

# *502d Force Support Squadron Commercial Sponsorship Guide 2024*



# SPONSORS WELCOME

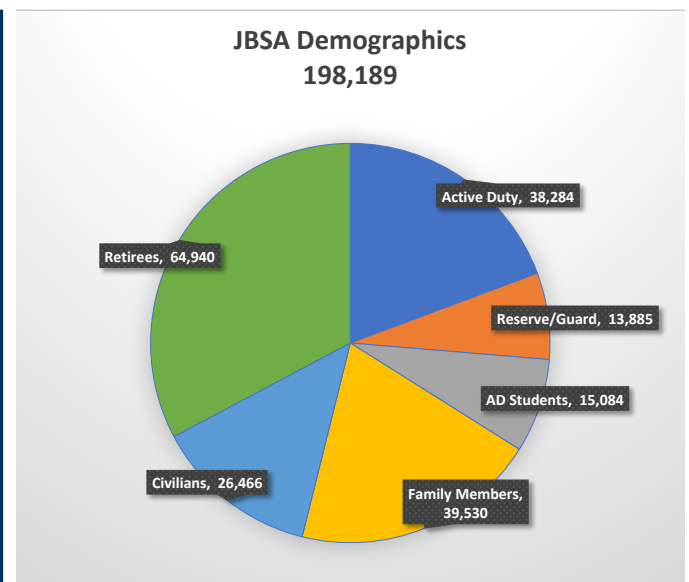
## SPONSORSHIP WHY?

Joint Base San Antonio (JBSA) is made up of 198,189 active-duty military, family members, civilians and military retirees who live and work in and around the JBSA metropolitan area. The 502d Force Support Squadron (FSS) provides community service programs that enhance the resiliency and well-being of our active-duty military members and their families as they deal with all the stress associated with the military way of life. Sponsorship dollars are an integral part of making our community events a success and contribute to improved morale, productivity and retention. By partnering with JBSA through the 502 FSS Commercial Sponsorship Program, you help us provide events that educate and instill confidence in our youth, entertain active-duty military 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 2024 Joint Base San Antonio sponsorship program!

Cash and in-kind support is needed and is negotiable based on the type and size of the event.

### Ten Benefits of Commercial Sponsorship

- Direct exposure to a large military community
- Company name and logo displayed 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/advertising & direct mail
- Event/product exclusivity





# TABLE OF CONTENTS

Snowfest (LAK) . . . . .	5
Paint Your Picasso (FSH) . . . . .	6
Taste of JBSA . . . . .	7
Month of the Military Child (JBSA) . . . . .	8
JBSA-The Great Texas Air Show (Kelly Air Field) . . . . .	9
Lakin' It Easy (Canyon Lake) . . . . .	10
Let's Celebrate Summer (RND) . . . . .	11
Virtual Bingo/Trivia Night (Facebook Live) . . . . .	12
Night in Vegas (RND) . . . . .	13
Back to School Bash (JBSA) . . . . .	14
Oktoberfest (FSH) . . . . .	15
Fall Fest (LAK) . . . . .	16
Spooktacular (FSH) . . . . .	17
Dinner to Die For (LAK) . . . . .	18
Harlequin Theater . . . . .	19
Holiday Tree Lighting (FSH, LAK & RND) . . . . .	20
Grub with the Grinch (LAK) . . . . .	21
JBSA Bowling . . . . .	22
JBSA Clubs . . . . .	23
JBSA Community Centers . . . . .	24
JBSA Fitness . . . . .	25
JBSA Golf . . . . .	26
Who To Contact . . . . .	27

# 2024 Tiers of Sponsorship with Benefits

## Tier One

Company name on all publicity material  
Company name for event announcements

## Tier Two

10 x 10 space (no tent, tables, chairs or lighting provided by 502 FSS)  
Company name on all publicity material  
Company name for event announcements

## Tier Three

10 x 10 tent, tables, chairs and lighting (if night event) provided by 502 FSS  
Logo on FSS printed publicity material including three banners, four posters and 75 handouts and on the thank-you banner at the event  
Logo on 42 FSS LCD monitors  
Company name/logo (whichever fits) in FSS Bi-weekly Information Email, distribution to over 9,000 JBSA members  
Company name on magazine ad for event, 7,000 copies printed bi-monthly  
Company name for event announcements, at least one per hour of event  
Logo on event tee shirts (if applicable)

## Tier Four

10 x 10 tent, tables, chairs and lighting (if night event) provided by 502 FSS  
Logo on FSS printed publicity material including nine banners (three per location), 12 posters placed across JBSA locations and 75 handouts and on the thank-you banner at the event  
Company logo in FSS Bi-weekly Information Email, distribution to over 9,000 JBSA members  
Logo on magazine ad for event, 7,000 copies printed bi-monthly  
Company name for event announcements, at least one per hour of event  
Company name included in AAFES/Commissary radio announcements  
Logo on 42 LCD monitors and 54 digital monitors with event announcements  
Social Media Posts (2)  
Web site recognition with a link to sponsors web site  
Company banner at event (1), provided by sponsor  
Logo on event tee shirts (if applicable)

Pricing will be different for each event depending on size and expected attendance. However, benefits for the levels will remain the same across the events. For example, Level One benefits will be the same no matter the event but the sponsorship pricing will vary.





