



REDSTONE ARSENAL  
FEDERAL CENTER OF EXCELLENCE  
FAMILY AND MWR MARKETING SERVICES

ADVERTISING  
AND SPONSORSHIP  
OPPORTUNITIES

# OUR BRAND



Redstone Arsenal Family and MWR is a network of support and leisure services designed to enhance the lives of soldiers (active, Reserve, and Guard), their families, military retirees, civilian employees and other eligible participants.

We strive to deliver the highest quality events and programs from family, child and youth programs to recreation, sports, entertainment, travel and leisure activities. The mission is to serve the needs, interests and responsibilities of each individual in the Army community for as long as they are associated with the Army.

Redstone Arsenal Family and MWR contributes to strength and readiness by offering services that reduce stress, build skills, improve self-confidence and foster strong esprit de corps.

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Align your brand  
with Redstone Arsenal

Reach more than 54,000 people to  
include soldiers, retirees, civilians,  
family members, and visitors

Support valuable programs  
for Team Redstone

# REDSTONE ARSENAL

## DEMOGRAPHICS

### What makes Team Redstone unique?

Redstone Arsenal is the largest single site employer in the State of Alabama with a workforce of approximately 42,713.



Redstone Arsenal significantly impacts the Tennessee Valley creating approximately 108,000 jobs.

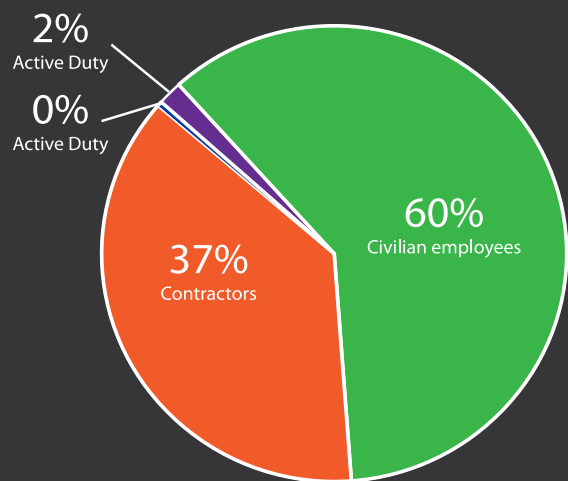
Redstone Arsenal has a total annual economic impact to the region of \$12.5 billion.



Average salary is \$87,000.



Redstone Arsenal has a highly educated workforce; 68% have a Bachelor's Degree or higher. Major career fields supported at Redstone Arsenal include science and engineering, logistics management, acquisition, and contracting.



### Redstone Arsenal Workforce

Military Personnel	~ 729
Civilian Employees	~ 25,837
Contractors	~ 16,010
Reserve Personnel	~ 137
Total Workforce	42,713

Welcoming the FBI and Space Command in the near future - 2,600 - 3,000 direct jobs

Redstone Arsenal is unique among Army installations due to the number of tenant organizations and headquarters located here.



# REDSTONE FAMILY & MWR CAN HELP YOUR BRAND

- ◆ Build meaningful connections with our customers
- ◆ Support business growth and development
- ◆ Highlight and promote your products
- ◆ Create new opportunities
- ◆ Deliver targeted, direct messaging



