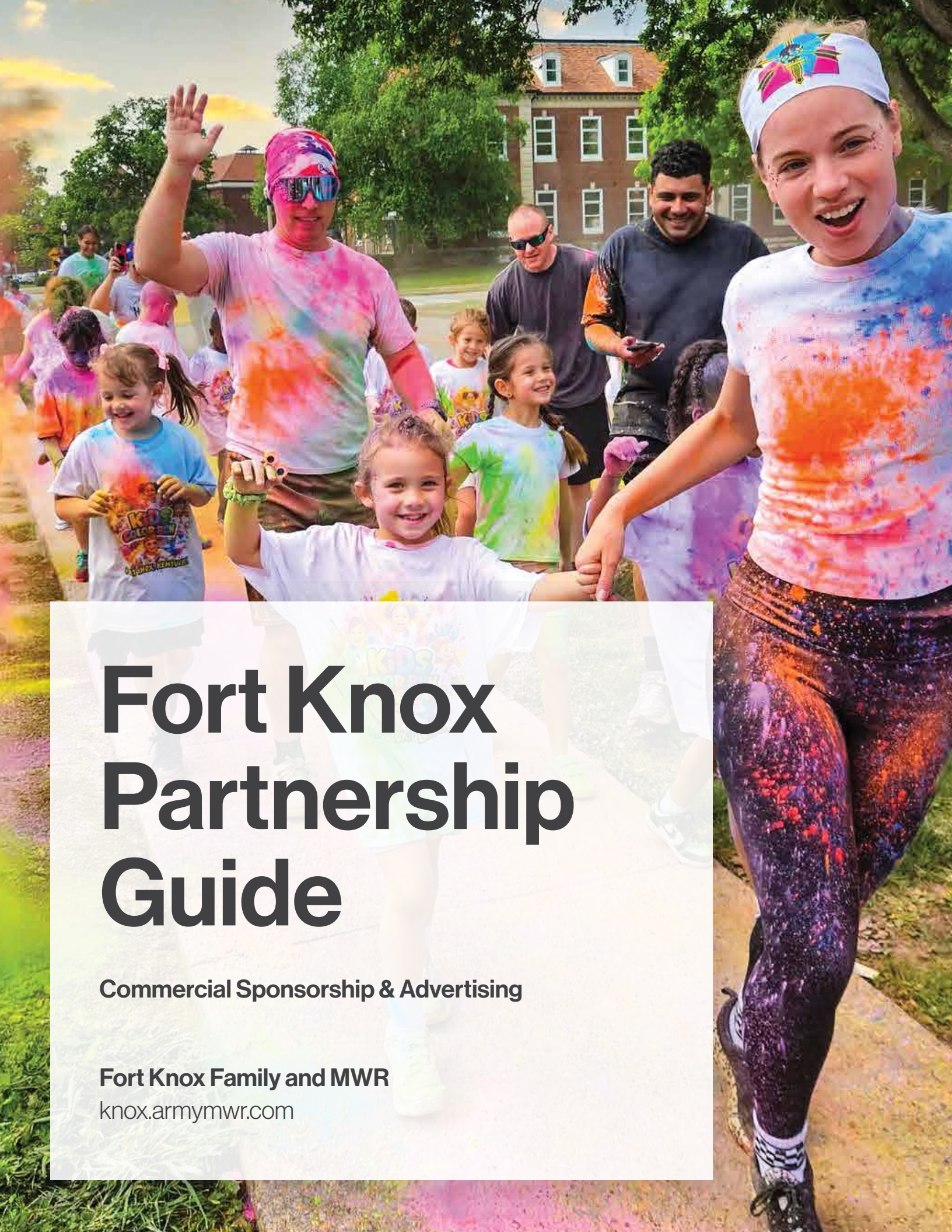




Fort Knox Partnership Guide

Commercial Sponsorship & Advertising

Fort Knox Family and MWR

knox.armymwr.com

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Thank you!

Thank you for considering a partnership with Fort Knox Family and MWR.

