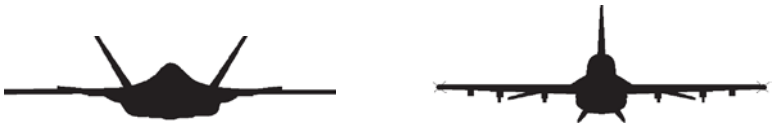
LUKE AIR FORCE BASE MARKET IS 155,000+ STRONG AND GROWING



You're Business Connection to Luke Air Force Base, AZ
"AIM HIGH"

56th Force Support Squadron (FSS)
Morale, Welfare and Recreation (MWR)

United States Air Force Sponsorship & Advertising Opportunities on Luke Air Force Base

Soar with us now…

- **Raise Revenue & Generate Leads**
- **Amplify & Create Brand Awareness**
- **100% of Your Dollars goes back to the Luke AFB Military Hero's & their Families**

Support our Military Hero's & Morale, Welfare and Recreational programs while also acquiring new, loyal customers & create buzz. Partner with the United States Air Force Commercial Sponsorship and Advertising Program at Luke Air Force Base. This program is the only opportunity authorized by the United States Air Force for businesses to provide and receive full recognition for supporting the 56th Force Support Squadron's Morale, Welfare and Recreational events.

Call Larry Keen, 623-856-3245 Luke AFB Government Employee.

This is a solicitation for commercial sponsorship by a Nonappropriated Fund Instrumentality the United States Government. It does not obligate appropriated funds or Nonappropriated funds of the Government. No Federal Endorsement of Sponsors Intended.

Luke AFB Economic Impact

* Direct Impact $653 Million
* Indirect Impact $1.1 Billion
* Induced $333 Million

Total Impact $2.17 Billion

Demographics

Luke AFB is the largest Fighter Wing in the world. Luke Air Force Base takes pride in training the world's greatest F-35 Lighting II and F-16 Fighting Falcon Fighter Jet Pilots while deploying mission-ready war fighters. The base is located in Glendale, Arizona, population 246,000+ just west of Phoenix. Phoenix Arizona is the sixth largest city in the United States.

Our Expanding Market: Pilots from eight countries will train alongside U.S. pilots on the F-16 and F-35. By 2024, the base is scheduled to have 144 F- 35s, making it the largest F-35 base worldwide.

We're 155, 000+
Strong & Growing…

Military: 4,681+ Reservist: 2,782+ Dependents: 6,700+
DoD Civilians: 2,164+ Retirees: 119,000+

Fast Facts about Luke AFB Military Force

Gender: Male: 81% / Female: 19% Rank: Enlisted: 89% / Officer: 11%
Marital Status: Married: 58% / Single: 42% Dependents in Household: Yes 48% / No 52% Military Average Monthly Income: Enlisted: $4,351 / Officer: $9,509

Age	Education Level
17 – 24 yrs. old: 27%	Associates Degree: 50%
25 – 34 yrs. old: 48%	Bachelor's Degree: 35%
35 – 44 yrs. old: 19%	Master's Degree: 11%
45+ yrs. old: 6%	PHD: 4%

LUKE AIR FORCE BASE MARKET IS 155,000+ STRONG AND GROWING

Advertising Opportunities

We have numerous top advertising media types to choose from to market your brand to the Luke Air Force Base community across the base.

The Bolt Magazine: The Bolt Magazine is a monthly magazine with 3,000 copies distributed on base. Purchase a quarter page, half page or full page ad. Also when you purchase ad space in the magazine, your ad can be digitally downloaded as part of The Bolt Magazine on 56FSS.com and it will be distributed throughout the base in high traffic areas.

to newcomers- all for free!

56FSS.com Web Ads are displayed on the Luke Events web page with a hyperlink to your site. Our webpage gets 34,000+ monthly hits and growing!

Digital Monitors: Located at 20+ locations on the base in high traffic areas. The digital monitors operate on a 24/7 basis. More locations are continuously being added.

Posters/Banners: Posters and banners can be displayed located in high traffic areas.

LUKE AIR FORCE BASE MARKET IS 155,000+ STRONG AND GROWING

Advertising Rates

		One Month	Six Months	One Year
The Bolt Magazine	Inside Cover	$700	-	-
	Back Cover	$800	-	-
	Full Page	$600	$550	$500
	Half Page	$450	$413	$375
	Quarter Page	$300	$275	$250
Digital Monitors	Full Screen	$300	$275	$250
Web Ad with		$300	$275	$250
Banner per location	3’x6’	$300	$275	$250
Poster per location	22”x28”	$200	$183	$167

Requirements for all ads: Ads must be camera ready graphics, high resolution, at least 300 dpi and sent files in .pdf or .jpg formats. Ads can be created and modified by Luke Printing for an additional fee. Printing of banners, posters, and flyers are at the expense of the advertiser. Luke Printing can be utilized to print the materials for an additional fee. All ads must include the following disclaimer: “Paid ad. No Federal endorsement of advertiser intended”. Disclaimer must be a type size equal to the ad text type or larger.

