

ARMY CORPORATE PARTNERSHIPS



FT STEWART & HUNTER ARMY AIRFIELD

PARTNERSHIP OPPORTUNITIES



- 
- Geographical Insights
 - Population
 - Education/Income
 - Strategy
 - Sponsorship
 - Advertising
 - Join Our Team



\ V E T • E R • A N \

n. Someone who, at any point in his/her life, wrote a blank check made payable to The United States of America for an amount up to, and including, one's life.

It is with the same fervent zeal that we seek to build partnerships with corporations who share our passion for Veterans and their Families. It's our way of saying, "Thank you for our freedom!"

In the coming year, instead of focusing on price, product, promotion, and place, we want to collaborate and work with **People** who share our **Purpose, Principles,** and **Passion.** From that synergy, the opportunities are infinite!

01

The largest industry in the Savannah region

02

5th largest city in Georgia at 110k

03

301,027 daily average gate traffic

04

2 Airfields / 4 Seaports

05

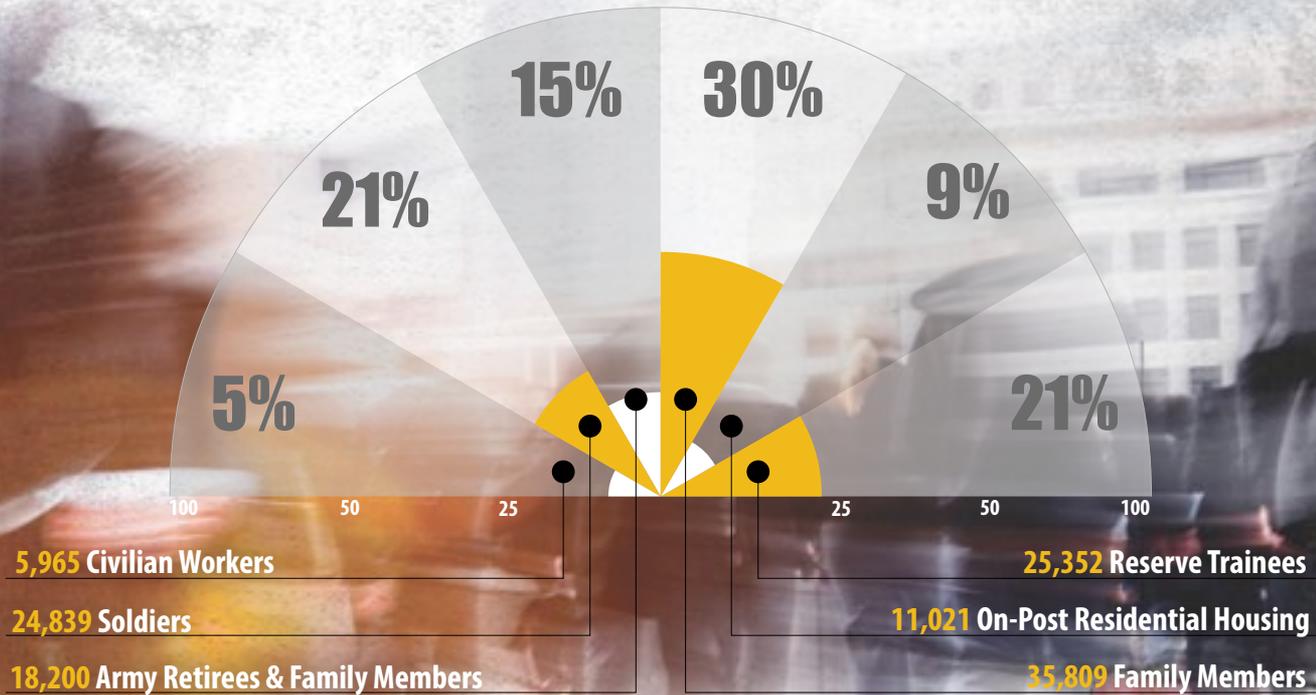
284,924 acres, largest east of the Mississippi