The businesses and organizations that choose to work with us do more than place a logo at an event or purchase advertising space. Their support helps us create better experiences for Soldiers, Families, civilian employees, retirees, and the thousands of people who live, work, train, and visit Fort Knox throughout the year.

In return, we want every partnership to create real value for your organization. Through our events, programs, facilities, and advertising opportunities, we can help you build visibility, connect directly with the military community, and reach audiences in meaningful and memorable ways.

This guide is designed to make those opportunities easy to understand and flexible enough to fit a variety of goals and budgets. Whether you are looking for a year-round partnership, a presence at one of our signature events, or a targeted advertising opportunity, our team will work with you to identify the right fit.

We are proud of the programs and experiences Family and MWR provides at Fort Knox, and we are grateful to the businesses that choose to be part of them.

Thank you for your interest in Fort Knox Family and MWR. We look forward to learning more about your goals and building a partnership that benefits both your organization and the Fort Knox community.





Fort Knox. More Happens Here.

Why Partner with Fort Knox MWR

Reach a community built around service, family, and connection.

Fort Knox is home to a diverse military-connected audience that lives, works, trains, visits, and participates throughout the installation.

Partnering with Fort Knox Family and MWR can provide opportunities to:

- Build awareness within the military community.
- Meet customers through approved onsite activations.
- Support programs important to Soldiers and Families.
- Reach targeted audiences through recreation, dining, entertainment, and seasonal events.
- Establish a recurring presence rather than relying on one-time exposure.
- Demonstrate meaningful support for the Fort Knox community.



Fort Knox Audience Snapshot

Event	Audience
Freedom Fest	Approximately 8,000–10,000 attendees
Oktoberfest	Approximately 4,000–6,000 attendees
Fort Knox Kids Fest	Approximately 1,000 attendees
Medal Chase Race Series	Approximately 400 attendees per race
JROTC Raider Challenge	Approximately 5,000 attendees per day
CST Family Days / Graduations	Approximately 10,000 families spring–summer

Daytime Workweek Population: 26,000+

10,000 Active Duty Military	9,600 DOW Civilians, Contractors, & Others	4,500 Dependents of Active Duty	2,000 Reserve Component Military
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How Partnership with Us Works

Annual Partnerships

Annual partnerships combine event access, advertising, onsite engagement, and partner recognition into one defined investment.

Featured Events

Businesses may focus their investment on a Signature Event, recurring series, or highly targeted seasonal opportunity.

Advertising

Businesses primarily seeking visibility may purchase approved digital, facility, or recurring-program advertising without committing to a full event portfolio.

Best Value: Annual Partnerships

Annual Partners receive earlier access to limited inventory and a more consistent presence throughout the year.

* Standalone opportunities remain available when inventory permits, but may be priced at a higher proportional rate than comparable benefits included within an annual partnership.

Annual Partnership Plans

	Bronze \$3,500	Silver \$7,500	Gold \$15,000	Platinum \$25,000	Diamond \$50,000+
Website Ad	-	Included	Included	Premium	Premium
Newsletter Ad	1 month	3 months	6 months	9 months	12 months
Digital Ad	1 month	3 months	6 months	9 months	12 months
Standard Banner	-	1	2	3	6
High Traffic Banner	-	-	1	2	4
Standard Event Access	2	4	6	8	12
Signature Event Access	-	-	1	2	4

Benefits are subject to inventory, category conflicts, event suitability, operational approval, and legal review. Presenting rights, named features, exclusivity, and premium locations are limited.

Build Your Partnership

- 1

TELL US WHAT YOU WANT TO ACHIEVE

Share your goals, target audience, timing, and what a successful partnership looks like for your business.
- 2

CHOOSE THE RIGHT OPPORTUNITIES

Select a Partnership Plan, featured events and programs, or advertising options that best fit your goals and budget.
- 3

CUSTOMIZE YOUR PARTNERSHIP

We'll work with you to finalize your event selections, activations, advertising, and other included benefits.
- 4

MAKE IT OFFICIAL

Once everything looks right, we'll provide a clear agreement outlining your investment and benefits.
- 5

GET READY TO LAUNCH

Send us your logo, advertising materials, activation details, and anything needed to bring your partnership to life.
- 6

CONNECT WITH THE FORT KNOX COMMUNITY

We'll coordinate your approved benefits and help your brand show up where and when it should.

