

THUNDER

OVER
GEORGIA
AIR SHOW

Oct. 1-2, 2016
ROBINS AIR FORCE BASE

FEATURING
USAF

THUNDERBIRDS 2016 SPONSORSHIP PACKAGE



ROBINS AIR FORCE BASE
78TH FORCE
SUPPORT SQUADRON



FOR MORE INFORMATION:

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USAF Services

**Marketing &
Commercial
Sponsorship**

ROBINS AIR FORCE BASE, GEORGIA



BRAND LOYALTY.

DIRECT INTERACTION WITH THE MILITARY & CIVILIAN COMMUNITY.

RETURN ON INVESTMENT.

That's what being a sponsor for our air show can bring to your business.

In return, your dollars or in-kind contributions allow the 78th Force Support Squadron (FSS) to provide outstanding support services to service members and their families. And with nearly 21,000 military personnel & civilian employees combined and over 25,000 military retirees in our economic area, we need all the help we can get to provide them a quality of life commensurate with their service to our great nation.

To be clear: Sponsorship is an exchange of value for promotional opportunities. It's not a gift or donation --- it's a smart business decision that should be part of your company's marketing and advertising plan and budget.

In this packet, you'll find many levels of sponsorship opportunities available to your company in support of our 2016 Robins AFB Air Show. Impressions before crowds of approximately 200,000 cannot be overstated, get your company's name in front of consumers and establish your brand loyalty and grow your business!

Thank you in advance for your support.

Venus Mansourzadeh

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Marketing Specialist
78th Force Support Squadron
Robins Air Force Base



Why Sponsorship?

Robins Air Force Base is made up of active duty military, family members, civilians and military retirees who live and work in and around the Houston, Bibb, Macon, Dooly, Pulaski, Bleckly, Twiggs, & Peach County metropolitan area. The 78th Force Support Squadron (FSS) provides community service programs that enhance the quality of life for military members and their families. These programs affect the military mission by improving morale, productivity and retention. Programs such as troop support, libraries and fitness centers directly support unit readiness by providing a physically and mentally fit force.

Our family support and quality of life initiatives help attract and retain a quality force. By partnering with Robins AFB through the 78th FSS Commercial Sponsorship Program, you help us provide events that educate and instill confidence in our youth, entertain active duty members and their families and promote a sense of community. Think of the exposure your company could receive and the many chances of acquiring loyal patrons by being part of our 2016 Robins AFB Air Show!

Ten Benefits of Commercial Sponsorship

- Direct exposure to a large military community
- Display company name/logo on promotional material
- Event recognition: "Sponsored In Part By..."
- On-site signage, product displays, sampling & demonstrations
- Event sponsor booth
- Base and community news articles
- Pre-event publicity and advertising & direct mail
- VIP status at events for major sponsors
- Event product exclusivity

*****78th Force Support Squadron is the only organization on Robins Air Force Base authorized to offer sponsorship benefits.***

For more information, contact the 78th FSS Commercial Sponsorship POC:

Venus Mansourzadeh

Phone: 478.926.6559

E-mail:

venus.mansourzadeh@us.af.mil



Quality of Life Programs

Where The Money Goes

Over 300 Quality of Life programs are offered yearly for the Team Robins Community

Family Services

Career Resource Center
Education Center
Library
Professional Development
Deployed Family Events
Family Movie Nights
Parent's Night Out Daycare
Family Festivals
Family & Teen Talen Contest
Financial Seminars
GI Bill Briefings
Retirement Benefits Briefings
Youth Clubs
Teen Lock In's
Instructional Classes
Story Times
Parent Support Groups
Readiness & Deployment Support

Fitness

5K Runs
Bench Press Competitions
Fitness Programs & Equipment
May Fitness Month

Recreation

Golf Tournaments
Outdoor Adventure Programs
Base Lake
Pool Parties
Ski Trips

Special Events

Youth Program Parties
Month of the Military Child
Club Membership Drives
Super Bowl Parties
Mother's Day Brunch
Military Family Appreciation Day
Hawaiian Luau
Spring Fling
Holiday Meals
Summer Reading Programs

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Robins Air Force Base Air Show 2016

When: October 1 and 2, 2016 9 a.m. to 5 p.m.

Where: South and West Ramps on Robins AFB

Attendance: 100,000 or more per day (open to the public)

Fee: \$11,000 up to \$50,000 or in-kind of equal value

Description: The Air Show will be headlined by the Air Force Thunderbirds along with the U.S. Army Special Operations Command parachute demonstration team, the Black Daggers, who will showcase their latest combat capabilities. The B-25, P-51, F-4U, the Nakajima B5N will be there to represent the warbird family, along with several civilian acts to complement the air extravaganza.