06

\$5.6 Billion Economic Impact

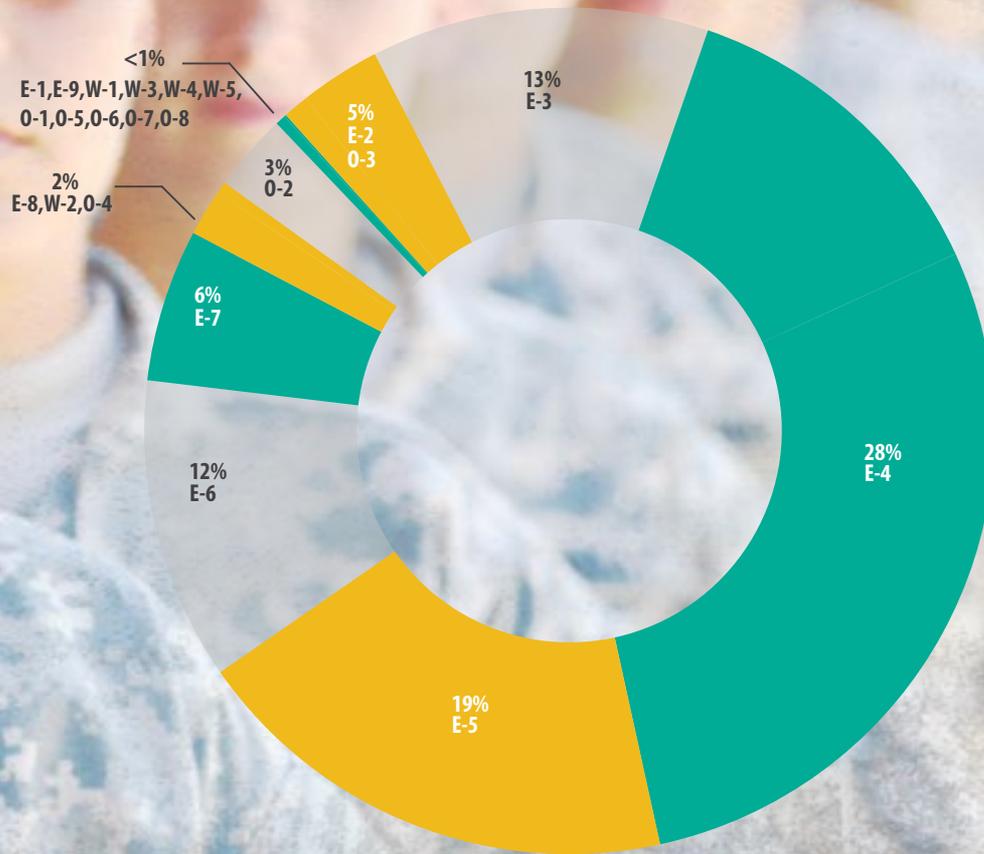
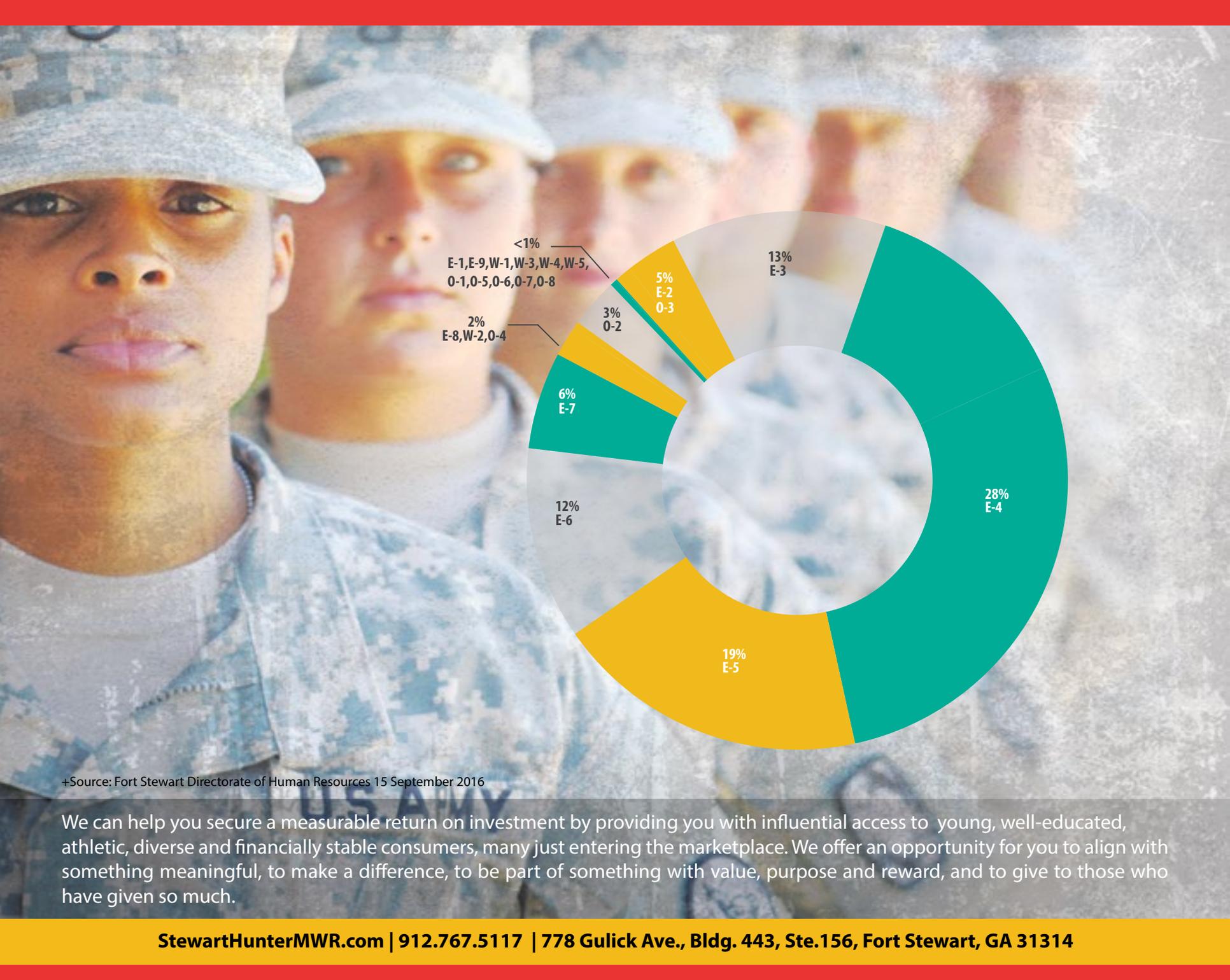
07

