



Air Force Services Activity

Commercial Sponsorship Opportunities



The Air Force Services Activity (AFSVA) provides numerous ways for a sponsor to share the spotlight with the very best in Air Force services and programs designed to build and sustain ready and resilient Airmen and families. As a sponsor your marketing message will reach an audience 2 million strong who look forward to morale boosting activities.

Background

Services' MWR* programs are vital to the Air Force (AF) mission and contribute to the recruitment and retention of the world's greatest Air Force. These programs provide for the physical, cultural, and social needs as well as the general well-being of military members and their families. Programs and events contribute to a strong community that turns Air Force installations into hometowns for our mobile military population.

Publicity and Promotion

Air Force Services Activity central programs and events are heavily promoted through a variety of media channels to include print, digital, web sites, base papers, social media, press releases, AF leadership briefings and more. Customized packages are designed to meet your specific needs and vary by program and target audience but can include the following:

- Product category exclusivity
- On site product sampling/demonstration
- Naming rights to a physical section of event site
- Event / perimeter signage
- Banners, logos or click through ads on websites
- Sponsor provided prizes in conjunction with online or social media contests
- Sponsor provided "talent" to enhance association or promotion of the event
- Inclusion in all advertising and event promotional pieces
- Including in social media channel marketing

* Morale, Welfare, and Recreation

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Air Force Commercial Sponsorship Levels

Benefits	Presenting \$250K+	Gold \$150 - \$249K	Silver \$100 - \$149K	Bronze See Note below
Named as Presenting Sponsor for one Air Force-wide program <i>(Limited to one sponsor per program)</i>	1 program			
Sponsor recognition of Air Force-wide programs <i>(Limited to four sponsors per program.)</i>	3 additional programs	3 programs	1 program	
Display space/sampling	Up to 15 bases	Up to 10 bases	Up to 5 bases	
Logo on MyAirForceLife.com page for six months	✈	✈		
Prominent name and logo placement on all print materials related to program	✈	✈	✈	✈
Logo and click through ad on program page for duration of promotion	✈	✈	✈	✈

As of 9 Nov 2015

Note: Benefits will be customized commensurate with level of support.

Through commercial sponsorship, brands can sustain marketing messages, provide for sales campaigns and allow for awareness, trial and tests of new products. In exchange for financial and in-kind support we are able to provide sponsors publicity through a variety of media channels, recognition on promotional materials, interactive opportunities and a guarantee of product category exclusivity.

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Air Force Entertainment Programs

Purpose

Perhaps best known for Air Force Entertainment's premiere program, Tops In Blue, (TIB), Air Force Entertainment encompasses a variety of world class entertainment.

Providing entertainment fulfills a mission to increase troop morale. It also benefits recruiting efforts and promotes community relations.



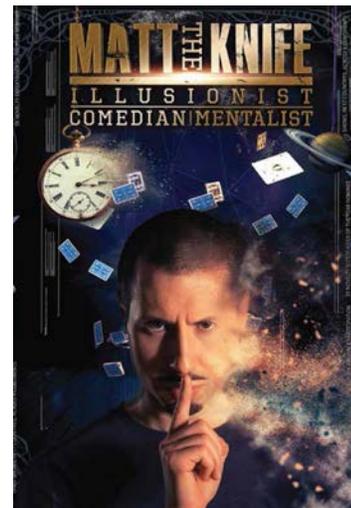
Today, Air Force Entertainment focuses on bringing a variety of both celebrity and non-celebrity talent to Airmen and their families.

Quick Facts

- **Winter Comedy Tours:** Chase away the blues for troops at our northern tier bases
- **Entertainment Tours:** Concert tours with known talent like Lt. Dan Band brings crowds to their feet, illusionists keep them dazzled and a variety of entertainment makes memorable experiences for airmen of all ages!

