



2018

**SPONSORSHIP
& ADVERTISING
OPPORTUNITIES**

**412TH FORCE SUPPORT SQUADRON
EDWARDS AIR FORCE BASE**

WHO WE ARE

EDWARDS AIR FORCE BASE

Edwards Air Force Base is the 2nd largest base in the Air Force. Hundreds of significant aviation “firsts” have been accomplished at Edwards. This is where Capt. Chuck Yeager and the Bell X-1 first broke the sound barrier on Oct. 14, 1947, and where the space shuttle first landed on its initial return from earth's orbit. Today, our combined workforce is still at the cutting edge of aviation technology, developing, testing and evaluating the newest weapon systems and aircraft to ensure reliability for America's war-fighters. Edwards is the test-bed for today's premiere aerospace technology programs including Hypersonic flight and the F-35 Joint Strike Fighter.



Civilians/Contractors

11,524

Active Duty/Dependents

3,306

as of Sept 2015

OVER 14,000
POTENTIAL CUSTOMERS

412TH FORCE SUPPORT SQUADRON

The 412th Force Support Squadron contributes to the mission at Edwards AFB by providing events and programs that enhance the quality of life for our Airmen, civilians and their families.

SPONSORSHIP BENEFITS

REACH YOUR MILITARY MARKET!

The military is a large and diverse consumer group that is often overlooked. Military families have at least one source of stable income, with an average pay of \$33,927 (enlisted) and \$87,194 (officer). Military members are some of the most loyal customers out there and bring their spending habits with them from base to base, supporting the brands and businesses who support them.

By becoming a sponsor for a FSS event you can feel good knowing that not only are you reaching a very important and profitable military market, but you are helping to provide quality of life programs the entire military community.



SPONSORSHIP OPPORTUNITIES INCLUDE:

- Direct financial support to offset the costs of / enhance programs and events
- In-kind products to offset the costs of / enhance programs and events (electronics, apparel, toys, gift cards, overnight accommodations, etc.)
- A combination of cash and in-kind product/service can help you meet the level of sponsor package you want to achieve.

DID YOU KNOW? The 412th Force Support Squadron is the ONLY organization on Edwards AFB that is authorized, by the Air Force, to recognize sponsors.

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.

2018 SPONSORSHIP LEVELS

	BRONZE	SILVER	GOLD	PLATINUM
Company logo on 412 FSS event material	X	X	X	X
Sponsor name announced at event	X	X	X	X
After action report	X	X	X	X
Company provided banner placement at event (placed at the discretion of 412 FSS Marketing)		X	X	X
(1) Promotional item to be distributed by 412 FSS Marketing		X	X	X
Booth space with canopy, table & chairs at the event (no sales)			X	X
Company logo on Commercial Sponsorship page of edwardsfss.com for 1 year (no link permitted)			X	X
Title sponsor for an element of the event (i.e. Kids Zone brought to us by xxx)				X
Company provided banner placement at the event location up to 5 days prior to the event				X
Website ad on edwardsfss.com homepage for the month of the event (link permitted)				X

PLEASE CONTACT US FOR TIER PRICING & CUSTOM PACKAGES

2018 BASE-WIDE EVENTS

EASTER EGGSTRAVAGANZA

March, Bowling Center, Youth Soccer Field & Oasis Aquatic Center

Estimated attendance: 500

A full day of Easter fun for the whole family beginning with Breakfast with the Easter Bunny at the Bowling Center and followed by a huge Easter Egg Hunt on the Youth Soccer Field. Last year over 70lbs of candy in 8,000 eggs were collected by children of all ages. The day ends with an Underwater Egg Hunt at the Oasis Aquatic Center. This year the plans are to make the event even bigger and better with the addition of a Concert in the Park and a Petting Zoo.

SUMMER BASH

July 4, Wings & Roberts Fields

Estimated attendance: 3,000

The Summer Bash is our huge 4th of July celebration. There will be live entertainment, water slides, bouncy castles, pony rides, food & beverage booths, beer garden, sponsor booths, pie eating contest, balloon artists, free watermelon, prize giveaways and much more!

OKTOBERFEST & BASE FAMILY CAMPOUT

September, Youth Soccer Field

Estimated attendance: 350

An event tailored to both adults and families, Oktoberfest features a biergarten for the adults, German cuisine, bouncy castles, face painting, crafts and music. After the conclusion of Oktoberfest, families are invited to roast s'mores, watch a movie on the inflatable screen and camp out on the soccer field.

WINTERFEST

December, BX Parking Lot

Estimated attendance: 1,000

Celebrate the beginning of the holiday season with Santa and the Edwards AFB community at our annual Winterfest. There will be judging of the Holiday Cards, playing in the snow, holiday music, and pictures with Santa.



"Easter Egg-stravaganza was awesome! My girls and I thoroughly enjoyed the Easter egg hunt, free food and entertainment...thanks FSS!"
-2017 Easter Eggstravaganza participant

2018 EVENT SERIES



YOUTH SPORTS PROGRAMS

Youth Sports kicks off each Baseball, Basketball and Soccer season with an opening ceremony.

UFC FIGHT NIGHTS

Monthly, Club Muroc
Catch all the action of Ultimate Fighting at Club Muroc.

FOOTBALL FRENZY

Weekly (NFL Season), Club Muroc
Cheer on your favorite team with fellow football fans while enjoying food and drink specials. Attendees also have the chance to win prizes all season long!

