie identification, rods & reels, and bait. A BBQ lunch is served and an awards ceremony concludes the event. Awards and prizes are given out for the most fish by weight, and to the child who plays the biggest part in environmental clean-up.



ANNUAL SPONSORSHIP OPPORTUNITIES

Support those who protect and defend America's freedom!

Polar Fest

Date: February

Minimum Sponsorship: \$1,000

Our largest winter event, Polar Fest is a day-long festival. A blend of indoor and outdoor winter activities include a Lift Dart Challenge, Cross Country Skiing, Snow Tube Bowling, Downhill Ski and Snowboard Races, Big Air Competition, Live Band and a Pig Roast.





Soldier Appreciation Day

Date: June

Minimum Sponsorship: \$500

Each year, MWR hosts a picnic for Soldiers and Families in appreciation of their outstanding dedication to our nation. Soldiers in attendance include those stationed at the USMA as well as Soldiers from other installations who are members of the Summer Task Force, an integral component of cadet military training. Soldiers participate in competitions including a mini-triathlon, the three legged race, tug of war and basketball. Door prizes, trophies and a prize for the male and female Soldier athlete of the year are awarded during final formation.

Summer Reading Program

Date: June- July

Minimum Sponsorship: \$250

The summer reading program runs for 6 weeks and is designed to motivate children to continue reading throughout summer vacation. Each year a different theme is explored in depth as the children read their way through the summer program. There are several scheduled in-house activities and a final event to conclude the program, complete with a professional storyteller.

Annual USMA Band Concert Summer Series

4th of July Show

Date: July 4th weekend

Minimum Sponsorship: \$2,000

Each 4th of July, the USMA Band performs a Fourth of July Concert as part of their Summer Concert Series at Trophy Point. This concert is a cherished tradition, not only for those who live and work at West Point, but also for the entire tri-state area. The band begins with a musical number and leads into a Salute to the States presentation. As each state is announced by order of date entered into the union, one cadet from each state marches his/her state's flag on stage. Live cannon volleys sound at the announcement of each state. At the conclusion of the Salute to the States, all 50 state flags are displayed on stage behind the band. The concert concludes with a spectacular show of fireworks over the Hudson River and the band plays "Stars and Stripes Forever."

Round Pond Hog Wild Party

Date: August

Minimum Sponsorship: \$1,000

The summer counterpart to the Polar Fest, the Round Pond Hog Wild Party is an annual picnic for West Point Soldiers and Families, and includes a pig roast, live bands, and bonfire. Kids activities include bounce-n-fun, paddle boat races, sand castle building and much more!

Annual Bicycle Rodeo

Date: August

Minimum Sponsorship: \$500

The Bike Rodeo is a community team building event where volunteers from various organizations teach children bike safety, riding skills and proper hand signals. Kids can also register their bikes and join the national Ident-a-Kid program. The Military Police, West Point Fire Department, and Town of Highlands Police Department are all present to help inspect bikes. Special guests include McGruff the Crime Dog, and Darren the D.A.R.E. Lion.



USMA 5K/10K

Date: August

Minimum Sponsorship: \$1,000

The USMA 5K/10K race is an annual event, popular throughout the tri-state area. The scenic course through historic West Point starts and ends at Buffalo Soldier Field. Additional race day activities include a 1-mile kids fun run, performance by the USMA band, WKDT Cadet Radio, and a visit by the Army mules & mascots.

Annual USMA Band Labor Day 1812 Overture Show

Date: Labor Day Weekend

Minimum Sponsorship: \$2,000

Each Labor Day weekend the United States Military Academy Band performs the "1812 Overture Concert" to conclude the Trophy Point Concert Series. The 1812 concert is a cherished, annual tradition for the USMA community and the entire tri-state area. The concert draws nearly 12,000 people, beginning with a retreat ceremony and field music demonstration by the Hellcats followed by music performed by the Jazz Knights. The USMA Concert Band concludes the concert with Tchaikovsky's 1812 Overture. The event also includes exciting live cannon volleys and spectacular fireworks over the Hudson River.