Freedom Fest

**Big booms. Bright lights.
One unforgettable night!**

Freedom Fest brings thousands of people together at Fort Knox for a patriotic party featuring live entertainment, fun activities, festival food, and a spectacular fireworks grand finale. As the community's largest annual celebration, it offers exceptional visibility and room for meaningful sponsor activations. Partners can become part of the experiences guests remember long after the fireworks fade.

Presenting Sponsor	\$20,000
Fireworks Sponsor	\$15,000
Kids Zone Sponsor	\$10,000
Premier Activation	\$5,000
Standard Activation	\$3,000
Supporting Sponsor	\$1,000

Sponsor Benefits

- Logo placement on marketing materials
- Digital and print recognition
- On site recognition during event
- On site activation space during event
- Food and beverage ticket allotment
- Post-event results summary

Signature
OPPORTUNITY





Oktoberfest

**A little Bavaria. A little Bluegrass.
A whole lot of fun!**

Oktoberfest transforms Fort Knox into a lively fall celebration filled with music, food, drinks, and family fun. Its festive atmosphere encourages guests to stay longer, creating natural opportunities for brands to engage with customers rather than simply be seen. From the Beer Garden to the Kids Zone, partners can find the perfect fit at Oktoberfest.

Presenting Sponsor	\$12,000
Beer Garden Sponsor	\$8,000
Kids Zone Sponsor	\$6,000
Premier Activation	\$4,000
Standard Activation	\$2,000
Supporting Sponsor	\$1,000

Sponsor Benefits

- Logo placement on marketing materials
- Digital and print recognition
- On site recognition during event
- On site activation space during event
- Food and beverage ticket allotment
- Post-event results summary

Signature
OPPORTUNITY

Month of the Military Child

**Big lives. Strong stories.
Kids worth celebrating.**

Month of the Military Child celebrates the resilience, experiences, and contributions of military children throughout the month of April. A month of family-focused events and programs culminates at the Kids Fest celebration at the end of the month. Partners have the opportunity to support military families directly while connecting with one of our community's most important audiences.

Month Long Sponsor	\$8,000
Kids Fest Sponsor	\$5,000
Premier Activation	\$3,000
Standard Activation	\$2,000
Shirt Sponsor	\$1,000
Supporting Sponsor	\$500

Sponsor Benefits

- Logo placement on marketing materials
- Digital and print recognition
- On site recognition during event
- On site activation space during event
- Logo on Kids Fest shirt
- Post-event results summary

Signature
OPPORTUNITY





Fort Knox Race Series

Meet them at the start. Stay with them through the finish.

The Fort Knox Race Series brings runners, walkers, families, and fitness enthusiasts together throughout the year for competitive races and themed events. From the popular Medal Chase races to family-friendly runs, each event creates a different reason for the community to come together.

Full Series Sponsor	\$12,500
Medal Chase Sponsor	\$8,000
Start / Finish Sponsor	\$5,000
Hydration Sponsor	\$3,000
Single Race Sponsor	\$2,000
Supporting Sponsor	\$1,000

Sponsor Benefits

- Logo placement on marketing materials
- Digital and print recognition
- On site recognition during event
- On site activation space during event
- Post-event results summary

Signature
OPPORTUNITY

Cadet Summer Training Family Days

Introduce your brand to families from across the country.

Each summer, 10,000 college-aged ROTC cadets train at Fort Knox, with families traveling from across the country to reunite during Family Day and to attend their cadet's graduation the following morning. These two-day cycles occur throughout the summer, creating engagement opportunities with visiting military families and guests.

Full Summer Sponsor	\$15,000
Family Day Sponsor	\$8,500
Graduation Sponsor	\$8,500
Single Family Day	\$1,000
Single Graduation	\$1,000
Supporting Sponsor	\$750

Sponsor Benefits

- Logo placement on marketing materials
- Digital and print recognition
- On site recognition during event
- On site activation space during event
- Post-event results summary

Signature
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JROTC Raider Challenge Breakfast

Your sponsorship supports Cadets during Raider Challenge.