Ad Sizes:

		No bleed	Bleed
The Bolt Magazine	Full Page	8”x10.25”	8.5”x11”
	Half Page Vertical	3.875”x10.25”	
	Half Page Horizontal	8”x 5”	
	Quarter Page	3.875”x5”	
Digital Monitors	Full Screen	11”x6”	
Web Ad		225x210px	
Banner		3’x6’	
Poster per location		22”x28”	

LUKE AIR FORCE BASE MARKET IS 155,000+ STRONG AND GROWING

Sponsorship Opportunities

Engage one-on-one with our Hero's from the military, dependents, retirees and DoD civilians on base! Luke Air Force Base has numerous premium sponsorship events such as concerts from celebrities, professional sporting events and camps from professional sports teams and athletics, special base wide events such as 4th of July, Holiday Magic and more. Choose from various sponsorship packages. Sponsors can select the top package with being on site to engage our Military Hero's and their familites. On the next page is listed the top sponsor benefits. If you don't want to be on site, you can purchase a banner on site with logo recognition or a banner on site without logo recognition. Sponsorship Rates and packages are dependent on past and projected participation.

LUKE AIR FORCE BASE MARKET IS 155,000+ STRONG AND GROWING

Sponsorship Levels:

		Being at Event Premium Investment	Banner display Logo recognition	Banner display
Luke Legacy	1,500+ participants projected	$1,150	$700	$500
Luke Hero	500-1,499 participants projected	$625	$425	$325
Luke Patriot	-499 participants projected	$375	$300	$225

Amazing Sponsor Benefits
Potential
Return on Investments & Return on Objectives

At Event Site:
* Engage one on one with our Military Hero's, their Families and more…
* Company logo on pre-event promotional material (meeting time requirements) such as posters placed in high traffic area, 3,000 printed magazines distributed on base and digitally downloaded, 24+ base wide digital monitors, website w/34,000+ monthly hits and more…
* 10 x 10 company provided branded canopy or FSS provided canopy
* 3 x 6 company provided banner displayed at canopy
* Hand out approved literature engaging spectators
* Conduct registration for prize drawings with Opt in / out option. Prize value determines guidance on acceptance and distribution of prize
* Provide samples to engage potential customers
* Handing out branded products under $20 dollars for customers to take such as pens, coupons, glow in the dark bracelets, magnets, fans, plastic items and more…
* Display products for people to view and interact
* Sponsors recognized at event through Base Leadership and PA announcements
* Banners or posters at event "Thanking the Sponsors" for sponsoring the event
* Pictures of Sponsors taken at event and posted on Lukeevents Facebook page
* Company logo posted on Lukeevents Facebook w/4,000+ likes Thanking the Sponsor for sponsoring the event with hyperlink to Sponsor Internet site
* Potential meet and greet celebrities at sponsored event
* Sponsor participation with handing out prizes, event and so on
* Sponsor logo placed in At Ease supplement in 10,000 Thunderbolt newspaper copies distributed on and off base with 2,700 digital impressions

Sponsorship Events

Annual Base Wide Events

- Spring Fest – March 31, Easter egg hunt with family activities and more
- Freedom Fest – June 29, Fireworks with activities, food and more
- Holiday Magic - December 7, Snow with activities, food and more

Unscheduled Base Wide Events

- Concerts, Celebrities, Professional Sports Teams and more…

Fitness Center

- Monthly Fun Runs
- Military Hero Workouts
- May Fitness Month
- Body Building Competition
- Other unscheduled events

Library

- Summer Reading Program – June-July
- National Library Week – April
- Other unscheduled events

Golf Course

- Tournaments
- Other unscheduled events

Club

- Football Frenzy
- Concerts
- Bingo
- Special Brunches
- Other unscheduled events

Youth Center

- Month of the Military Child
- Other unscheduled events

Support our Luke Air Force Base Hero's while getting Return on Investment and more!

TO GET STARTED

CONTACT

LARRY KEEN

Commercial Sponsorship & Advertising Manager Office • 623-856-3245

Email: 56FSS.events@us.af.mil

Check us out
Lukeevents
Facebook Page / Website

This is a solicitation for commercial sponsorship by a Nonappropriated Fund Instrumentality of the United States Government. It does not obligate appropriated funds or Nonappropriated funds of the Government. No Federal Endorsement of Sponsors Intended.