JBSA-Lackland

Slip and slide through the icy slopes of Texas! Bring the family out to the annual Snow Fest at Lackland. This FREE event includes snow slides and interactive activities for all ages and music. Food & refreshments are available for purchase. Expected attendance is 2,000 patrons.

Tier One	Tier Two	Tier Three	Tier Four
\$400	\$1,000	\$1,500	\$2,000







# PAINT YOUR PICASSO

FEB 9 | SEPT 6

JBASA~Fort Sam Houston Golf Course



Channel your inner Picasso while you paint along with an instructor and enjoy food and beverages available for purchase. Expected attendance is 150 - 200 patrons.

Tier One	Tier Two	Tier Three	Tier Four
\$250	\$500	\$750	\$1,000

2023 sponsored in part by:





# TASTE OF JBSA

## MARCH 23

JBSA~Clubs

Tantalize your taste buds at our annual Taste of JBSA. This event brings together craft beer vendors and wineries offering tastings and purchases. Our patrons will enjoy a laid back ambiance with great entertainment, food, drinks and fun! Expected attendance is 500 - 1,000 patrons.

Tier One	Tier Two	Tier Three	Tier Four
\$300	\$750	\$1,000	\$1,200





# MONTH OF THE MILITARY CHILD

## APRIL (TBD)

JBSA~Randolph~Heritage Park

The event includes lots of games, crafts activities and interactive inflatables. Open to all DoD ID cardholders. Expected attendance 2,000 patrons.

Tier One	Tier Two	Tier Three	Tier Four
\$500	\$1,500	\$2,500	\$5,000







## JBSA-THE GREAT TEXAS AIR SHOW

APRIL 5 - 7

JBSA~Kelly Air Field

The Air Force Thunderbirds will headline the Great Texas Air Show. The show may also include a parachute team, the F-35, T-1, T-6, civilian aerial acts and vintage warbirds. The Great Texas Air Show is open to the public. Expected attendance is 125,000+.

Tier One	Tier Two	Tier Three	Tier Four
Contributing Sponsor	Associate Sponsor	Presenting Sponsor	Title Sponsor
\$6,000	\$12,000	\$18,000	\$25,000







# LAKIN' IT EASY

MAY 4

JBSA~Recreation Park @ Canyon Lake

Enjoy a day at the lake with free park entrance, discounted rentals, food trucks, swimming, kids activities, archery, boat tours and more! Expected attendance 1,000 patrons.

Tier One	Tier Two	Tier Three	Tier Four
\$400	\$1,000	\$1,500	\$2,000







# LET'S CELEBRATE SUMMER

## JUNE 1

JBSA~Pools

Kick off summer the right way with free swimming, interactive activities, games and crafts, polynesian/fire dancers, food trucks and a more. Expected attendance is 750 - 1,000 patrons.

Tier One	Tier Two	Tier Three	Tier Four
\$400	\$1,000	\$1,200	\$1,500





# LET'S CONNECT!



Sign up for

Virtual Bi

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## VIRTUAL BINGO/TRIVIA NIGHT

JUNE 14, JULY 12 & AUGUST 23



JBSA~MWR Social Media - Facebook Live

Participants play bingo virtually, by watching the 502 FSS Facebook LIVE Bingo with a chance to win prizes valued up to \$1,000. Expected attendance is between 750 - 1,200 patrons per night. Sponsors may participate by calling Bingo games or providing an ad that can be shown between the games.

Tier One	Tier Two	Tier Three	Tier Four
\$300	\$750	\$1,000	\$2,000

2023 sponsored in part by:







# NIGHT IN VEGAS

JULY 26

JBSA~Randolph Parr Club

Purchase tickets to attend a fun night full of good food, gaming and chances to win valuable prizes. Expected attendance is 350 patrons.

Tier One	Tier Two	Tier Three	Tier Four
\$300	\$750	\$1,000	\$1,200

2023 sponsored in part by:







# BACK TO SCHOOL BASH

## AUGUST 10

### JBSA~Youth Programs

An event to celebrate back to school, by giving out school supplies and having lots of fun. Includes youth games and activities, music, interactive inflatables and hot dogs, chips and a drink. Expected attendance 750 - 1,000 patrons.

