



# Eielson AFB **SPONSORSHIP & Advertising**

Soar your business to new heights

 Introduce  
new products

 Develop  
long-term  
relationships

 Increase  
brand awareness

# Ready To Go At *Fifty Below*

The Eielson AFB Force Support Squadron (FSS) hosts a variety of events designed to uplift morale and enhance the quality of life for our community. These events present valuable opportunities for sponsors and advertisers to gain recognition, build awareness, and foster brand loyalty among families, participants, and spectators from both Eielson AFB and the surrounding areas.

As the Eielson Commercial Sponsorship Coordinator, I invite you to partner with us and elevate your company's visibility. Our sponsorship packages and advertising rates are tailored to help you reach your target audience creatively and effectively. Sponsors have the unique chance to engage directly with the community and showcase their products at our events. If attending events isn't an option, we offer a wide range of on-base advertising opportunities that deliver impactful results.

When you choose to partner with Eielson FSS, we work closely with you to understand your specific goals and customize our offerings to meet your needs. We greatly value the support of local businesses and are excited to offer tangible benefits in return for your investment in our programs.

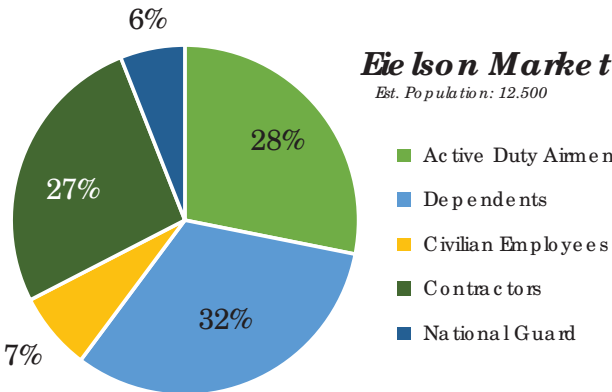
Sincerely,  
Sophie Hecker  
Commercial Sponsorship Coordinator

# 354 Force Support Squadron

Our mission is to communicate the Force Support community events, exceptional services, and quality-of-life programs that contribute to enhancing morale and the resiliency of our Warfighters and their families.



The 354th Force Support Squadron (FSS) manages everything from military IDs to serving up cheeseburgers, taking charge of all quality-of-life operations on Eielson AFB. Our facilities offer a welcoming and inclusive environment, hosting regular programs and events that cater to a broad spectrum of interests. Whether it's fitness and sporting events, club activities, youth programs, or family-friendly gatherings, we have something for everyone on our remote and isolated installation. These events are meticulously planned and executed to bolster military readiness, productivity, and morale, enhancing the overall quality of life for Air Force members, their families, and all those with base access. They play a crucial role in maintaining the mental and physical well-being of the Eielson AFB community.



**LOCAL ECONOMIC IMPACT**

over **\$700M** annually

Military Population within 25 mile s  
Active Duty: 16,500 | National Guard: 3,500 | Retirees: 3,300

# COMMERCIAL SPONSORSHIP

Affiliate your business with our successful programs and events to increase brand awareness, introduce new products, and develop long-term relationships. By sponsoring one or more of our events, you can have your company's name and logo on all event advertising and publicity, along with the opportunity to engage directly at each event. Besides gaining a competitive advantage, your support can lead to loyalty from a population known for its unwavering allegiance. Your sponsorship supports the military community by helping fund the morale, welfare, and recreational activities.

## TYPES OF SPONSORSHIP

### Direct Financial Support

Financial support to offset event expenditures and enhance events, such as entertainment and prizes, in exchange for advertisement, brand recognition, and company promotion.

### In-Kind Products

Items supplied to offset event expenditures or directly enhance events in exchange for advertisement, brand recognition, and company promotion.

