

# 2024 SPONSORSHIP & ADVERTISING

Edwards Air Force Base, CA



**Edwards Air Force Base is the center of the Aerospace testing universe & the second largest base in the Air Force!**

**1,500** ACTIVE DUTY

**3,300** DOD CIVILIANS

**1,900** FAMILY MEMBERS

**5,000** CONTRACTORS

The 412th Force Support Squadron's mission is to provide programs and events that support the morale, welfare & recreation of the base community.

Commercial Sponsorship allows MWR facilities to enhance the readiness of our service members and their families.

This is a solicitation by a Nonappropriated Fund Instrumentality of the United States Government. It does not obligate appropriated funds or nonappropriated funds of the Government.



# 2024 Sponsorship Opportunities at Edwards Air Force Base



## BASE WIDE EVENTS:

Easter Egg-Stravaganza (March 23)

Summer Reading Program (June-August)

Summer Bash (July 4)

Fall Fest (October 25)

Winterfest (December 6)

## BENEFITS FOR YOU!

- ✓ One-on-one interaction
- ✓ Product sampling
- ✓ Build connections
- ✓ Promote your brand

## OTHER FSS PROGRAMS:

High Desert Lanes Bowling Center

Muroc Lake Golf Course

Club Muroc

Arts & Crafts/Auto Hobby

Child & Youth Programs

Rosburg Fitness Center

Library

Aero Club

Community Center

PLEASE INQUIRE REGARDING SPONSORSHIP OF A SPECIFIC EVENT NLT 90 DAYS PRIOR TO EVENT.

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# SPONSORSHIP & ADVERTISING

**Connecting business & brands with loyal military consumers  
and enriching the lives of those who serve.**

## SPONSOR AN EVENT

Have the opportunity to showcase your business, promote your brand at an event and get one-on-one interaction with attendees.

## DIGITAL & WEB

Digital displays shown on LCD screens in 7 FSS facilities and website footer placement on high-traffic pages at [edwardsfss.com](http://edwardsfss.com), with over 12,000 visitors per month.

## POSTERS & BANNERS

22" X 28" poster displays and 4' x 2' banner placements in high-traffic FSS facilities including Oasis Community Center, Club Muroc & Rosburg Fitness Center.

## SABRE MAGAZINE

Our quarterly print publication with 2,000 copies in circulation, including distribution direct to on-base homes and 20 facilities.

Through our Commercial Sponsorship & Advertising program, your business will build brand name awareness & increase visibility to a hard-to-reach military community that takes their brands with them wherever they go. Please call 661-275-3826 for a sponsorship proposal or more information.



# ANNUAL BASE WIDE EVENTS

## EASTER EGG-STRAVAGANZA

ESTIMATED ATTENDANCE: 1,500

A day of Easter fun for the whole family including breakfast with the Easter Bunny at the Bowling Center and a huge Easter egg hunt.



## SUMMER BASH

ESTIMATED ATTENDANCE: 2,500

Annual 4th of July celebration with live entertainment, food booths, beer garden, contests, prizes & a spectacular fireworks show!



## FALL FEST

ESTIMATED ATTENDANCE: 1,500

An annual celebration of fall featuring a huge trunk or treat, haunted house, biergarten, & kids crafts.



## WINTERFEST

ESTIMATED ATTENDANCE: 2,000

Celebrate the beginning of the holiday season with holiday music, a tree lighting ceremony, food trucks, and photos with Santa!



