



# 2025 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!



**2,200 ACTIVE DUTY**

**12,000 DOD CIVILANS**

**3,800 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.



EDWARDS AIR FORCE BASE  
**FORCE**  
SUPPORT SQUADRON

# 2025 Sponsorship Opportunities at Edwards Air Force Base



## BASE WIDE EVENTS:

Easter Egg-Stravaganza (April)

T.E.S.T. (June)

Summer Reading Program (June-August)

Summer Bash (July)

Fall Fest (October)

Winterfest (December)

## 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 8 FSS facilities, website footer placement on high-traffic pages at [edwardsfss.com](http://edwardsfss.com), with over 10,000 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 8,000 copies per year 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.



661-275-3826



412sponsorship@gmail.com



[edwardsfss.com/  
commercial-  
sponsorship](http://edwardsfss.com/commercial-sponsorship)



# 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: 3,000

Annual 4th of July celebration with live entertainment, food booths, a 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, a haunted house, a beer garden, & 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!



# 2025 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 FSS facilities 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 MONTHS DIGITAL ADVERTISING

in FSS facilities 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

## SUPPORTING SPONSOR

**\$250**

PRINT & DIGITAL LOGO PLACEMENT  
on event marketing materials

**&**

EVENT & SOCIAL MEDIA SHOUTOUTS  
mentions before & during event

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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	22" W x 28" H	\$200/month
1 Facility		\$750/6 months
		\$1300/full year

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



FLYERS/ BROCHURES	1 Magazine Rack	\$150/month
1 Facility		\$500/6 months
		\$1000/full year

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



OUTDOOR BANNER	4' W x 2' H	\$275/month
Club Muroc Patio		\$1100/6 months
		\$2200/full year



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

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