## Potential Benefits



Digital Ads

Print Ads



Recognition

Social Media



Banners

Event Space



Eielson FSS.com

Weekly Newsletter

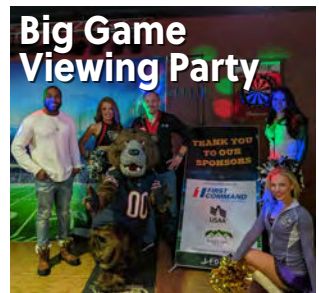


*Donations are not a type of sponsorship, however we can accept items to support Team Eielson with no expectation of recognition.*

# Partner CONNECT Benefit



*How can we best put  
you in direct contact with  
the base community?*



# COMMERCIAL ADVERTISING

Raise awareness of an upcoming class, job opening, general business services, or grand opening with Commercial Advertising. We offer impactful year-round advertising through multiple media channels in high-traffic areas base wide in FSS facilities.



## Indoor Digital Monitors

*Ad size: 1920x1080 pixels, landscape*

1 month	6 months	1 year
\$200	\$1,100	\$2,100



## Indoor Banner Placement

1 month	6 months	1 year
\$1,000	\$5,500	\$10,500



## Website Advertisement

*w / re direct link Ad size: 420x320 pixels*

1 month	6 months	1 year
\$200	\$1,100	\$2,100



## Brochure / Flyer Placement

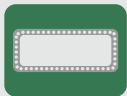
*Price per facility*

1 month	6 months	1 year
\$50	\$275	\$525



## Product Display

1 month	6 months	1 year
\$1,000	\$5,500	\$10,500



## Outdoor Marquee

*3 locations to choose from  
Price per location*

1 month	6 months	1 year
\$1,000	\$5,500	\$10,500



## Newcomers Info Fair

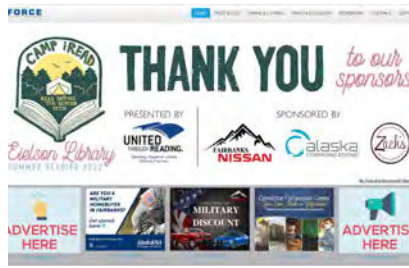
Held at least once a month in the Yukon Club Ballroom  
**\$50 per info fair**

*All ads submitted should be at 150dpi minimum and must contain a disclaimer, normally found very small on the bottom, that states, "Paid Ad. No federal endorsement intended."*



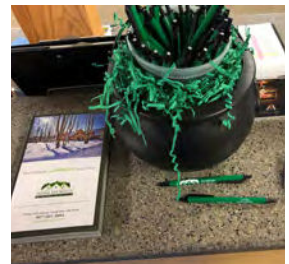
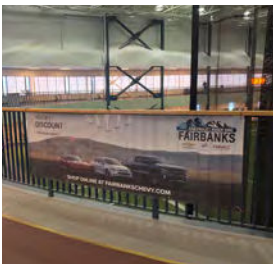
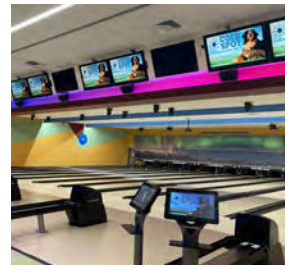
# Partner PROMOTE Benefit

Our affordable packages allow you to enhance FSS events and programs while gaining an exclusive opportunity to expand your marketing message. As a Marketing office, we create all event advertisements, print posters, brochures, etc. in house. Our graphic design skills and printing equipment are available as needed.



**Commercial Advertising is available throughout the following FSS facilities:**

- Arctic Nite Lane's Bowling Center*
- Arts & Crafts Center*
- Auto & Wood Skills Center*
- Fitness Center*
- Child Development Center*
- Community Center*
- Goldrush Inn Lodging*
- Library*
- Nightwatch Gaming Lounge*
- Outdoor Recreation*
- School Age Care*
- Youth Center*
- Yukon Club*



***Any form of advertisement can be substituted as a sponsor benefit. We are flexible in providing ideal opportunities for all businesses. Feel free to reach out with questions or to brainstorm a unique campaign!***

Please contact me to finalize a  
Sponsorship Agreement  
that works for your needs!

## Sophie Hecker

Commercial Sponsorship Coordinator



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