# OUR CLIENTS OVERALL ADVERTISING PICKS

# 1

## DIGITAL BILLBOARD GATE 9 STATIC AD 500 x 200 Pixels

1 month	\$3,000
3 months	\$4,000
6 months	\$8,000
12 months	\$16,000

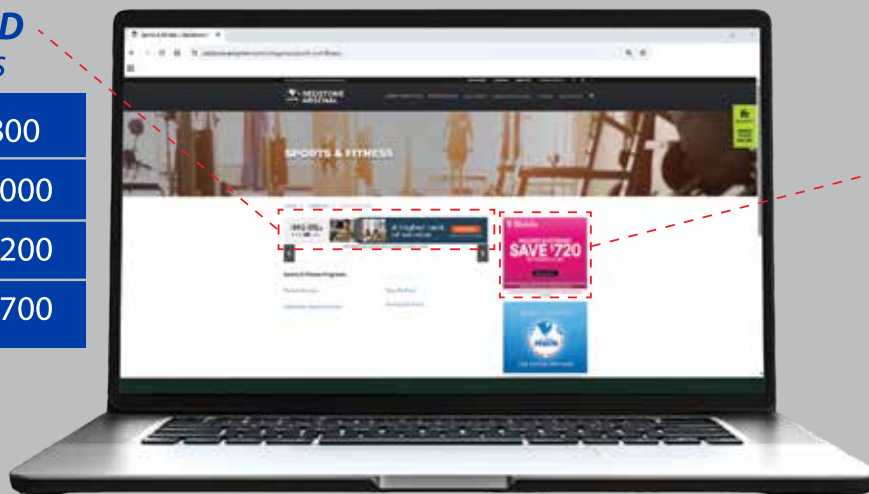


## WEBSITE ADVERTISING

# 2

### LEADERBOARD 728 x 90 Pixels

1 month	\$800
3 months	\$1,000
6 months	\$1,200
12 months	\$1,700



### SIDEBAR 300 x 250 Pixels

1 month	\$600
3 months	\$800
6 months	\$1,000
12 months	\$1,400

# 3

## MWR SNAPSHOT

1 month	\$2,500
3 months	\$4,000
6 months	\$6,000
12 months	\$8,000



# OUR CLIENTS OVERALL SPONSORSHIP PICKS

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## **ARMY BIRTHDAY CELEBRATION**

**\$500 - \$12,000**

The Redstone Arsenal Army Birthday Celebration is a significant event that honors the U.S. Army's long-standing legacy and its critical role in national defense, with a special focus on the Arsenal's contributions to military excellence. Held annually around the Army's birthday, this celebration brings together service members, civilian employees, and the local community to reflect on the Army's history and achievements. This is a world class event featuring various vendors, a car show, food trucks and an awesome fireworks show that was well attended and supported by the RSA Chain of Command and the Huntsville community. I recommend continued support for this high-quality event.

*Richard (Rick) Villa,  
Sergeant Major, US Army (Ret)  
Military Affairs Representative, USAA*

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## **OKTOBERFEST**

**\$2,000 - \$20,000**

As a local REALTOR®, being part of Oktoberfest with Redstone MWR over the past couple of years has been such an enjoyable experience. It's a fun, well-organized event that truly brings the community together. I love getting to connect with people in a relaxed, festive atmosphere while supporting an event that means so much to the area. Partnering with Redstone MWR has been seamless, and Oktoberfest is one of those events I genuinely look forward to every year.

*Tony Sanchez,  
Weichert, Realtors - The Space Place - Huntsville*

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## **WINTERVILLE**

**\$300 - \$9,000**

It was an honor to be part of the Winterville event and partnering with Redstone MWR. The Grinch Breakfast was so fun, and it was amazing to watch the joy it brought to so many families. From breakfast, cookie decorating, story time, to pictures and dancing, it was captivating. We got to meet the Grinch, Cindy Lou, and Santa Claus made a surprise visit! First Watch was very grateful to cater to such an event. Redstone MWR did an awesome job! We can't wait for the next event with Redstone MWR!

*Lauren Cuellar,  
Operations Manager, First Watch Madison*

# ADVERTISING AT A GLANCE

Showcase engaging, creative content across Family and MWR facilities, events, and digital platforms. Your customized call-to-action strategy will help identify the most effective placement and approach.