Potential for Activation

- Name on stage truss/performance venue
- On-site product sampling/demonstration
- Branding on event tickets
- Event logo shirts/hats/souvenir items
- 'Enter to Win' promotions (sponsor provided)
- Celebrity meet and greets
- Online voting
- Social media content
- Web contests
- Event/perimeter signage
- Banner displays
- VIP seating



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Air Force Open House / Air Shows (OHAS)



Purpose

Open House / Air Shows (OHAS) highlight the mission and resources of its hosting base. They do so by demonstrating Air Force preparedness and modern weapons systems. OHAS also aids in recruiting and retention of members for the world's best Air Force. Each element of an OHAS from the ground displays to the aerial acts are orchestrated by the installation Air Show boss under the direction of the Installation Commander and supported by a cast of thousands. Air Force Services Activity can bundle multiple OHAS events to provide a greater value to your company. Elements eligible for Commercial Sponsorship include Civilian Aerial Acts, Kids Area, Vendor Booths and Special Seating areas. Operated annually throughout the Air Force, visit www.reachtheairforce.com for a complete schedule.

Quick Facts

OHAS are one of the largest outdoor events in North America with over 12 million people attending more than 350 shows annually! Based on the volume of spectators alone, OHAS are a great opportunity to reach your target. Approximately, twenty Air Shows take place on Air Force bases each year and attract a spectator base unlike that of any other event, because the average spectator spends over five hours at the air show, watching, sampling, talking, listening, buying, enjoying, photographing and touring the hundreds of ground displays. Based on International Council of America exit surveys:

- Spectators are typically 60% male & 40% female
- More than 50% are between the ages of 30-50
- 48% of spectators attend with children
- 72% are either, Armed Force Active Duty, Retiree or Family Member
- Nearly 80% have internet access at home
- Seven out of ten own their own home
- More than 40% have purchased a new car in the past three years
- 64% report a household income of \$75,000 or more
- 82% have attended college or vocational/technical school

Potential for Activation

- On-site product sampling/interactive demonstrations/displays
- Event/perimeter signage
- Enter to win promotion (sponsor provided)

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Air Force Club Programs

Purpose

Air Force Clubs provides food, beverage, entertainment, and membership programs to meet the social recreation interests of members and their guests. Clubs support the AF community by serving as the primary location for Commanders to host official functions and community relation events. Clubs provide an informal location for Commanders, Command Chief Master Sergeants, First Sergeants, supervisors, and other leaders to create an environment that fosters and promotes AF institutional values.



Quick Facts

Air Force Clubs... where tradition lives offers programming designed to build esprit de corps.

- **Club Membership drive (two per year):** Each month-long drive is conducted to raise awareness of club membership benefits with set goals to increase membership.
- **Club Membership Appreciation (two events per year) :** Another way of spotlighting the benefits of club membership with member-only special events and prize opportunities.
- **Heritage Speaker Series:**
- **Air Force Scholarship:** As club members, qualified applicants compete for a part of \$25,000 in cash and prize scholarships held each year.
- **Club Frenzy :** The portfolio of “Frenzy” events includes three unique programs, each with the opportunity to win local and specific grand prizes.
 - o Family Frenzy - Programming for families at the club with themed events like “movie nights”, “take me out to the ball game” and more.
 - o Fight Night Frenzy - Patrons enjoy Ultimate Fighting Championship events along with food and beverage specials.
 - o Football Frenzy – This program builds on the tradition of its namesake for patrons to enjoy NFL season games and offer food and beverage specials.
- **College Championship Game Day:** Club members attending the game will have a chance to win a \$100 Fanatics.com e-card. Winners will then be eligible to win a 65in ULTRA HD Flat screen TV.
- **Air Force Birthday Celebration:** The celebration underscores the Air Force’s contributions to the nation, our freedoms, our families, and our communities.

Potential for Activation

- On-site product sampling/demonstration
- Coupon or advertising distribution during the event
- Inclusion in all advertising and event promotional pieces
- Enter to win promotion (sponsor provided)
- Banner or pull-through ads on the event website

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Air Force Recreation Programs

Purpose

The Air Force provides for a variety of recreational interests and needs of our Air Force family. From outdoor recreation to golf, bowling and aero clubs AF recreation programs strive to meet the mental, physical, and spiritual needs of our Airmen.