Combined Arms Tailgate

Date: September

Minimum Sponsorship: \$3,000

Hosted by MWR and the Department of Military Instruction, The Combined Arms Tailgate is an annual event open to the entire corps of cadets, West Point community, and authorized guests. The event typically follows a home football game and introduces cadets to the 16 Army branches in preparation for formal branch selection. An excellent venue to promote your product to the next generation of Army Soldiers.

Haunted Hayride

Date: October 31

Minimum Sponsorship: \$1,000

Each year, MWR's West Point Youth Services and Recreation Division partner to host this Halloween Festival at the Round Pond Recreational Area. Families enjoy a haunted hayride, dancing, music and food. A ghostly time for all!





Two Person Team Championship (July) and the West Point Club Championship (September).

Better Opportunities for Single Soldiers Events

The Better Opportunities for Single Soldiers (BOSS) program exists to support the morale of single Soldiers at West Point through enjoyable, relaxing activity. Comprised of over 100 Soldiers, the program also assists in getting Soldiers involved in the local community through volunteer and fundraising efforts.

ADDITIONAL ADVERTISING OPPORTUNITIES

Army Family Action Plan Symposium (AFAP)

Date: November

Minimum Sponsorship: \$500

Each year, concerned members of the West Point community volunteer their time to raise and address community improvement issues at this symposium. The Army Family Action Plan Symposium is open to active duty and retired military personnel, DoD civilian personnel and their Family members.

Holiday Tree Lighting Ceremony

Date: December

Minimum Sponsorship \$250

This traditional holiday event kicks off the USMA holiday season. West Point Soldiers, Families and cadets gather by the community tree to decorate, sing carols, sip cider, eat cookies and visit with Santa. The culmination of the celebration is the lighting of the holiday tree.

West Point Golf Events

Nestled in the highlands of the Hudson Valley, the West Point Golf Course offers an 18-hole challenge with well maintained terrain normally seen only at private clubs or high-end daily fee courses.

The golf course hosts many events throughout the season and most are available for sponsorship. Sponsored events include: Garrison Golf Scramble (May and October), President's Cup Match Play Tournament (June),

MWR Handbook

The MWR Handbook is published annually and is an excellent way to introduce your product or business to the USMA community. The directory is widely utilized and details MWR activity and contact information. The Handbook is distributed to the entire USMA installation and to visitors and guests arriving at West Point. Advertising space is available throughout the publication.

Web Advertising

Averaging over 7,000 monthly hits, the MWR website (westpointmwr.com) offers a variety of web advertising opportunities to reach your target market. Options include animated web banners and hyperlink buttons. Prices vary based on size and location.





Community Calendar

The MWR community calendar is West Point's complete information source for MWR services and special events. This quarterly calendar is mailed to approximately 900 West Point households, distributed at the Commissary, Post Exchange, Cadet Bookstore, in departmental mailboxes, at Keller Hospital and Army Community Services. The calendars are also handed out at various events throughout the year, including the West Point Community Fair and West Point Women's Club Super Sign-Up.



Victor Constant Ski Slope

With 100% snowmaking capabilities, Victor Constant Ski Slope offers a complete cross country, downhill skiing and snowboarding experience, plus a lodge, restaurant, Starbucks, rental center and repair shop. All staff is cer-

tified in safety and instruction and provide the personal service that ski enthusiasts from the surrounding communities have come to enjoy. Victor Constant Ski Area is the training ground for four local area high school ski teams, two high school ski clubs, and home to Section 1 and Section 9 championship races. Outdoor banner display advertising is available on each building on a first come, first served basis.

West Point Club Wedding Guide

The West Point Club Wedding Guide is published every three years and offers the perfect opportunity for you to showcase your specialized business. From cakes to florists, gowns to DJs, this comprehensive guide offers clients a variety of choices when planning their wedding day.

West Point Club Off-Premise Catering Menu

The West Point Club Off-Premise Catering Menu is published every two years for unique events such as weddings, graduations, promotion parties, retirement parties, reunions, birthday parties, office functions and more. Advertise your specialty business here!

For More Information

To inquire about sponsorship or advertising, please contact the MWR Commercial Sponsorship Coordinator at (845) 938-8185.





MWR Commercial Sponsorship and Advertising
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