Benefits:

- **On-site tent & table**
- **Sponsor name or logo on event advertising with distribution to 30+ activities providing the potential impression of over 6,700 per day**
- **Opportunity to provide samples, trinkets (less than \$20 value) and prize drawings**
- **Verbal recognition**
- **FSS publicity - Name or logo included in monthly Edge magazine, monthly electronic newsletter and the base paper... combined circulation of over 50,000 copies**



Solicitation # AIR-FSS-2016-001

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

EVENT

DEMOGRAPHICS

One of the best-kept secrets is now out - in the last millennium, the air show industry represents one of the very largest, if not THE largest, outdoor professional sports in North America. Over 10 - 12 million people attend more than 325 - 350 air shows annually. Based on the volume of spectators alone, air shows represent a significant marketing/sponsorship opportunity for companies at the local and national level. And this opportunity becomes even more attractive when you start looking at the attractive demographics of the audience of well-educated, affluent families. Whatever your marketing objective - moving product, building recognition, enhancing or positioning brand image - air shows can help you accomplish your goals.

Gender	Male	(18+) 55%
	Female	(18+) 45%
Age	Under 25	14%
	26 - 34	20%
	35 - 44	20%
	45 - 54	20%
	55 or over	26%
Household income	Under \$24,999	13%
	\$25K - \$34,999	10%
	\$35K - 49,999	15%
	\$50K - 74,999	20%
	\$75K or over	42%
Own home	Own	67%
	Rent	26%
	Other	7%
Education	Some High School	2%
	High School Graduate	17%
	Some College	36%
	College Graduate	30%
	Post Graduate	15%
Distance Traveled	less than 10 miles	31%
	10 - 20 miles	22%
	20 - 40 miles	13%
	40 - 60 miles	10%
	60 - 100 miles	10 %
	100+ miles	14%

Statistics above base on International Council of Air Shows (ICAS) exit survey of 2,084 responses from adults over 18 gathered at ten North American air shows sites throughout 2014 season.

ASSOCIATE SPONSOR

SPONSORSHIP BENEFITS

ADVERTISING-PUBLICITY

- * Permission to use Robins AFB Air Show 2016 logo and Associate Sponsor designation in advertising and promotion
- * Logo on 78thForce Support Squadron Air Show advertisements digital media
- * 80,000+ exposures

ON-SITE ACTIVATION

- * Interaction with approximately 100,000 Air Show attendees per day
- * Sponsor mentions over public address system - Six (6) over event weekend
- * Product display space on the flight line
- * One (1) 20' x 20' footprint
- * Two Sponsor provided banners up to 3' x 10'
- * Sampling, couponing or mutually agreed upon marketing activity
- * Preferred parking passes

\$11,000 Investment

Sponsorship dollars benefit our service members and their families' Quality of Life programs.

PRESENTING SPONSOR

SPONSORSHIP BENEFITS

ADVERTISING-PUBLICITY

- * Permission to use Robins AFB Air Show 2016 logo and Presenting Sponsor designation in advertising and promotion
- * Logo on 78th Force Support Squadron Air Show advertisements digital media
- * 80,000+ exposures

ON-SITE ACTIVATION

- * Interaction with approximately 100,000 Air Show attendees per day
- * Sponsor mentions over public address system - Nine (9) over event weekend
- * Product display space on the flight line
- * One (1) 20' x 20' footprint
- * Four Sponsor provided banners up to 3' x 10'
- * Sampling, couponing or mutually agreed upon marketing activity
- * Preferred parking passes

ADDITIONAL EVENTS INCLUDED OFFER AN ENTIRE YEAR OF COVERAGE

- * One Year Sponsorship of all First Fridays, **AND** One Year Sponsorship of all Boss and Buddy

All additional events include logo inclusion in all event publications and Facebook posts

\$15,000 Investment

Sponsorship dollars benefit our service members and their families' Quality of Life programs.

TITLE SPONSOR

SPONSORSHIP BENEFITS

ADVERTISING-PUBLICITY

- * Permission to use Robins AFB Air Show 2016 logo and Title Sponsor designation in advertising and promotion
- * Logo on 78th Force Support Squadron Air Show advertisements and digital media
- * 80,000+ exposures

ON-SITE ACTIVATION

- * Interaction with approximately 100,000 Air Show attendees per day
- * Sponsor mentions over public address system - Twelve (12) over event weekend
- * Product display space on the flight line
- * One (1) 20' x 40' footprint
- * Six Sponsor provided banners up to 3' x 10'
- * Sampling, couponing or mutually agreed upon marketing activity
- * Preferred parking passes

ADDITIONAL EVENTS INCLUDED OFFER AN ENTIRE YEAR OF COVERAGE

- * One Year Sponsorship of all First Fridays, **AND** One Year Sponsorship of all Boss and Buddy; Once Upon A Time Family Dance; Triple Ribbon 5K

All additional events include logo inclusion in all event publications and Facebook posts

\$20,000 Investment

Sponsorship dollars benefit our service members and their families' Quality of Life programs.