SPLASH NIGHTS

Fridays (June - Sept), Club Muroc
Join in the summer fun poolside with the Edwards AFB community!

SUMMER READING PROGRAM

June - August, Base Library
About 600 youth and adults participate in the Summer Reading Program each year for a chance to win awesome prizes. The library kicks off the program in June with an Opening Party. The staff hosts special activities throughout the day while patrons sign up; children may receive special incentives for signing up during the first day of the program. Every Friday for the rest of the summer the Library hosts a special event for their Reading Program Participants. In August, the library transforms into an indoor carnival where children can play games to earn prizes and eat popcorn, cotton candy, corn dogs, and other treats.

BOWLING TOURNAMENTS

Monthly, High Desert Lanes
Come bowl a strike at High Desert Lanes! Quarterly tournaments include King of The Hill, 9 Pin No Tap and holiday-themed events.

GOLF TOURNAMENTS

Edwards Golf Course will be hosting 9 different themed tournaments throughout the year including: Spring into Fall, Turkey Trot, Spirits, Three Blind Mice, Base Championship, Four Ball Golf, Valentine's Day, and the Spring Half & Half Night Tournament.

NEW FOR 2018 FAMILY FITNESS NIGHTS

Quarterly, Fitness Center
Once a quarter the Fitness Staff will be providing a fun workout time for the whole family to be together and enjoy the benefits of getting fit together.

NEW FOR 2018 TRAINING TOWARDS THE HALF

Quarterly, Fitness Center
Three runs will be held throughout the year; a 5k, 7k and 10k, all leading up to the Run with History in May 2019. Training plans will be provided to participants between the runs to increase their distances and decrease running speeds.

2018 ADDITIONAL EVENTS

NEW FOR 2018

WAIST MANAGEMENT CHALLENGE

January, Fitness Center

Individuals will sign up for 8 weeks of competition to see who can lose the most weight. Those in the challenge will receive bonus workouts, classes and advice in reaching their fitness goals. There will be male and female winners.

NEW FOR 2018

AERO CLUB OPEN HOUSE

Quarterly, Aero Club

The entire base is invited to come see what Aero Club has to offer. Instructors will be available to share information on flight training.

NEW FOR 2018

MAY FITNESS MONTH

May 1-31, Fitness Center

May Fitness Month is intended to celebrate fitness and highlight on-going and new fitness programs. Participants will have the opportunity to be challenged to complete 20 workouts during the month for credit. There will be multiple class offerings during the month that participants can gain credit from as well as bonus workouts offered daily throughout the month.

FAMILY LUAU

July, Club Muroc

Families celebrate the end of summer with a Hawaiian Buffet, free kids field games, face painting, dancing, putt-putt golf, and an inflatable waterside. The night ends with a free family movie in the ballroom.

SUPER BOWL PARTY

February, Club Muroc

Featuring drink specials all day, an all-you-can-eat nacho bar through the first half and half-time prize giveaways for attendees!

NEW FOR 2018

FLY & DINE

April, Aero Club

Attendees will fly out over the poppie fields and return for wine tasting and heavy appetizers. Cocktail attire is highly encouraged!

CHILDREN'S STORY TIME

Every Wednesday & Friday and Additional Special Holiday Events, Base Library

Toddlers and pre-school children are invited to the library for a story and craft project. In April, the Easter Bunny joins in for a special story time with an egg hunt. Then in December, Santa comes to visit for a special story time that is usually attended by 200 children!



2018 ADVERTISING OPPORTUNITIES

The SABRE Magazine is printed once every three months with 2,000 copies circulating 20 facilities. 750 copies are mailed to all of our on-base residents.

FULL PAGE

1 issue - \$600
Full year - \$1,920

HALF PAGE

1 issue - \$300
Full year - \$960

QUARTER PAGE

1 issue - \$150
Full year - \$480

20% up charge for inside cover (full page and half page only)

FORMAT SPECS:

Full Page - JPEG or PDF, 7.5" W x 10" H, 300 PPI
Half Page - JPEG or PDF, 7.5" W x 5" H, 300 PPI
Quarter Page - JPEG or PDF, 3.85" W x 5" H, 300 PPI

QUARTERLY SABRE MAGAZINE



DIGITAL DISPLAYS

\$150/month or \$1,440/year
Digital ads are displayed on LCD screens in 7 of our FSS facilities and 20 score keeping screens at High Desert Lanes Bowling Center.

Format Specs:
JPEG file, 1280 px W x 720 px H, 72 PPI



POSTERS

1 facility - \$200/month
2 facilities - \$375/month
3 facilities - \$550/month

Format Specs:
PDF file, 22" W x 28" H, 300 PPI



WEBSITE SIDE BAR

Small (200 px W x 200 px H, 72 PPI)
\$65/month
Medium (200 px W x 300 px H, 72 PPI)
\$90/month
Large (200 px W x 400 px H, 72 PPI)
\$120/month

Our website, edwardsfss.com, receives on average over 12,000 visits a month.

ALL ARTWORK MUST BE PROVIDED BY CUSTOMER

**MORE ADVERTISING OPTIONS MAY BE AVAILABLE;
CONTACT US FOR A CUSTOM PACKAGE!**

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**GET INVOLVED
WITH US
TODAY!**

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