During Raider Challenge, Fort Knox MWR provides breakfast service on Friday, Saturday, and Sunday for over 5,200 participating cadets, coaches, and instructors. Your sponsorship helps MWR’s breakfast operations, ensuring the cadets receive proper nutrition to fuel them during their weekend.

3-Day Breakfast Sponsor	\$12,500
1-Day Breakfast Sponsor	\$5,000
Supporting Sponsor	\$1,000
In-kind Sponsor	Inquire

Sponsor Benefits

- Logo placement on breakfast signage
- Recognition in the breakfast area
- Volunteer opportunities
- Giveaways / Sampling
- Post-event results summary

Signature
OPPORTUNITY

Fort Knox Kids Fishing Derby

Cast a line and make a connection with local youth and their families.

The Kids Fishing Derby is one of Fort Knox MWR's strongest family-engagement events, combining outdoor recreation with a welcoming community experience. The event is conducted at Camp Carlson in partnership with a local VFW organization.

Lodge Area Sponsor	\$10,000
Lakeside Sponsor	\$8,500
Picnic Area Sponsor	\$6,500
Supporting Sponsor	\$1,000

Sponsor Benefits

- Logo placement on marketing materials
- Digital and print recognition
- On site recognition during event
- On site activation space during event
- Post-event results summary

Signature
OPPORTUNITY





Lindsey Golf Course Golf Packages

**Put your brand in play with
a full season of opportunities.**

Lindsey Golf Course gives partners more than a single-day sponsorship. It creates opportunities to stay visible throughout the golf season. From tournaments and outings to course signage, activations, and hospitality opportunities, partners can connect with golfers across multiple touchpoints during repeat visits all season long.

Season Sponsor	\$12,500
Signature Tournament	\$5,000
Standard Tournament	\$3,000
Annual Cart Sponsor	\$2,500
Tee / Hole Sponsor	\$1,000

Sponsor Benefits

- Logo placement on marketing materials
- Digital and print recognition
- On site recognition during event
- On site activation space during event
- Post-event results summary

** Source: GolfPass
"Best Military Golf Courses: Golfers' Choice 2026"*

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Standard Events



Right Arm Night

Right Arm Night brings leaders, teams, and colleagues together in a relaxed setting built around connection and camaraderie. For sponsors, it's a recurring opportunity to put your brand in front of an engaged professional audience while becoming part of one of Fort Knox's most established networking traditions.

Presenting Sponsor	Participating Sponsor	Supporting Sponsor
\$3,000	\$1,000	\$500

Newcomer Orientation

Newcomer Orientation reaches Soldiers, Families, and employees at the moment they are learning where to live, shop, eat, and connect at Fort Knox. For sponsors, it's an early opportunity to introduce your brand to new customers while they are actively building their routines in the community.

Presenting Sponsor	Participating Sponsor	Supporting Sponsor
\$3,000	\$1,000	\$500

Themed Dining and Entertainment

Our themed dining and entertainment turns an evening out into a full experience, pairing specialty menus with live entertainment, seasonal themes, and memorable nights at Fort Knox MWR venues. For sponsors, it offers a natural way to connect your brand with guests while they are relaxed, engaged, and spending time together.

Presenting Sponsor	Participating Sponsor	Supporting Sponsor
\$3,000	\$1,000	\$500

Golf or Bowling Tournaments

Golf and bowling tournaments bring together competitive players, co-workers, families, and community groups around experiences they already enjoy. For sponsors, they offer focused visibility, on-site engagement, and a natural way to connect with participants before, during, and after the event.

Presenting Sponsor	Participating Sponsor	Supporting Sponsor
\$3,000	\$1,000	\$500



Holiday & Seasonal Events

Special holiday-themed and seasonal events bring the Fort Knox community together around traditions, celebrations, and shared experiences throughout the year. For sponsors, they offer timely visibility and a natural way to connect your brand with families when participation and community spirit are especially high.

