



LUKE AIR FORCE BASE

56TH FORCE SUPPORT SQUADRON

COMMERCIAL SPONSORSHIP & ADVERTISING OPPORTUNITIES

This is a solicitation for commercial sponsorship by a Non-appropriated Fund Instrumentality of the United States Government. It does not obligate appropriated funds or Non-appropriated funds of the Government.

HISTORY



Luke Air Force Base, located 20 miles northwest of downtown Phoenix, Arizona, was named for 2nd Lt. Frank Luke, Jr., a Phoenix native and World War I pilot. Construction of an Army Air Corps advanced training facility for fighter pilots began in March 1941.

This F-16 Fighting Falcon symbolizes the F-16 fighter training program which began at Luke in 1982. 1st Lt. Brice Simpson, whose name appears on the aircraft, represents all the men and women who flew the jet here, as well as those who made the ultimate sacrifice.

Staff Sgt. Mark D. DeBord, whose name is also on the aircraft, represents all the technicians who maintained the aircraft at Luke. DeBord's expertise as an F-16 crew chief was recognized when he was named Air Education and Training Command's 1997 Crew Chief of the Year.

Luke Air Force Base is the largest Fighter Wing in the world. Luke Air Force Base takes pride in training the world's greatest F-35 and F-16 Fighting Falcon Fighter Jet Pilots while deploying mission-ready war fighters.

MISSION



Support our Airmen and their families through Morale, Welfare and Recreational (MWR) programs providing services focused on maximizing time, resources, and a healthy work/life balance across the full scope of the Luke AFB experience.

The Commercial Sponsorship Program is the only Department of Defense Program, which authorizes the Force Support Squadron to give public recognition and limited advertising in return for sponsorship.

Taking care of people will always be directly associated with mission success. Advertising and sponsorship can help in our mission by enhancing the quality of life of our Airmen, families, retirees, veterans and DoD Civilians.



IMPACT

The world's premier fighter wing and the foundational bedrock fusing and improving Luke's mission, Airmen, families, and partners.

BENEFITS

- Targeted brand exposure & recognition
- Support military families & service members
- Engagement opportunities
- Increased brand image association
- Booth space with the ability to attend events & promote your business or products with so much more!



ECONOMIC

The U.S. Air Force is comprised 2.5 million Active Duty, Guard, Reserves and dependents. It has \$17 billion in purchase power per year!

- Luke's Direct Impact of \$1.2 million
 - Luke's Indirect Impact of \$1.9 Billion
- Total for our local community is \$3.8 Billion



DEMOGRAPHICS

An expanding market of pilots from 6 countries training along side the world's greatest fighter pilots and combat ready airmen.

With 150,000+ :

- Military: 4,195+
- Dependents: 4,192+
- Reservist: 1,477+
- DoD Civilians: 1,268+
- Retirees: 139,000+



VISION

PEOPLE

Support of 150,000+ military, civilian, retirees & family members.



COMMUNITY

Combined enlisted & officers club, dining facilities, fitness centers, library, community center, outdoor recreation, arts & crafts center, automotive skills, fitness & sports programs, golf courses, information tickets and tours, youth programs & child development centers.

MISSION

Providing world class support to Airmen & their families.



QUALITY OF LIFE

Providing a range of mission support through recreational, educational, and life sustaining activities such as:

- Combined officer and enlisted clubs
- Fitness centers
- Library
- Community center
- Golf Courses
- Air Force Gaming
- Outdoor recreation
- Child & Youth Programs
- Arts & Crafts
- Auto Skills
- Information Tickets & Tours

ADVERTISING

Top advertising media types to choose from to market your brand :

- The Bolt Magazine
- www.56FSS.com
- Digital Monitors
- Posters
- Banners
- Golf Cart Placards

SPONSORSHIP

Premium MWR events:

- Concerts with celebrity appearances
- Professional Athletes & Sporting Events
- Camps from professional sports teams
- Annual base wide events & so much more!

RETURN OF INVESTMENT

- On-site engagement
- Product samples to new customer base
- Potential Meet & Greets opportunities of Celebrities or Athletes
- Brand recognition & much more!

SAMPLE AGREEMENTS

32 DAF134-108 31 JANUARY 2023

Attachment 3 ADVERTISING PURCHASE AGREEMENT

Figure A3.1. Advertising Purchase Agreement.

Advertising Agreement # _____

- This agreement is made by and between _____, a nonappropriated fund instrumentality (NAFI) of the Air Force, and (here in after referred to as "Advertiser"). The advertiser agrees to provide financial payment according to the terms set forth in the following. The nonappropriated fund instrumentality agrees to fulfill the terms of this agreement according to the specifications below.
- Advertisement Placement: _____

- Publication Terms of Display: _____

- Special Instructions/Placement: _____

- Closing Date Materials Due: _____

- Advertisement Rate: _____

- Discounts/Add-ons: _____

Attachment 2 STANDARD COMMERCIAL SPONSORSHIP AGREEMENT

Figure A2.1. Standard Commercial Sponsorship Agreement.

