

SPONSORSHIP & ADVERTISING

2022 CALENDAR EDITION



LAUGHLIN AIR FORCE BASE



HOME OF FLY, FIGHT, WIN

Dear Community Member,

Laughlin Air Force Base hosts numerous events that promote morale & enhance the quality of life for attendees. These events offer sponsors and advertisers multiple opportunities to achieve recognition, awareness, and brand loyalty among families, participants, and spectators from both Laughlin AFB and the surrounding community.

As the Laughlin Commercial Sponsorship Coordinator, I invite you to partner with us and take your company's advertising to the next level. Promoting your products and/or services on Laughlin AFB will place you ahead of your competitors by allowing direct engagement with our base populous of 6,165 people. Our sponsorship packages & advertising rates allow you to reach your target market in creative ways that produce real results. At the events, sponsors are encouraged to engage with the community and demonstrate their products. If going to events is not feasible, our advertising options on base are numerous and effective.

When you decide to partner with Laughlin AFB, we discuss your unique objectives and tailor our services to fit your exact needs and priorities. I look forward to your participation in making positive and lasting impressions on the members and families of Laughlin AFB.

Reach out at any time via 47svs.marketing@us.af.mil.

Sincerely,
Commercial Sponsorship Coordinator

LAUGHLIN AIR FORCE BASE

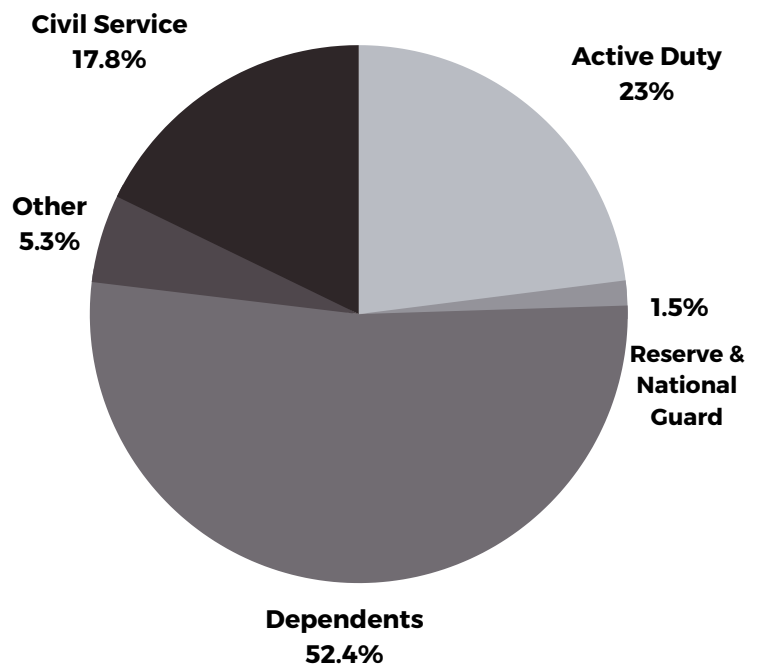
MISSION

Laughlin's mission is to train and develop the finest military pilots. Since the first Undergraduate Pilot Training class in the mid-1950s, silver wings have been pinned on nearly 21,000 pilots.

DEMOGRAPHICS

**Laughlin AFB
Personnel: 6,165***

*Demographics provided by Laughlin AFB
Snapshot October, 2021



ECONOMIC IMPACT

Since its origin, Laughlin has become the largest pilot training base in the United States Air Force. In 2019, Laughlin's impact on the Southwest Texas economy equaled \$2 billion (according to the Texas Comptroller) and directly employed 4,000 individuals.

FORCE SUPPORT SQUADRON

The 47th Force Support Squadron (FSS) does everything from military IDs to grilled cheese. FSS is responsible for all quality of life operations on Laughlin AFB. We manage \$5.4 million in business operations/assets and provide services like administration, casualty support, military and civilian personnel, education and training services, family support, professional military education, and wing mentoring. Events are planned and executed to support overall military readiness, productivity, and morale. These events enhance the quality of life for Air Force members, their families, and those with base access. They are essential for the overall mental and physical well-being of Laughlin AFB.