Presenting Sponsor	Participating Sponsor	Supporting Sponsor
\$3,000	\$1,000	\$500

Youth Sports Seasons & Teams

Fort Knox Youth Sports bring families together week after week around competition, teamwork, and community. For sponsors, they offer sustained visibility throughout the season and repeated opportunities to connect with parents, families, and supporters across Fort Knox.

Presenting Sponsor	Participating Sponsor	Supporting Sponsor
\$3,000	\$1,000	\$500

Themed 5K Fun Runs

Themed 5K fun runs turn fitness into a social experience with creative themes, costumes, and plenty of community participation. For sponsors, they offer energetic on-site visibility and a memorable way to connect with runners, walkers, and families in a fun, approachable setting.

Presenting Sponsor	Participating Sponsor	Supporting Sponsor
\$3,000	\$1,000	\$500

Summer Reading Program

The Library Summer Reading Program keeps children and families engaged with books, activities, and learning throughout the summer months. For sponsors, it offers sustained visibility and a meaningful way to connect your brand to families while supporting literacy, curiosity, and lifelong learning.

Presenting Sponsor	Participating Sponsor	Supporting Sponsor
\$3,000	\$1,000	\$500

Partnership Planner

Build a partnership around what matters most to your business. Check the sponsorships and advertising opportunities that interest you, then use your selections as a starting point for the Partnership Worksheet.

Signature Sponsorships

- | | |
|--|---|
| ☐ Freedom Fest | ☐ Cadet Summer Training Family Days |
| ☐ Oktoberfest | ☐ JROTC Raider Challenge Breakfast Service |
| ☐ Month of the Military Child | ☐ Kids Fishing Derby |
| ☐ Fort Knox Race Series | ☐ Golf Course Package |

Standard Sponsorships

- | | |
|--|---|
| ☐ Right Arm Night | ☐ Holiday-themed & Seasonal Events |
| ☐ Newcomer Orientation | ☐ Youth Sports Seasons and Teams |
| ☐ Themed Dinners & Live Entertainment | ☐ Themed 5K Fun Runs |
| ☐ Golf and Bowling Tournaments | ☐ Library Summer Reading Program |

For a full list of upcoming events and programs, visit knox.armymwr.com

Advertising Opportunities

Keep your brand visible beyond the event calendar. Our advertising opportunities place your message across high-traffic digital, web, and facility locations throughout Fort Knox, giving you consistent access to the military community year-round.

☐	All Network Digital Advertising	\$15,000 Annually or \$1,400 per month
☐	Billboards and Digital Sign Network	\$10,500 Annually or \$1,000 per month
☐	Website Ad (Premium)	\$5,000 Annually or \$450 per month
☐	Website Ad (Standard)	\$3,000 Annually or \$275 per month
☐	Facility Advertising (Premium)	\$2,000 Annually
☐	Facility Advertising (Standard)	\$1,000 Annually
☐	Vehicle Wrap	Starting at \$10,000
☐	Custom Facility Co-branding	Inquire

"All Network Digital" includes advertising on all billboards, indoor digital signs, and knox.armymwr.com.

Partnership Worksheet

Use this worksheet to give us a head start on building a customized partnership for your organization. The information you provide will help our team come prepared with options that fit best.

Sponsor / Company:		Email:	
Primary Contact:		Phone:	
Preferred Partner Level:		Preferred Term:	
Audience:		Goal:	

SIGNATURE EVENTS

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STANDARD EVENTS

BENEFITS	INCLUDED	START DATE	END DATE	LOCATIONS
Website Ad	Yes / No			n/a
Newsletter Ad	Yes / No			n/a
Digital Ad	Yes / No			n/a
Standard Banner	Yes / No			
High Traffic Banner	Yes / No			

OPTIONAL ADD-ONS

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Let's build a Partnership.

Scan to explore current opportunities, view or share this guide digitally, and to connect with our team.



**FORT
KNOX**
FAMILY AND
MORALE
WELFARE AND
RECREATION



More
Happens
Here