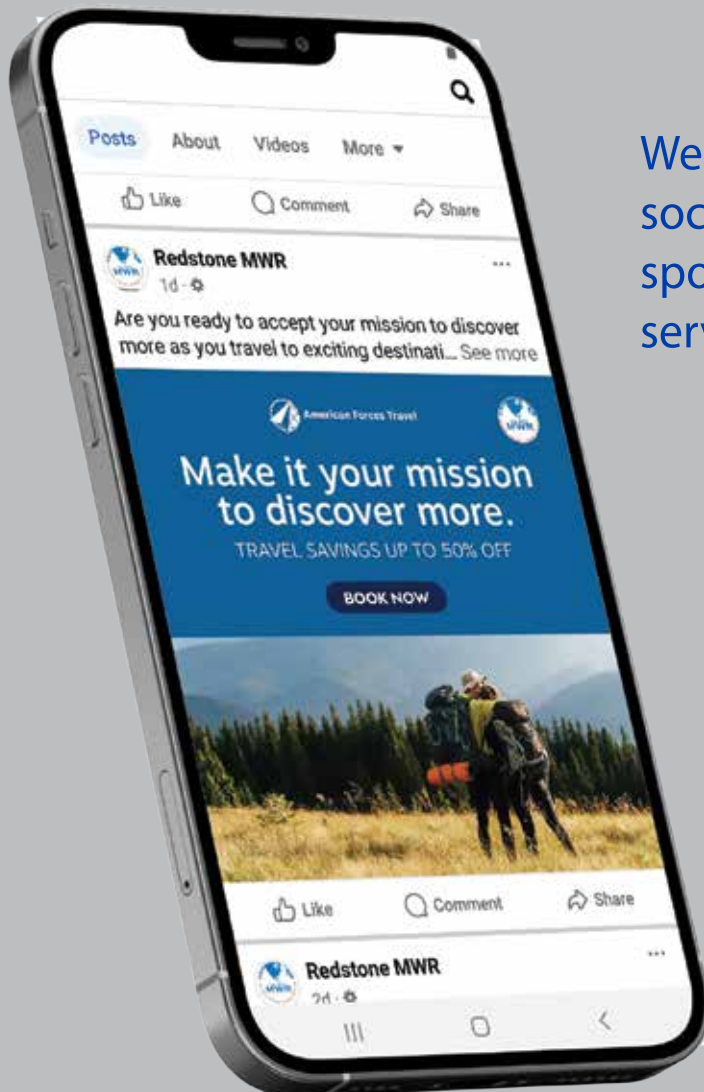
# SOCIAL MEDIA



*SPOTS ARE LIMITED!*

*SOCIAL MEDIA CONTESTS AND GIVEAWAYS*

With over 20K followers on Facebook and Instagram, your company has the unique ability to showcase a product to our followers. Our followers have fun with contests and it is a great way to grab attention and get engagement. Your company can provide gift cards, prizes, free tickets, or have a paid advertisement.



We will feature one ad per month on our social media - 12 spots total. These ad spots will be sold on a first come, first serve basis, but not to exceed 2 per client.

## RATE TO PARTICIPATE

1 Post \$250 or the equivalent in in-kind



@RedstoneMWR



@RedstoneMWR

# DIGITAL ASSETS

## ➤ Redstone MWR website [www.redstonemwr.com](http://www.redstonemwr.com)

*500K+ impressions per calendar year*

## ➤ Kiosks and Monitors

*85K impressions per month*

## ➤ Wi-Fi Splash Page

*10K impressions per month*

## ➤ The MWR Snapshot

*6K impressions per week - MWR newsletter emailed weekly to subscribers*

## ➤ Digital Billboard at Gate 9 (Rideout Road)

*500K impressions per month*

## ➤ Digital Billboard at Gate 8 (Goss Road) *\*New*

*200K impressions per month*



# DIGITAL ASSET RATES

Asset	1 month	3 months	6 months	12 months
Website Advertising (Leaderboard) 728x90 pixels	\$800	\$1,000	\$1,200	\$1,700
Website Advertising (Sidebar) 300x250 pixels	\$600	\$800	\$1,000	\$1,400
Digital Kiosks & Monitors 1080x807 pixels	\$4,000	\$6,000	\$8,000	\$10,000
Wi-Fi Splash Page 400"x150"	\$4,000	\$5,000	\$7,000	\$9,000
MWR Snapshot	\$2,500	\$4,000	\$6,000	\$8,000
Digital Billboard Static Ad (Gate 9 - Rideout Road) 200x500 pixels PNG/JPG	\$3,000	\$4,000	\$8,000	\$16,000
Digital Billboard Video Ad (Gate 9) Frame rate: 30FPS Compression: H.264 File Format: MP4	\$4,000	\$5,000	\$9,000	\$17,000
Digital Billboard Static Ad (Gate 8 - Goss Road) 288x528 pixels PNG (recommended)/JPG	\$2,000	\$2,500	\$5,000	\$10,000
Digital Billboard Video Ad (Gate 8 - Goss Road) Frame rate: 60FPS Compression: H.264 File Format: MP4 (recommended)	\$2,500	\$3,000	\$6,000	\$12,000

Rates subject to change .

# PRINT ASSETS

## ➤ **MWR Magnifier** (*quarterly magazine*)

25K printed and distributed.