Tier One	Tier Two	Tier Three	Tier Four
\$400	\$1,000	\$1,500	\$2,000

2023 sponsored in part by:







Enjoy live music, an authentic Biergarten, festive food, interactive activities for the whole family and much more. Parking and admission are free. So get your lederhosen on and meet us on Fort Sam Houston for some mirthful merriment, Bavarian style. Expected attendance is 3,000 - 4,000 patrons.

Tier One	Tier Two	Tier Three	Tier Four
\$500	\$1,500	\$2,500	\$3,000







# FALL FEST

## OCTOBER 19

JBSA~Lackland

A great event from FSS all about fall fun. Pick a pumpkin, pet some animals and enjoy some interactive activities music & good food. Expected attendance is 2,500 patrons.

Tier One	Tier Two	Tier Three	Tier Four
\$400	\$1,000	\$1,500	\$2,000







FSH Golf and Youth Programs partner to make this one large event. Patrons can go through the haunted house, enjoy lots of interactive activities and spooky adventures. The event is free and open to everyone. Expected attendance is 1000 - 2000 patrons.

Tier One	Tier Two	Tier Three	Tier Four
\$400	\$1,000	\$1,500	\$2,000



# DINNER TO DIE FOR

## NOVEMBER 2

JBSA~Lackland Gateway Club

Interactive Murder Mystery with dinner and a show. Expected attendance is 150 - 300 patrons.



Tier One	Tier Two	Tier Three	Tier Four
\$300	\$750	\$1,000	\$1,500

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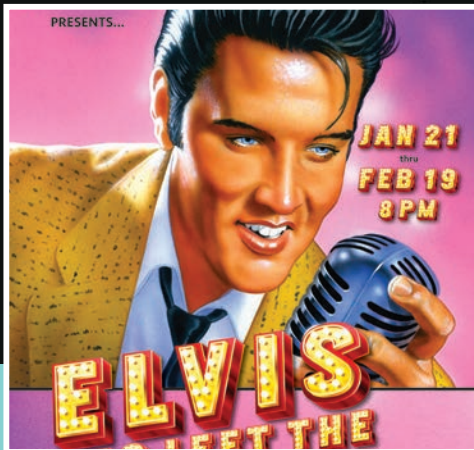




# HARLEQUIN

Est. 1975

Continuing to entertain San Antonio audiences



# KE Joint

JBSA~Harlequin Theater

The Harlequin produces eight shows a year (four plays and four musicals) and produces four-to eight special event productions a year to include the San Antonio Symphony, Ballet, guest recording artist, etc. The musical productions run 5-6 weeks and the plays run 3-5 weeks and the shows take place on Friday & Saturday evening with Sunday matinees for our special productions. Expected overall attendance for the three-week productions is 1,500 patrons and a total 3,500-4,000 patrons for the five-six week productions. Sponsorship is per show and will get you a 1/2 page ad in the program, two tickets to one performance as well the opportunity to be on site at the production during intermission.

Tier One	Tier Two	Tier Three	Tier Four
\$100	\$150	\$200	\$300

# HOLIDAY TREE LIGHTING

## DECEMBER 4, 5, & 6

JBSA-Lackland, Randolph & Fort Sam Houston



This event takes place at all JBSA locations from 6-8 p.m. and includes a visit from Santa, refreshments and more. Expected attendance is 500 - 1000 at each location.

Tier One	Tier Two	Tier Three	Tier Four
\$300	\$750	\$1,000	\$1,500







## GRUB WITH THE GRINCH

### DECEMBER 14

JBSA~Lackland Gateway Club

Brunch and pictures with Santa and the Grinch. Expected attendance is 500 - 750 patrons.

Tier One	Tier Two	Tier Three	Tier Four
\$250	\$500	\$750	\$1,200

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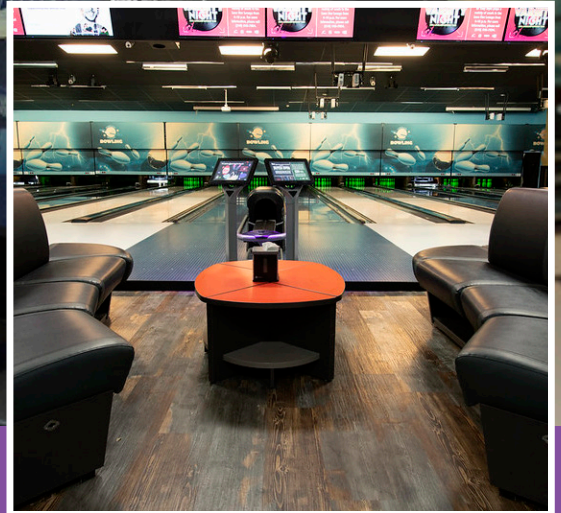




# JBSA - BOWLING

## YEAR-ROUND

JBSA-Fort Sam Houston, Lackland & Randolph



JBSA Bowling is comprised of three bowling centers--one at Lackland, Fort Sam Houston and Randolph. We offer Cosmic Bowling, Father's/Mother's Day Bowling, Holiday Bowling Specials, Single Military Member Bowling Special and much more to all JBSA team members throughout the year. In addition, we offer special events such as Bowl with the Easter Bunny and Bowl with the Grinch that average 100 youth each.