Sponsorship Agreement # _____

- This is a commercial sponsorship agreement describing the responsibilities of the participants for sponsorship support and recognition between the Morale, Welfare and Recreation (MWR) Fund at _____, a nonappropriated fund instrumentality (NAFI) of the Air Force, and the sponsor identified below.
- The above-named nonappropriated fund instrumentality plans to conduct _____
at _____
on _____.
- The activity responsible for inspection and acceptance of the sponsorship provided under this agreement is _____
_____.
- The sponsor and person representing the sponsor are as follows:
(Sponsor company name, and contact information)

- Sponsor will provide financial and/or in-kind sponsorship support for the activity, event, or program and receive recognition and limited advertising privileges prior to and during this event. The sponsor will furnish the following at the dollar values indicated to the nonappropriated fund instrumentality under the terms and conditions of this agreement:

- The terms of this agreement are in effect from _____ to _____.
- The nonappropriated fund instrumentality will provide the following recognition, advertising, and other benefits to for the sponsor:

EVENTS

Find our most current events on our website.



PRIOR BASE WIDE EVENTS

- Eggstravaganza
- Freedom Fest
- Month of the Military Child (MOMC) Parade
- Fun Runs
- Fall Festival
- Holiday Magic
- Reading Programs
- Wellness Expos
- Car Shows

& much more!

SPONSORSHIP OPTIONS

Direct Financial Support

Cash to be used to offset the cost of events.

In-Kind Support

Products or services to enhance events.

Prizes

Products, gift certificates and service-related prizes of all types, none too small or large.

Gifts to the Air Force & Donations

Gifts and donations in the form of cash, products & services are accepted and always appreciated. Publicity & recognition for gifts and donations are limited.



DEADLINE FOR RESPONSE

Response for event sponsorship is 60 days prior to the event, depending on the denominational value.

Response for advertising, is due no later than 45 calendar days prior to the start of advertising to insure deadlines for media is submitted for review and publication.

SAMPLES

Previous activities, events & programs.

COUNTRY DANCE NIGHT

Jul. 19
7 - 10 pm
Free

Live music with variety of pop, country, and rock.
Cigar and Scotch flights for \$25

© Club Five Six
Bring your Western self and enjoy good country music and food!

Club Five Six Bldg. 161 • 623-856-6446
Facebook.com/ClubFiveSix

Club Five Six AIR FORCE FOOD & BEVERAGE

THUNDERBOLT RC

3RD FRIDAY OF EVERY MONTH
4 - 6 PM
AT COMMUNITY COMMONS • OPEN TO ALL
LOCATION SUBJECT TO CHANGE

TAKE CONTROL OF THE FUN

16 YEAR OLDS AND BELOW MUST BE ACCOMPANIED A PARENT OR GUARDIAN DURING THIS EVENT

Community Commons, Bldg. 700 • 623-856-7152
Facebook.com/LukeCommunity

TRANSCEND SOUND HEALING

SOUND BATH
Every 1st & 3rd Wednesday
4-5:15 PM • \$35 • Open to All DoD Cardholders
Limited to 25 Participants • Registration Required

Yoga Mats, Blankets, & Eye Masks Provided

- Deep Relaxation and Stress Relief
- Inner Peace and Mental Clarity
- Emotional Balance and Harmony

Community Commons, Bldg. 700
623-856-7152
Facebook/LukeCommunity

AIR FORCE COMMUNITY CENTER

SILVER WINGS POOL PRESENTS

WATER FITNESS
CLASSES FOR ALL

\$5 PER CLASS OR \$10 PER WEEK
MON, WED, FRI @ 9:00

Join us for an hour of Pool Aerobics. To sign up call DDR at 623-856-6287

Visit us at Facebook.com/LukeDCI & @lukeair on Instagram

LUKE AFB LIBRARY
GRAND RE-OPENING CELEBRATION

JULY 24
10 AM

JOIN US FOR A RED RIBBON CUTTING CEREMONY OF OUR LIBRARY REFRESH. SHAVED ICE TRUCK AND ALL NEW STEM ITEMS UNVEILED!

Library • Bldg. 210 • 623-856-7151
Facebook.com/LukeLibrary

WING WEDNESDAY

JULY 31
LAST WEDNESDAY OF THE MONTH
LUNCH AND DINNER

Club Five Six • Bldg. 161 • 623-856-6446
Facebook.com/ClubFiveSix

Club Five Six AIR FORCE FOOD & BEVERAGE

FREEDOM FEST CELEBRATION

JULY 3 | 5pm - 9pm | FOWLER PARK

save the date!

Carnival Rides - Food Trucks
Water Slides - Fireworks Show and more!

Community Commons, Bldg. 700 • 623-856-7152
Facebook.com/LukeCommunity

AIR FORCE COMMUNITY CENTER

FREEDOM FEST GIVEAWAY

TEST YOUR KNOWLEDGE & WIN AMAZING GIVEAWAYS!

JUNE 26TH, 28TH, & JULY 2ND
DATES THE TRIVIA QUESTION WILL BE POSTED

HOW TO WIN?

- LIKE THE POST
- FOLLOW @LUKEEVENTS ON INSTAGRAM
- ANSWER ALL THE QUESTIONS CORRECTLY

**MUST BE AN APPROVED DOD CARDHOLDER

RULES: ALL PARTICIPANTS WHO COMPLETE THE GIVEAWAY WILL BE ELIGIBLE TO WIN.

WINNERS: WINNERS WILL BE CONTACTED VIA FACEBOOK.

CONTACT

Reach out to us for information on pricing.



 (623)856-2041

 56FSS.FSK.Sponsorship@us.af.mil

 www.56fss.com

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