

Commercial Sponsorship Fundamentals

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What is Sponsorship?

- ▶ An exchange of value between an Air Force FSS and civilian company whereby the support offsets or enhances the NAF budget for an activity, event or program and the company gets promotional consideration, direct access to the market or some benefit commensurate with support.

Guidance

- ▶ **AFI 34-108, Commercial Sponsorship and Sale of NAFI Advertising**
- ▶ **Key Points:**
 - ▶ Only Services MWR programs may use the Commercial Sponsorship Program
 - ▶ FSS Commander designates a single point of contact within the FSS Marketing Department for the installation-level sponsorship and advertising program
 - ▶ Other sections of FSS, as well as other Air Force organizations, units, private organizations or unofficial activities or organizations are NOT authorized to use commercial sponsorship, nor may they partner with an MWR program to gain access to sponsorship benefits

MWR Activities, Events & Programs Authorized Sponsorship

- ▶ Fitness & Sports (self-directed, unit level, intramural)
- ▶ Libraries
- ▶ Child Development
- ▶ Youth
- ▶ Community Center programs
- ▶ Arts & Crafts /Auto Hobby
- ▶ Outdoor Recreation
- ▶ Clubs / Bowling /Golf
- ▶ Aero Club & other membership programs

Unsolicited vs. Solicited Sponsorships

- ▶ Unsolicited Sponsorships are initiated solely on the part of a prospective sponsor
 - ▶ The FSS generates and maintains an awareness of commercial sponsorship opportunities for MWR
 - ▶ Offers from alcohol and Defense Contractors MUST BE unsolicited
- ▶ Sponsorship Solicitation is the only authorized process for soliciting support for approved activities, programs or events that can be defined as MWR elements of an FSS

Gifts & Donations

- ▶ Gifts & donations may never be solicited
- ▶ Acknowledgement of donations is limited to one-time: mention in the appropriate base media, verbal thank you at the event, mention in event program, and/or a “donated by” name plate if applicable
- ▶ See AFI 51-601, Gifts to the Department of the Air Force
 - ▶ Establishes procedures for receiving, accepting, and processing both conditional and unconditional gifts offered to the Dept of the Air Force, including gifts to the Air Force intended for distribution to individual members of the Air Force
 - ▶ It does NOT authorize the solicitation of gifts by Air Force personnel to use for official activities or programs

Private Organizations

- ▶ Private Organizations are not authorized commercial sponsorship
- ▶ POs and unofficial activities/organizations may accept gifts and donations
- ▶ POs and unofficial activities/organizations will not solicit gifts or donations on base
 - ▶ Off-base solicitations must clearly indicate that they are for a PO or an unofficial activity/organization, and not for the base or any official part of the Air Force.
- ▶ Donor/gift recognition may not be made publicly
 - ▶ Recognition of the gift or donation can only be made to members of the PO or those present at an event benefiting from the donation/gift.
- ▶ POs and unofficial activities/organizations are prohibited from actions, which make it appear that the installation is endorsing or giving special treatment to the donors/givers involved.
- ▶ See AFI 34-223

Private Organization Fundraiser Requests

- ▶ Download the fundraiser request form off edwardsfss.com
- ▶ POs must be up to date with requirements in AFI 34-223 in order to conduct a fundraiser
 - ▶ Fundraiser requests will NOT be routed for approval if the PO does not have up to date files with the FSR PO Monitor