The sponsorship program supports the following FSS facilities:

Airman & Family Readiness
Southwinds Marina
Auto Craft Center
Cactus Lanes Bowling
Club XL
Desert Oaks Golf Course

Losano Fitness Center
Outdoor Recreation
CDC & Youth Center
Frame Shop
Friendship Pool
Laughlin Library



COMMERCIAL SPONSORSHIP

WHAT?

Commercial sponsorship is monetary and/or in-kind support given to the 47th Force Support Squadron to enhance an event. In return, sponsors receive access to exclusive benefits such as public recognition or face-to-face interaction with potential customers.

POTENTIAL BENEFITS



PRINT ADS



DIGITAL ADS



BANNERS



SOCIAL MEDIA



RECOGNITION



EVENT SPACE



LAUGHLINFSS.COM

HOW TO BECOME A SPONSOR

STEPS

1

CHOOSE YOUR EVENT

Decide which FSS event(s) you are interested in and get in touch with our Sponsorship Coordinator.

2

DECIDE ON SPONSORSHIP TYPE

Tell us what type of sponsorship you would like to offer and how much. Example: monetary or in-kind items that benefit the event.

3

REVIEW & SIGN AGREEMENT

You will receive an agreement; please review and notify us of any errors or desired changes. After our legal team gives approval, please sign the agreement and send back to us.

4

FINAL APPROVAL

47th Force Support Squadron's Commander will give final approval within approximately 2-3 weeks. Please feel free to contact the Sponsorship Coordinator anytime for more information.

2022 EVENT CATALOG

For the full event list, please email 47svs.marketing@us.af.mil.

| EVENT | DATE* | HOST | DESCRIPTION |
|--|------------------------------|----------------------------------|---|
| WINE TASTING NIGHT | FEBRUARY | Club XL | Bring your loved one out to Club XL for this Valentines event. Sample multiple wines and tasty food. |
| SPRING FAMILY DAY | APRIL | Youth Center | Egg hunts, bike-decorating contests, food, & more! This event is open to all families. |
| AIRMAN APPRECIATION WEEK | APRIL | Desert Oaks Golf Course | A week of simulator and driving range events, free to E1-E4 airmen! Ft. trick shot artist Trevor Consavage. |
| SPOUSES DAY | MAY | FSS-wide | Military spouses are treated to a special day to thank them for their support. |
| FSS CUSTOMER APPRECIATION | AUGUST | Marketing | Give back to Airmen with prizes to show appreciation to customers visiting & utilizing FSS facilities on base. |
| OKTOBERFEST | OCTOBER | Club XL | Club XL presents an evening full of German food, beer, & music for Airmen and their families. |
| TRUNK 'N TREAT | OCTOBER | Youth Center | Children can enjoy trick-or-treating from decorated trunks and other Halloween-themed activities. |
| LAUGHLIN OPEN HOUSE | OCTOBER | FSS-wide | Celebrate 80 years of Laughlin with an open house! FSS will provide food service and entertainment. |
| JUNIOR DEPLOYMENT | NOVEMBER | Airman & Family Readiness Center | This mock deployment features team-building activities & a welcome home ceremony. |
| HOLIDAY FUN RUNS | MARCH OCTOBER NOVEMBER | Losano Fitness Center | Run a virtual 5K or 10K to celebrate St. Patrick's Day, Halloween or Thanksgiving & win themed prizes. |
| DINNER WITH SANTA & BASE TREE LIGHTING | DECEMBER | Club XL | Following the official tree lighting ceremony at the base Chapel, friends & family will gather at Club XL for dinner & pictures with Santa Claus. |
| LIBRARY SERIES | YEAR LONG | Library | Support library programs such as Adult Crafts, Spooky Tales, & Single Airman Gaming Tournaments. |

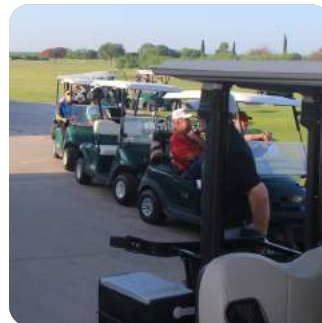
Event names and dates are subject to change.