Ad sales contact: Donna Counts, [donna.counts@theredstonerocket.com](mailto:donna.counts@theredstonerocket.com)  
or 256-714-7152

## ➤ **Print marketing collateral or brochure placement**

Available at all Family and MWR facilities  
3K+ impressions per month



## ➤ **Framed poster placement**

Available at all Family and MWR facilities  
5K - 25K impressions per month depending on facility



## ➤ **Banner placement**

Multiple locations available  
5K - 25K impressions per month depending on facility

## ➤ **Counter Wraps**

Multiple locations available  
5K - 25K impressions per month depending on facility

## ➤ **Window Clings**

Multiple locations available  
5K - 25K impressions per month depending on facility



## ➤ **Print billboard** (*Goss Road, in front of golf course*)

50K impressions per month

## ➤ **Print Lightbox Ads** (*Links at Redstone, Redstone Lanes, Summit at Redstone*)

6K-8K impressions per month



# PRINT ASSETS MULTIPLE LOCATIONS

Asset	1 month	3 months	6 months	12 months
Printed flyers / brochures (4 locations)	\$800	\$1,200	\$1,600	\$2,000
Window Clings (Per Location)	-	-	-	\$12,000
3 x 5 Banner (Per Location)	\$1,000	\$2,000	\$3,000	\$5,000
Framed Poster (Per Location)	\$400	\$800	\$1,000	\$3,000
Counter Wraps (Per Location)	\$3,000	\$4,000	\$6,000	\$8,000
Static Billboard (Goss Road)				\$4,000
Lightbox Ad (Entrance/Exit)	\$1,000	\$2,000	\$3,000	\$4,000

Advertiser is responsible for print costs and installation (if applicable).  
No cost associated with the production and installation of the ad will be billed to the US Army.

Rates subject to change.

# PRINT ASSETS OUTDOOR EVENTS

Asset	Cost
Oktoberfest 3x5' banner or pop-up banner	\$1,000
Army Birthday 3x5' banner or pop-up banner	\$500
Winterville 3x5' banner or pop-up banner	\$500
Redstone Volksmarch 3x5' banner or pop-up banner	\$500



Advertiser is responsible for print costs and installation (if applicable).  
No cost associated with the production and installation of the ad will be billed to the US Army.

Rates subject to change.

# OTHER ADVERTISING ASSETS

Asset	1 month	3 months	6 months	12 months
Beverage Golf Cart Wrap (The Links at Redstone)	-	-	-	\$5,000
Pin Sweeps (32 pin sweeps at Redstone Lanes)	-	-	\$2,500	\$4,000
Bowling Monitors Only (32 monitors)	\$1,000	\$2,500	\$4,000	\$6,000



Rates subject to change.

# SPONSORSHIP AT A GLANCE

By sponsoring a Redstone Family and MWR event, you gain a unique opportunity to engage directly with our audience. An on-site presence allows you to connect personally with attendees, better understand their needs and interests, gather valuable insights, and conduct informal market research. Most importantly, sponsorship gives you the chance to create a memorable, one-of-a-kind experience for event guests. Research shows that festivalgoers are drawn to meaningful experiences, shared moments, and causes that leave a lasting impression.

*Event sponsorship may require an activation fee. Events, dates, and rates subject to change.*



Annual Volksmarch



Alabama Free Fishing Day



Oktoberfest

# SPECIAL EVENTS

## OPEN TO THE PUBLIC



### **251st Army Birthday Celebration**

June 6, 2026  
Open to the Public  
Attendance: 2,000-5,000

Team Redstone celebrates the Army's annual birthday with the community at Redstone Gateway. This event is free, thanks to our sponsors, and features a firework show, local vendor market, kids zone, live music, and more. Thousands of people attend to show their support for the military.

**Multiple packages available  
priced from \$500 - \$12,000  
Email or call for a proposal**



### **29th Annual Oktoberfest**

September 18-20, 2026  
Open to the Public  
Average Attendance: 10,000 -14,000

Oktoberfest is an established German festival in Huntsville, Alabama that is open to the community - Featuring a fun midway carnival with games, rides, and food, as well as the traditional Festhalle Tent with German food, beer, and entertainment. Thousands of people attend the annual Oktoberfest making it a premier festival in the area.

**Multiple packages available  
priced from \$2,000 - \$20,000  
Email or call for a proposal**



### **Winterville**

December 5-6, 2026  
Open to the Public  
Attendance: 2,000-5,000

Winterville is the Army's premier holiday community event featuring all the typical holiday festivities like photos with Santa, a tree lighting ceremony, a local vendor and kidpreneur market, holiday drinks and souvenir glasses, inflatables, activities, and more.

**Multiple packages available  
priced from \$300 - \$9,000  
Email or call for a proposal**

## Sponsor Benefits

Sponsor benefits, depending on level of sponsorship, include naming rights, brand inclusion, on-site footprint, social media recognition, email recognition, print marketing, digital marketing, on-site recognition, the ability to sample and conduct contesting, networking, and more.