# 2024 SPONSORSHIP PRICE LIST

## PRESENTING SPONSOR

**\$2,500**

### **10' X 10' EXHIBIT SPACE**

in high traffic area at event

### **PRINT & DIGITAL LOGO PLACEMENT**

on event marketing materials

### **EVENT & SOCIAL MEDIA SHOUTOUTS**

mentions before & during event

### **2 MONTHS DIGITAL ADVERTISING**

in 1 FSS facility leading up to event

### **2' X 4' BANNER PLACEMENT**

at high visibility location at event

## ASSOCIATING SPONSOR

**\$1,000**

### **10' X 10' EXHIBIT SPACE**

in high traffic area at event

### **PRINT & DIGITAL LOGO PLACEMENT**

on event marketing materials

### **EVENT & SOCIAL MEDIA SHOUTOUTS**

mentions before & during event

### **1 MONTH DIGITAL ADVERTISING**

in 1 FSS facility leading up to event

## CONTRIBUTING SPONSOR

**\$500**

### **10' X 10' EXHIBIT SPACE**

in high traffic area at event

### **PRINT & DIGITAL LOGO PLACEMENT**

on event marketing materials

### **EVENT & SOCIAL MEDIA SHOUTOUTS**

mentions before & during event

Please call 661-275-3826 or email [412sponsorship@gmail.com](mailto:412sponsorship@gmail.com) to inquire on sponsorship.

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# 2024 ADVERTISING PRICE LIST

## PRINT



### SABRE MAGAZINE (QUARTERLY)

Full Page	8.5"W x 11.5"H	\$700 1 issue   \$1925/full year
Half Page	8.5"W x 5.5"H	\$400 1 issue   \$965/full year
Quarter Page	4.25"W x 5.5"H	\$250 1 issue   \$485/full year

\*20% upcharge for inside/back cover placement (full & half page ads only)

### POSTER 1 Facility

22" W x 28" H

\$250/month  
\$800/6 months  
\$1500/full year

(Fitness Center, Community Center, Arts & Crafts, Bldg. 3000, Child Development Center)

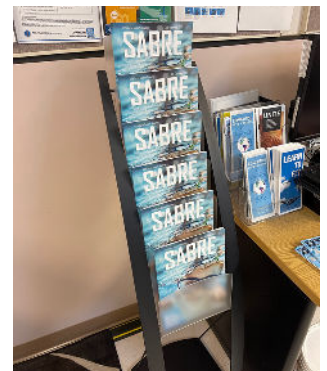


### FLYERS/ BROCHURES 1 Facility

1 Magazine Rack

\$150/month  
\$500/6 months  
\$1000/full year

(Bowling Center, Fitness Center, Community Center, Bldg. 3000, Child Development Center)



### OUTDOOR BANNER Club Muroc Patio

4' W x 2' H

\$275/month  
\$1100/6 months  
\$2200/full year



\*There will be a 10% multimedia discount included for utilizing multiple advertising channels.

\*All advertisements must have the following disclaimer:  
"Paid Advertisement. No Federal Endorsement Intended."



# DIGITAL

Screens are located in the following facilities: Club Muroc, Fitness Center, Bowling Center, Community Center, Bldg. 3000, Arts & Crafts, Outdoor Recreation, Cactus Cafe

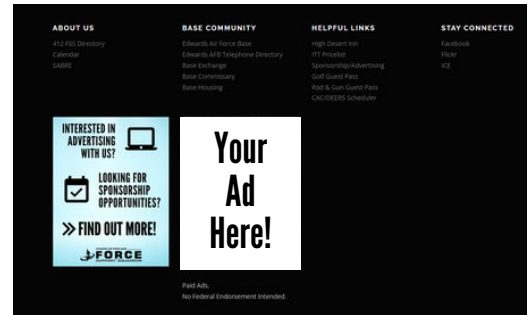
Static Displays	1080px W x 1920px H -1 facility 5333px W x 3000px H- 1 facility	\$500/month   \$3000/year
15-second Audiovisual Commercial	1080px W x 1920px H -1 facility	\$700/month   \$5000/year
30-second Audiovisual Commercial	1080px W x 1920px H -1 facility	\$800/month   \$6500/year
Website Footer Ads	280px W x 360px H	\$200/month   \$1180/year



Bowling Center



Club Muroc Dining Room



Website Footer Ad

**Call or email to request an advertising proposal:**

412sponsorship@gmail.com

(661)275-3826

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