



**SPONSORSHIP  
OPPORTUNITIES**

# USAF MARKETING & SPONSORSHIP

## Why Sponsorship?

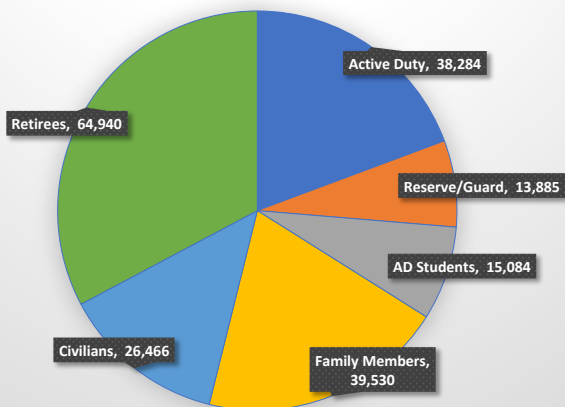
Joint Base San Antonio (JBSA) is made up of 198,189 active-duty military, family members, civilians and military retirees who live and work in and around the JBSA metropolitan area. The 502d Force Support Squadron (FSS) provides community service programs that enhance the resiliency and well-being of 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 Great Texas 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

**\*\*502d Force Support Squadron is the ONLY organization on Joint Base San Antonio authorized to offer sponsorship benefits.**

JBSA Demographics  
198,189



The **Power** Behind Our **Force** is **You**.

# BRAND LOYALTY

DIRECT INTERACTION WITH THE MILITARY & CIVILIAN COMMUNITY

## RETURN ON INVESTMENT

**That's what being a sponsor for the Great Texas Air Show can bring to your business.**

In return, your dollars or in-kind contributions allow the 502d Force Support Squadron to provide outstanding support services to service members and their families. With nearly 38,284 active-duty military personnel, 26,466 civilian employees, over 64,940 military retirees and 39,530 family members in our economic area, we depend on strong partnerships with companies like yours to provide them a quality of life commensurate with their service to our great nation.

Sponsorship is an exchange of value for promotional opportunities. It's a smart business decision as a part of your strategic marketing and advertising plan and budget...let us help you execute that plan.

In this packet, you'll find many levels of sponsorship opportunities available to your company in support of the 2024 JBSA Great Texas Air Show. Impressions before crowds of between 75,000 and 125,000 per day cannot be overstated, get your company's name in front of consumers, expand your brand loyalty and solidify your partnership and support of Joint Base San Antonio and our military family!

Thank you in advance for your support.

Contact one of the Commercial Sponsorship Coordinators for additional information.



# Joint Base San Antonio Great Texas Air Show

**When:** April 6 & 7, 2024 • 8 a.m. to 5 p.m.

**Where:** JBSA - Randolph - South Taxiway & West Flightline

**Attendance:** Possible crowds of 125,000 or more per day (open to the public)

## Levels (Fee)

\$1,000, \$3,000, \$6,000, \$12,000, \$18,000, \$25,000 cash

**Description:** The Great Texas Air Show will be headlined by the Air Force Thunderbird demonstration team. The show may also include premiere acts such as a parachute team, the Air Force's F-35, 12 FTW Composite of the T-1, T-6 and T-38 to highlight the Air Force's latest combat capabilities. There will also be many civilian air performance acts. The B-25 and C-47 along with many others may be there to represent the warbird family.

## Available Benefits:

- **On-site tent & table**
- **Sponsor name or logo on 502 FSS 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) and prize drawings**
- **Verbal recognition**
- **FSS publicity - Name or logo included in bi-monthly JBSAtoday magazine, bi-weekly electronic newsletter... combined circulation of over 16,000 copies**

## Solicitation # JBSA-FSS-2024-001

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

<b>Gender</b>	Male (18+)	57%
	Female (18+)	43%
<b>Age</b>	Under 25	12%
	26 - 34	20%
	35 - 44	24%
	45 - 54	20%
	55 - 59	8%
	60+	16%
<b>Household Income</b>	Under \$25k	9%
	\$25K - \$35K	9%
	\$35K - \$50K	10%
	\$50K - \$75K	20%
	\$75K - 100K	18%
	Over \$100K	35%
<b>Own Home</b>	Own	64%
	Rent	27%
	Other	9%
<b>Education</b>	Some High School	4%
	High School Graduate	16%
	Some College	37%
	College Graduate	27%
	Post Graduate	16%
<b>Distance Traveled</b>	less then 10 miles	23%
	10 - 20 miles	23%
	20 - 40 miles	21%
	40 - 60 miles	10%
	60 - 100 miles	10%
	100+ miles	13%

Statistics above base on International Council of Air Shows (ICAS) exit survey of 1,715 responses from adults over 18 gathered at ten North American air shows sites throughout the 2018 air show season.