\$685,715,000 Payroll Annual



+Source: July 2012 Economic Impact Statement

Fort Stewart & Hunter AAF is a subordinate of Forces Command, a provider of expeditionary, regionally engaged, campaign-capable land forces. Forces Commands train and prepares a combat ready, globally responsive force who is well led, disciplined, and trained. From infantrymen to tankers, we are home to thousands of young, (18-34) well trained, combat-ready Soldiers. Hunter Army Airfield offers a unique blend of Special Operations, Marines, Coast Guard and National Guard units.

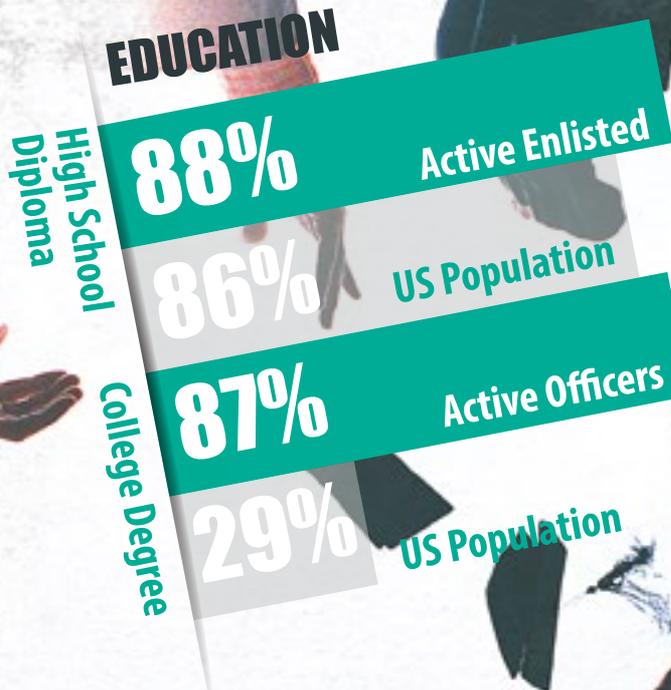


+Source: Fort Stewart Directorate of Human Resources 15 September 2016

We can help you secure a measurable return on investment by providing you with influential access to young, well-educated, athletic, diverse and financially stable consumers, many just entering the marketplace. We offer an opportunity for you to align with something meaningful, to make a difference, to be part of something with value, purpose and reward, and to give to those who have given so much.



Through Army Corporate Partnerships, we extend an invitation for your brand to be seen, not merely as a choice on a consumer recall set, but rather as a community partner. We invite you to become a link in an integral business network of the Fort Stewart and Hunter Army Airfield community. We know millennials base their brand loyalty on company values. Through partnership with us, you can show you recognize and appreciate their sacrifices.



MONTHLY INCOME

Officers

\$8,490

Enlisted Soldiers

\$4,329

+Source: Defense Manpower Data Center as of June 2013.



LET US HELP YOU WITH ...

01 | Comprehensive primary and secondary research

Creative concept, design and execution | **02**

03 | Social media campaigns and optimized outreach

Personalized and tailored customization | **04**

Connect with Soldiers, Families, Retirees, and Veterans located minutes away. We offer a customized partnership to enhance or create a robust military brand strategy, so you can engage and develop a customer base of brand loyal, millennials, new to the area. It is our uncompromising objective to be subject matter experts to guide you from concept to implementation. We are the military marketing experts so you don't have to be.

01 | Newcomer Welcome Events (Bi-weekly)

Seasonal/ Holiday Events | **02**

03 | Family & Single Soldier Events

Fitness & Race Events | **04**

Fort Stewart / Hunter Army Airfield event sponsorships enable you to create memorable brand experiences through activations. From an on-site interactive display, to premier branding throughout the event or content curation post event, your business will benefit and grow ROI potential.

Digital Media

42-inch digital displays in high traffic, high dwell time locations. From 30-motion to 15-second static advertisements you can reach your target demographic where they shop, live, eat, work and play.

Mobile Optimized Website

All above the fold, targeted and measurable banners which can be filtered to achieve maximum targeted frequency and reach.

Social Media Intergration

Facilitates contextual interactive experiences from giveaway campaigns to engaging video content.

Out of Home Advertising

Large format, building, counter and vehicle wraps located in lobbies or in outdoor traffic chokepoints. With 301k vehicles per day passing through the twelve gates, reaching your target audience has never been easier.

>> JOIN OUR TEAM



NEXT STEP . . .

Contact Our MWR Marketing Department!

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