Tier One	Tier Two	Tier Three	Tier Four
\$100	\$150	\$200	\$300





# JBSA-CLUBS YEAR-ROUND

JBSA~Lackland & Randolph

Gateway Club located on JBSA-Lackland hosts eight events a year with 100-150 attending these events. Events include Super Bowl Party, four Customer Appreciation Nights, Father Daughter Dance, Juneteenth Party and a Halloween Party. In addition, we offer special holiday brunches throughout the year. Attending these events are a mix of club members and local base population.

Parr and Kendrick Clubs on JBSA-Randolph hosts 12 family-oriented events annually which include Kiddie Bingos, a Princess/Prince Tea Party, Superhero Bash, Haunted House, Visit with Santa and more. We get an average of 150-200 guests per event. Programs like their Kiddie Bingo and Prince and Princess Tea party along with their Halloween House of Horrors are big program successes.

Tier One	Tier Two	Tier Three	Tier Four
\$100	\$150	\$200	\$300

# COMMUNITY CENTERS YEAR-ROUND

## JBSA~Fort Sam Houston & Lackland

Skylark Community Center on JBSA-Lackland hosts over 11 events that each get over 350 students in attendance and these include events such as a Super Bowl Party, Memorial Day BBQ, July 4th BBQ, etc. We also host over 21 other events that get between 100-250 students each. In addition, we host seven UFC Fight Nights that each get over 350 attendees.

Arnold Hall Community Center on JBSA-Lackland is honored to serve an engaged and diverse audience, with over 400 attendees encompassing active-duty military, esteemed veterans, dedicated DoD civilians, BMT graduates, and their supportive families. We proudly host more than 12 spectacular events each year, ranging from themed bingo nights, karaoke contests, and trivia nights to innovative cooking and baking contests. Additionally, we also host legacy events including the much-anticipated Doggy Easter Hunt, Second Chance Prom, Halloween Boo Bash, Giant Holiday Card Contest, and Family Talent Show.

The Student Activity Center on JBSA-Fort Sam Houston hosts over 11 events that each get over 350 students in attendance and these include events such as a Super Bowl Party, Rodeo Round Up, Fiesta Celebration, etc. We also host over 23 other events that get between 100-250 students at each event.

Tier One	Tier Two	Tier Three	Tier Four
\$100	\$150	\$200	\$300





# FITNESS YEAR-ROUND

JBSA~Fort Sam Houston, Lackland & Randolph

Joint Base San Antonio (JBSA) is home to the largest Fitness and Sports Program in the Air Force. The team of 120 Fitness Professionals service 2.7 million customers annually across 11 fitness centers, two aquatics centers and 10 outdoor sports facilities. We host various sporting events to include Armed Forces Tournament, Air Force Sports Trial Camps, Wounded Warrior Games, Defender Cup Varsity Soccer Tournament, National Military Basketball Tournament and Texas State Varsity Softball Tournament. We also offer monthly Bench Press Contests, Tire Flip Contests, 5K Run/Walks, Deadlift Contests, Rower Challenges, Three-Point Basketball Shootouts, Circuit Challenges, Push-Up/Sit-Ups Contests and more to encourage JBSA team members to challenge themselves both mentally and physically to improve their fitness levels.

Tier One	Tier Two	Tier Three	Tier Four
\$100	\$150	\$200	\$300



# GOLF YEAR ROUND

JBSA~Fort Sam Houston, Lackland & Randolph



JBSA consists of four golf courses at three locations. Between all the courses, we host over 30 special programs such as holiday tournaments, junior golf clinics, “Best Ball” tournaments, Scrambles and more with over 125 golfers participating in each. Some of the larger ones are:

Big Game Challenge (Superbowl Tournament)

Military Golf Classic

Annual Golfer Appreciation Tournament

Club Championships

Turkey Shoots

Tier One	Tier Two	Tier Three	Tier Four
\$100	\$150	\$200	\$300





# WHO TO CONTACT?

## **JBSA - Fort Sam Houston:**

Ms. Connie Szeszko  
(210) 221-2307  
constance.szeszko@us.af.mil

## **JBSA - Lackland:**

Mr. Al Conyers  
(210) 925-1187  
alfred.conyers@us.af.mil

## **JBSA - Randolph:**

Mr. Ed McDaniel  
(210) 652-2940  
edward.mcdaniel.1@us.af.mil



502

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**MWR**

**JOINT BASE SAN ANTONIO**



**FSS, LIGHTING THE WAY... EVERYDAY**