The air show industry represents one of the largest outdoor entertainments in North America. Millions of 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. Opportunities become even more attractive when you start looking at the demographics of the audience of well-educated, affluent families. No matter your marketing objective air shows can help you accomplish your goals.



# Sponsorship Benefits Summary

	Contributing Sponsor \$6,000	Associate Sponsor \$12,000	Presenting Sponsor \$18,000	Title Sponsor 25,000
<b>ADVERTISING AND PUBLICITY</b>				
Right of First Refusal	no	no	no	yes
Air Show Logo Use (If approved by 502 ABW/CC)	no	no	no	yes
Company Name/Logo on 502 FSS Air Show Poster	yes	yes	yes	yes
Company Name/Logo on 502 FSS Air Show publicity posters and flyers produced by FSS	no	yes	yes	yes
Company Name/Logo in FSS Bi-Weekly FSS Email and JBSAtoday Magazine	Company Name in Legacy	Logo in Legacy & FSS Email	Logo in Legacy, FSS Email and JBSAToday	Logo in Legacy, FSS Email & JBSAToday
Company Logo in "save the date" ad in our Jan/ Feb 2024 JBSAtoday magazine and in the air show ad of the Mar/Apr 2024 JBSAtoday magazine	no	no	no	yes
Company Name/Logo on JBSA-FSS website and all FSS digital marketing platforms	no	yes	yes	yes (with active link to their website)
Company logo on welcome banners at all available entrances	no	no	yes	yes
Company Advertisement in Jan/Feb JBSAtoday magazine	no	1/8 page size	1/4 page size	1/2 page size
JBSA (FSS) Social media posts	no	2	3	5
Logo recognition on paid seating tickets	no	no	no	yes
<b>ON-SITE ACTIVATION</b>				
Display Space Footprint	10' x 10'	20' x 20*	20' x 40*	40' x 40*
Public Address Mentions	2**	6**	9**	12**
Sponsor Banner (must be provided by sponsor)	0	2	4	6
Golf Cart Use	no	no	no	yes
<b>HOSPITALITY</b>				
Sponsorship Hospitality Invitations	5****	15****	25****	40****

\* Canopy on the Flightline with table and chairs included

\*\* Over two day event, exact number is at the discretion of the Air Show narrator

\*\*\*\* Per day

# Civilian Flying Acts or Warbirds

Such as: Franklin Flying Circus (\$12K)  
Rob Holland Air Shows (\$11K)  
Mini-Jet (\$9K)  
B-17 (WW II Bomber)  
C-47 (WW II Cargo Plane)  
P-51 (WW II Fighter)  
B-29 (WW II Bomber)

\* Types of aircraft are subject to change.



## Promoting Sponsor

### SPONSORSHIP BENEFITS

#### ON-SITE EXPOSURE

- Company name on Community Fence banner created by JBSA Marketing supporting the MWR elements of the Air Show

**\$1,000 Investment**

OR

- Company name on Community Fence banner created by JBSA Marketing supporting the MWR elements of the Air Show
- Printed name on FSS web site

**\$3,000 Investment**



## Your Investment

*Sponsorship dollars help us enhance resiliency and improve morale, productivity and retention.*

# Contributing Sponsor

(\$6,000)

## SPONSORSHIP BENEFITS

### ADVERTISING-PUBLICITY

- Company logo on all 502d Force Support Squadron (FSS) air show posters
- Company name included in the FSS Bi-Weekly FSS Email

### ON-SITE ACTIVATION

- Interaction with possible crowds of 125,000 Air Show attendees per day
- Product display space on the flight line
  - One (1) 10' x 10' space on the flightline (canopy, tables, chairs and weights must be provided by sponsor)
- Sponsor mentions over public address system
  - Two (2) over event weekend (\* Over two day event, exact number is at the discretion of the Air Show narrator)

### HOSPITALITY

- Invitations to 502 FSS Sponsorship Hospitality Chalet
  - Located on flight line with seating, food and beverages
  - Five (5) per day for two shows (10 total)



**\$6,000 Investment**

*Sponsorship dollars help us enhance resiliency and improve morale, productivity and retention.*

# Associate Sponsor

(\$12,000)