Quick Facts

- **AF Outdoor Recreation** programs operate at 98 locations worldwide providing a variety of services, excursions and recreation options to include:



- Lessons /clinics
 - Ropes courses / climbing walls
 - RV storage lots
 - Equipment rental/repair/service
 - Parks and playgrounds
 - Cabins and camp sites
 - Picnic areas and trails
 - Pools, beaches, marinas
 - Ski areas
 - Skeet, Trap, Archery Ranges
 - Riding Stables
 - Paint Ball
- **Four Seasons Family:** a year-round awareness campaign
 - **FAMCAMP:** a 60-location member program for RV and tent enthusiasts. Includes guidebook, logbook, patches, decals, pins and free camping certificate(s).
- **Bowling Centers** offering league bowling, open bowling, lessons and fun zones operate at 80 installations around the globe with a variety of programming for adults and youth alike.
 - AF bowling centers report an average of 6.4M lines bowled annually
 - **Walking Dead Bowling League:** A summer league in which each participant receives a custom ball and the opportunity to compete for a grand prize.
 - **World Wide Bowling:** Encourages youth to enjoy bowling and log their bowling activity on line for a chance to win random prizes.
 - The AF operates over 70 professionally managed **Golf Courses** where eligible patrons can enjoy driving ranges, pro-shops, food operations and programming that includes tournaments, lessons and open play.
 - **Get Golf Ready** is a year-round program to introduce people to the game.
 - **Get Golf Ready Jr, The First Tee, and Drive, Chip & Putt** all serve to grow the game from the youth market.

Potential for Activation

- Inclusion in program advertising pieces
- Naming rights to a physical section of event site
- Equipment/apparel
- Banners, logos or click through ads on websites
- Opportunity to provide prizes for random winner drawings

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Air Force Fitness and Sports

Purpose

Air Force **fitness programs** directly support mission readiness and esprit de corps by enhancing the physical and mental fitness of military personnel. Events include quarterly sports days, half/full marathons, fitness run/walks, mini & triathlons, mud runs, Commander's Challenges, May Fitness Month promotions, and more.



The **Air Force Sports** program provides opportunities for active duty, National Guard and Reserve personnel to participate at Air Force, Armed Forces, national and international level sporting events. Additionally, elite athletes train and compete at national and international levels with the ultimate goal of selection to the U.S. Olympic team.

Quick Facts

- **Fitness Centers:** Activities and events are offered at 176 Fitness Center locations daily and numerous outdoor sports and field complexes around the world.
- Based on 2014 AF Survey respondents, fitness centers are the **most important quality of life component** in the Air Force.
- **AF Sports** includes: training camps and championship games in 15 major sports disciplines, triathlons, extreme sports competitions, quarterly fitness events and more.

Potential for Activation

- On-site marketing
- Opportunity to provide team apparel/ equipment
- Public relations
- Advertising
- Association with elite athletes
- Product category exclusivity
- Event / perimeter signage
- Banners, logos or click through ads on websites
- Participation in awards ceremonies



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Air Force Youth Programs

Purpose

Air Force Services **Youth Programs** (YP) division provides for exciting camps from sports, to theater and music. Additionally YP offers challenges, and projects to educate, guide, entertain and enrich the lives of tens of thousands of young Americans. These youth are the sons and daughters of Airmen serving in the US Air Force.

Additionally, YP professionals work in partnership with the AF Teen Council (AFTC) to ensure programs reflect the needs and interests of their peers. The AFTC is part of the AF resiliency initiative, which focuses on providing programs for high performing teens, dedicated resources and a teen voice on matters impacting them. Goals of the council are to cultivate an environment of civil leadership among teens and improve communication between teens and AF leadership. Many installations operate their own Council within their Keystone Club.



Quick Facts

- Through a partnership with Boys & Girls Clubs of America (B&GCA), the AF has 77 Keystone Clubs that support 63,000 teens daily. A Keystone Club focuses on academic success, career preparation and community service.
- 86 youth centers operate around the AF daily providing healthy and inspiring environments to over 110K youth.
 - Programs and camps include: **STEM** (Science, Engineering, Technology and Math) events, **Leadership Camp**, **America's Kids Run(s)**, **Lock-In's** and more.

Potential for Activation

- Opportunity to provide equipment/logo wear
- Logo recognition on promotional materials/registration forms
- Association with future leaders
- Opportunity to host clinics
- Opportunity to host celebrity influencers
- Banners, logos or click through ads on websites
- Participation in awards ceremonies

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