# FAMILY AND RECREATION



## **The Links at Redstone Golf Tournaments**

April - October 2026

Open to the Public

Attendance: Capacity - 120-160 players

The Links at Redstone features 4 high visibility golf tournaments: Spring Kick-Off in April, Red, White & Blue in July, Garrison Scramble in August, and the Superintendent Revenge w/a Chili Cookoff in October.

**Hole Sponsorship: \$300 per hole**

**Tournament Title Sponsor:**

**\$1,500 per tournament**

**Presenting Sponsor: \$600**

**Breakfast or lunch sponsor: \$1,000**



## **3rd Annual 25K Trail Run**

March 14, 2026

Redstone Community Only

Attendance: 80

An opportunity for runners of all types to explore Redstone Arsenal's beautiful trails on both Weeden and Madkin Mountains. The trail run consists of twists, turns, and uphill battles offering a challenging experience for a running enthusiast. There will be awards presented to the top male and female finishers as well as wholesome snacks, foods, and beverage after the run.

**Title Sponsor: \$600**

**Presenting Sponsor: \$400**

**Booth Only: \$300**



## **7th Annual Volksmarch**

August 2026

Redstone Community Only

Attendance: 300-500

A German inspired traditional volksmarch that is noncompetitive, family friendly, and dog friendly. Patrons enjoy a leisurely walk-through Vincent Park and the Disc Golf course. After the walk there is a Stein Hoisting Competition for adults and youth. Prizes award to whomever can hold the stein the longest. Free brats, chips, and beverages

**Title Sponsor: \$2,000**

**Presenting Sponsor: \$1,000**

**Booth Only: \$300**



## **9/11 Remembrance Run**

September 2026

Details coming soon.

**\$300 - \$1,000**



## **Alabama Free Fishing Day**

June 9, 2026

Redstone Community Only

Attendance: 200

Free Fishing Day is the one day a year families can fish together on the Tennessee River with no fishing license required. Outdoor Recreations hosts parents and children at the river and provide bait, instruction, and lunch for participants.

**Title Sponsor: \$500**

**Presenting Sponsor: \$300**

**Booth Only: \$200**

Stephanie Stone, Stephanie.e.stone.naf@army.mil  
(520) 725-8649

Whitney Gambino, Whitney.l.gambino.naf@army.mil  
(520) 725-8632



**[www.RedstoneMWR.com](http://www.RedstoneMWR.com)**

<https://redstone.armymwr.com/advertising>

# FAMILY AND RECREATION



**Cosmic Bowling**  
Open to the Public  
Attendance: 200

Cosmic bowling is a quarterly event where bowlers can enjoy cosmic lighting, music, and prizes at Redstone Lanes Bowling Center.

**Title Sponsor: \$2,000**  
**Presenting Sponsor: \$800**

**Sponsorship includes a digital ad on the bowling monitors for one month.**



**Wing Nights**  
Open to the Public  
Attendance: 200

Redstone Lanes Bowling Center offers .50 cent Wing Nights quarterly to Team Redstone. Patrons can enjoy food specials and prizes.

**Title Sponsor: \$2,000**  
**Presenting Sponsor: \$1,000**

**Sponsorship includes a digital ad on the bowling monitors for one month.**

## Redstone Lanes Package Pricing

**\$2,600 - Title Sponsor** - includes both events, and 1 month of advertising on the bowling monitors.

**\$1,300 - Presenting Sponsor** - includes both events, and 2 weeks of advertising on the bowling monitors.

# FAMILY AND RECREATION



## **Library Lovers**

February 2026

Redstone Community Only

Attendance: 100

Library Lovers is a full month of celebrating a love of books. Families who visit the library and check out a free book or other resource during the month of February will be entered in for an opportunity to win prizes.

**Sponsorship \$100-\$500 in prizes**



## **Summer Reading Program**

May - July 2026

Redstone Community Only

Attendance: 200-300

Part of the nationwide iRead program. The Summer Reading program is open to all ages and has weekly prizes for both kids and adults. Each year there is a new theme designed to inspire one to read. At the end of the program, prizes will be awarded to the top readers in each category. During this time, the library will host craft programs connected to the theme, as well as a kickoff party.

**Title Sponsor: \$500**

**Presenting Sponsor: \$300**

**Prize Sponsor: \$100-\$500 in prizes**