## SPONSORSHIP BENEFITS

### ADVERTISING-PUBLICITY

- Company logo on all 502d Force Support Squadron (FSS) air show publicity (posters, flyers, etc.)
- Company logo included in the FSS Bi-Weekly FSS Email
- Company logo on JBSA-FSS website and all FSS digital marketing platforms
- Business card size company advertisement in March/April 2024 JBSAtoday Magazine
- Social media posts (2)

### ON-SITE ACTIVATION

- Interaction with possible crowds of 125,000 Air Show attendees per day
- Product display space on the flight line
  - One (1) 20' x 20' space with canopy on the flightline (table and chairs included)
- Sponsor mentions over public address system
  - Six (6) over event weekend (\* Over two day event, exact number is at the discretion of the Air Show narrator)
  - Two Sponsor provided banners up to 3' x 10' (Banner must be provided by the sponsor)
  - Sampling (2oz maximum), couponing or a mutually agreed upon activation activity

### HOSPITALITY

- Invitations to 502 FSS Sponsorship Hospitality Chalet
  - Located on flight line with seating, food and beverages
  - Fifteen (15) invitations per day for two shows (30 total)



**\$12,000 Investment**

*Sponsorship dollars help us enhance resiliency and improve morale, productivity and retention.*

# Presenting Sponsor

(\$18,000)

## SPONSORSHIP BENEFITS

### ADVERTISING-PUBLICITY

- Company logo on all 502d Force Support Squadron (FSS) air show publicity (posters, flyers, etc.)
- Company logo included in the FSS Bi-Weekly FSS Email and the JBSAtoday Magazine
- Company logo on JBSA-FSS website and all FSS digital marketing platforms
- Company logo on welcome banners at all entrances
- Quarter page size company advertisement in March/April 2024 JBSAtoday Magazine
- Social media posts (3)

### ON-SITE ACTIVATION

- Interaction with possible crowds of 125,000 Air Show attendees per day
- Product display space on the flight line
  - One (1) 20' x 40' space with canopy on the flightline (table and chairs included)
- Sponsor mentions over public address system
  - Nine (9) over event weekend (\* Over two day event, exact number is at the discretion of the Air Show narrator)
- Four Sponsor provided banners up to 3' x 10'
- Sampling (2oz maximum), couponing or a mutually agreed upon activation activity

### HOSPITALITY

- Invitations to 502 FSS Sponsorship Hospitality Chalet
  - Located on flight line with seating, food and beverages
  - Twenty-five (25) invitations per day for two shows (50 total)



**\$18,000 Investment**

*Sponsorship dollars help us enhance resiliency and improve morale, productivity and retention.*

## SPONSORSHIP BENEFITS

### ADVERTISING-PUBLICITY

- Permission to use Joint Base San Antonio Air Show logo (if approved by 502 ABW/CC) and Title Sponsor designation in advertising and promotion
- Logo on 502d Force Support Squadron (FSS) Air Show publicity (posters, flyers, etc.)
- Logo included in the FSS insert in the FSS Bi-Weekly Email and in the "save the date" ad in our Jan/Feb 2024 JBSAtoday Magazine and in the air show ad in the March/April 2024 JBSAtoday Magazine
- Company logo with active link to your company's web site on 502 FSS website and on all FSS digital marketing platforms
- Company logo on printed copy of paid seating tickets
- Company logo on welcome banners at all entrances
- Half page size company advertisement in Jan./Feb. JBSAtoday Magazine (if agreement is signed & payment received before January 10, 2024)
- Social media posts (5) (\* Over two day event, exact number is at the discretion of the Air Show narrator)
- Company business advertisement on the JBSA Website for three months prior to Air Show



### ON-SITE ACTIVATION

- Interaction with possible crowds of 125,000 Air Show attendees per day
- Product display space on the flight line
  - One (1) 40' x 40' space with canopy on the flightline (table and chairs included)
- Sponsor mentions over public address system
  - Twelve (12) over event weekend
- Six Sponsor provided banners up to 3' x 10'
- Sampling (2oz maximum), couponing or a mutually agreed upon activation activity

### HOSPITALITY

- Invitations to 502 FSS Sponsorship Hospitality Chalet
  - Located on flight line with seating, food and beverages
  - Forty (40) invitations per day for two shows (80 total)

## \$25,000 Investment

*Sponsorship dollars help us enhance resiliency and improve morale, productivity and retention.*

# Contact Us



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**AIR SHOW 2024**



[JBSAtoday.com](http://JBSAtoday.com)