EVENTS AT LAUGHLIN AFB

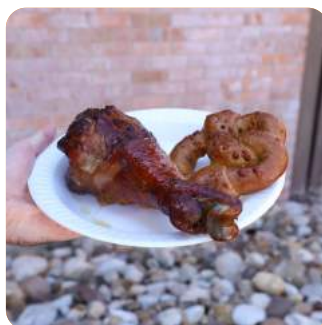
SPRING FAMILY DAY



COMMANDER'S TOURNAMENT



OKTOBERFEST



EVENTS AT LAUGHLIN AFB

TRUNK N' TREAT



JUNIOR DEPLOYMENT



DINNER WITH SANTA



ADVERTISING

Commercial advertising is available throughout the following FSS facilities: Airman & Family Readiness Center, Auto Craft Center, Cactus Lanes Bowling Center, Club XL, Desert Oaks Golf Course, Education & Training Center, Fit Bar, Losano Fitness Center, Frame Shop, Library, Mail Center, Southwinds Marina, Print Shop, Outdoor Recreation, Silver Wings, Youth Center.



WHAT TO PROMOTE

Raise awareness of a class, job opening, upcoming deadline, general business services, grand opening, etc.



SPONSOR BENEFITS

Any form of advertisement can be substituted as a sponsor benefit. We are flexible in providing ideal opportunities for all businesses.



QUESTIONS OR IDEAS

Please reach out to 47svs.marketing@us.af.mil to learn more or brainstorm a unique advertisement campaigns!

ADVERTISING RATES

FLAT SCREENS:



Bowling, Fitness, & Library.....\$100/month
All Facilities.....\$250/month

Airman & Family Readiness Center, Auto Craft Center, Cactus Lanes Bowling Center, Club XL, Desert Oaks Golf Course, Education & Training Center, Losano Fitness Center, Library, Mail Center, Southwinds Marina, Print Shop, Outdoor Recreation.



7,700 individuals
view 24 screens

BANNER PLACEMENT:



Up to 3ft x 6ft advertisement.....\$175/month

Must be provided by advertiser.
Call for placement details.



varies by location

WEB AD WITH CLICK LINK:



1056 x 816 pixel advertisement.....\$75/month

Must be provided by advertiser.
Call for placement details.



3,400 monthly
page views

NEWSLETTER:



5.5" x 3" advertisement.....\$100/month

Must be provided by advertiser.
Advertisement design available for an additional fee.



400 printed
1200 social media views
400 website file clicks

BATHROOM FLYER:



3.5" x 2.5" advertisement.....\$50/month

Must be provided by advertiser.
Advertisement design available for an additional fee.



140 printed
42 restrooms

MARQUEE:



Weekly.....\$25
Monthly.....\$75



30,000 monthly
views

NEWCOMERS ORIENTATION:



4.25" x 5.5" advertisement.....\$25/month
Two branded items per attendee.....\$50/month

Must be provided by advertiser.
Call for details.



80 monthly attendees
100 website clicks

ABOUT FSS MARKETING

As a Marketing office, our goal is to create awareness of the events and offerings the Force Support Squadron provides our Airmen and their families. We create all event advertisements, posters, brochures, Newcomers Packets, the monthly newsletter, bathroom flyers, and more. We manage @LaughlinFSS on Facebook and Instagram and update LaughlinFSS.com. We also garner sponsorship money to improve FSS events and advertising to fund non-appropriated expenditures, like labor or facility enhancement.

Our graphic design skills and printing equipment are available to all with base access. We print posters, large photos, business cards, cardstock, plus we offer services like lamination, vinyl wall decals, and the \$10 Cockpit Poster study guides.

**427 Liberty Drive
Building 246, Room 317
Laughlin Air Force Base, Texas 78843**

**(830) 298-5826
47svs.marketing@us.af.mil
Facebook & Instagram: @LaughlinFSS
LaughlinFSS.com**

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 nonappropriated funds of the government. Deadline for response is one month prior to the desired event and two months prior to air shows. This package, including benefits and rates, are subject to change at any time without notice.