TITLE SPONSOR

SPONSORSHIP BENEFITS

ADVERTISING-PUBLICITY

- * Permission to use Robins AFB Air Show 2016 logo and Title Sponsor designation in advertising and promotion
- * Logo on 78th Force Support Squadron Air Show advertisements and digital media
- * 80,000+ exposures

ON-SITE ACTIVATION

- * Interaction with approximately 100,000 Air Show attendees per day
- * Sponsor mentions over public address system - Twelve (12) over event weekend
- * Product display space on the flight line
- * One (1) 40' x 40' footprint
- * Six Sponsor provided banners up to 3' x 10'
- * Sampling, couponing or mutually agreed upon marketing activity

ADDITIONAL EVENTS INCLUDED OFFER AN ENTIRE YEAR OF COVERAGE

- * One Year Sponsorship of all First Fridays, **AND** One Year Sponsorship of all Boss and Buddy; Once Upon A Time Family Dance; Triple Ribbon 5K; Children's Supper with Santa; Zombie Run 5K

ADDITIONAL ADVERTISING BENEFITS:

- * Full page ad in The Edge Magazine for 3 months;
- * Corporate name on the front cover of Edge Magazine with recognition of partner level; Corporate ad on 78th Force Support Squadron Web site for 3 months.

\$30,000 Investment

Sponsorship dollars benefit our service members and their families' Quality of Life programs.

TITLE SPONSOR

SPONSORSHIP BENEFITS

ADVERTISING-PUBLICITY

- * Permission to use Robins AFB Air Show 2016 logo and Title Sponsor designation in advertising and promotion
- * Logo on 78th Force Support Squadron Air Show advertisements and digital media
- * 80,000+ exposures

ON-SITE ACTIVATION

- * Interaction with approximately 100,000 Air Show attendees per day
- * Sponsor mentions over public address system
- * Twelve (12) over event weekend
- * Product display space on the flight line
- * One (1) 40' x 40' footprint
- * Six Sponsor provided banners up to 3' x 10'
- * Sampling, couponing or mutually agreed upon marketing activity
- * Preferred parking passes

ADDITIONAL EVENTS INCLUDED OFFER AN ENTIRE YEAR OF COVERAGE

- * One Year Sponsorship of all First Fridays, **AND** One Year Sponsorship of all Boss + Buddy; Once Upon A Time Family Dance; Triple Ribbon 5K; Children's Supper with Santa; Zombie Run 5K; Thunder Alley; + Robins Brews + Blues

ADDITIONAL ADVERTISING BENEFITS:

- * Full page ad in The Edge Magazine for 3 months
- * Corporate name on the front cover of Edge Magazine with recognition of partner level;
- * Corporate ad on 78th Force Support Squadron Web site for 3 months.

\$40,000 Investment

Sponsorship dollars benefit our service members and their families' Quality of Life programs.

78th Force Support Squadron - 620 Ninth St, Suite 159, Robins AFB, GA 31098-1459
Venus Mansourzaddeh 478.926.6559 or 478.335.1811 - www.robinsfss.com

TITLE SPONSOR

SPONSORSHIP BENEFITS

ADVERTISING-PUBLICITY

- * Permission to use Robins AFB Air Show 2016 logo and Title Sponsor designation in advertising and promotion
- * Logo on 78th Force Support Squadron Air Show advertisements and digital media
- * 80,000+ exposures

ON-SITE ACTIVATION

- * Interaction with approximately 100,000 Air Show attendees per day
- * Sponsor mentions over public address system
- * Twelve (12) over event weekend
- * Product display space on the flight line
- * One (1) 40' x 40' footprint
- * Six Sponsor provided banners up to 3' x 10'
- * Sampling, couponing or mutually agreed upon marketing activity
- * Preferred parking passes

ADDITIONAL EVENTS INCLUDED OFFER AN ENTIRE YEAR OF COVERAGE

- * Sponsorship of Armed Forces Golf Championship in May 2017. Includes 2 play tickets to Championship Kick-Off reception; Logo and thank you table signage at food and beverage points at Kick-Off reception and at Closing Ceremony Reception; Banner Signage on Grand Stand for awards presentation; Tournament golf shirt and golf ball; choice of hole sponsorship with feather banner at that hole (supplied by sponsor); feather banner displayed along main Club Drive (supplied by sponsor); Name and Logo included on all event promotion across all FSS marketing media (magazine, website, electronic signage, Facebook, table tent cards and more); Inclusion of marketing items in the golfers shopping bags provided at registration Commemorative photo of the event.

ADDITIONAL ADVERTISING BENEFITS:

- * Full page ad in The Edge Magazine for 12 months
- * Corporate name on the front cover of Edge Magazine with recognition of partner level; Corporate ad on 78th Force Support Squadron Web site for 12 months.

\$50,000 Investment

Sponsorship dollars benefit our service members and their families' Quality of Life programs.
