

56TH FORCE SUPPORT SQUADRON

## COMMERCIAL SPONSORSHIP & ADVERTISING OPPORTUNITIES

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

S. AIR FORCE

## 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.





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



THUNDERBOLT CUP 2023

## **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+ :

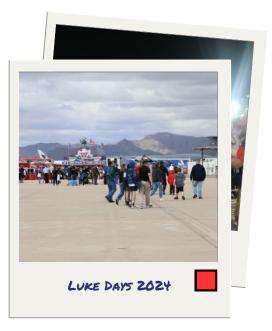
- Military: 4,195+
- Reservist: 1,477+
- Dependents: 4,192+
- DoD Civilians: 1,268+
- Retirees: 139,000+



## 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.



MONTH OF THE MILITARY CHILD PURPLE UP PARADE 2024

## **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
  - **ADVERTISING**

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

- The Bolt Magazine
- Posters
- www.56FSS.com
- Banners
- Digital Monitors
  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!

- Outdoor recreation
- Child & Youth Programs
- Arts & Crafts
- Auto Skills
- Information Tickets & Tours

### SAMPLE AGREEMENTS

7.9				
Attachment 3 ADVERTISING PURCHASE AGREEMENT Figure A3.1. Advertising Purchase Agreement.				
			Advertising Agreement #	
			1. This agreement is made by and between	, a nonappropriated fland
instrumentality (NAFI) of the Air Force, and (here in after referred to as "Advertiser"). The adverti payment according to the terms set forth in the followi instrumentality agrees to fulfil the terms of this agreen specifications below:	ser agrees to provide financial ng. The nonappropriated fund			
2. Advertisement Placement:				
. Publication Terms of Display:				
4. Special Instructions/Placement:				
5. Closing Date Materials Due:				
6. Advertisement Rate:				
7. Discounts/Add-ons:				

Attachment	2

STANDARD COMMERCIAL SPONSORSHIP AGREEMENT Figure A2.1. Standard Commercial Sponsorship Agreement.

Sponsorship Agreement # \_\_\_\_ 

2. The above-named nonappropriated fund instrumentality plans to conduct

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)

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

6. The terms of this agreement are in effect from

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
- Fall Festival
- Holiday Magic
- Reading Programs
- Wellness Expos

- Fun Runs
- 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.

HOLIDAY MAGIC

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.



Previous activities, events & programs.





@ Club Five Si

Bring your Western self and enjoy good country music and fo

d!



and Sco





Club Five Six + Bdg 161 - 623-856-6446 Fix Ferobook.com/Club/FiveSix





# CONTACT

Reach out to us for information on pricing.



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