

# 502d Force Support Squadron Commercial Sponsorship Guide 2025



# SPONSORS WELCOME

## SPONSORSHIP

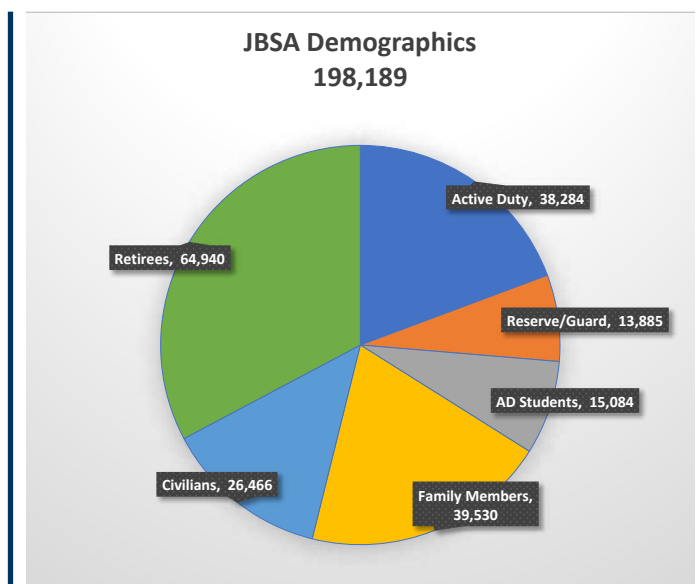
### WHY?

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 2025 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



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# 2025 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, 8,000 copies printed bi-monthly  
Company name for event announcements, at least one per hour of event

## 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, 8,000 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

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.



# SNOWFEST

JANUARY 25

JBSA-Lackland Ampitheater

## Snowfest

We are bringing SNOW to Texas! Bring the family out to slip and slide through the icy slopes of the JBSA-Lackland Amphitheater at our annual Snow Fest. This event is open to all DoD ID cardholders no matter where they live or work. This FREE event includes four GIANT snow slides, smores, interactive activities for all ages and music. Food and beverages will be available for purchase. Expected attendance is 2,000 patrons.

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





# NIGHT IN VEGAS

MARCH 8 (LAK) & JULY 26 (FSH)



JBSA-LAK Gateway Club & RND Parr Club

## Night in Vegas

You can bet on the perfect night out by joining us for Night in Vegas at the JBSA-LAK Gateway Club (March) and/or the JBSA-FSH Golf Course (July). The evening includes \$2,000 in chips, gaming, food, music and live auction at the end for a chance to win fantastic prizes. Expected attendance is 250 to 275 patrons.

Tier One	Tier Two	Tier Three	Tier Four
\$300*	\$750*	\$1,000*	\$1,200*
*Per event location	*Per event location	*Per event location	*Per event location





# MONTH OF THE MILITARY CHILD

APRIL 5

JBSA~Randolph~Heritage Park

## Month of the Military Child (Purple Up)

The Purple Up celebrates all military children with lots of games crafts, interactive activities, food and music at this event. This is open to all DOD ID cardholders across JBSA. Expected attendance is 2,000 patrons.

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

2024 sponsored in part by:





# JBSA-GREAT TEXAS FREEDOM FEST APRIL 12

JBSA~FSH - MacArthur Parade Field

## JBSA-Open House

Join us for the 2025 JBSA Great Texas Freedom Fest on April 12 from 3-9:30 p.m. This great family event includes military static displays such as the Caisson Trailer with horses, High-Mobility Multipurpose Vehicles, a family of Medium Tactical Vehicles, howitzers, MRAPs and Stryker, performances by the US Military Working Dog Team and local high school bands. Additionally, tours of the Fort Sam Houston Museum will be offered throughout the day. The MWR Elements include interactive inflatables, an axe throwing trailer, youth games, fitness contest, STEM tent along with other activities, a shopping market, food trucks and adult beverages for sale. There will be live music throughout the day so bring folding chairs or blankets to make viewing the concerts more enjoyable. Admission is free and the event is open to the public.

Tier One	Tier Two	Tier Three	Tier Four
\$1,500	\$3,000	\$4,500	\$6,000

2023 sponsored in part by:







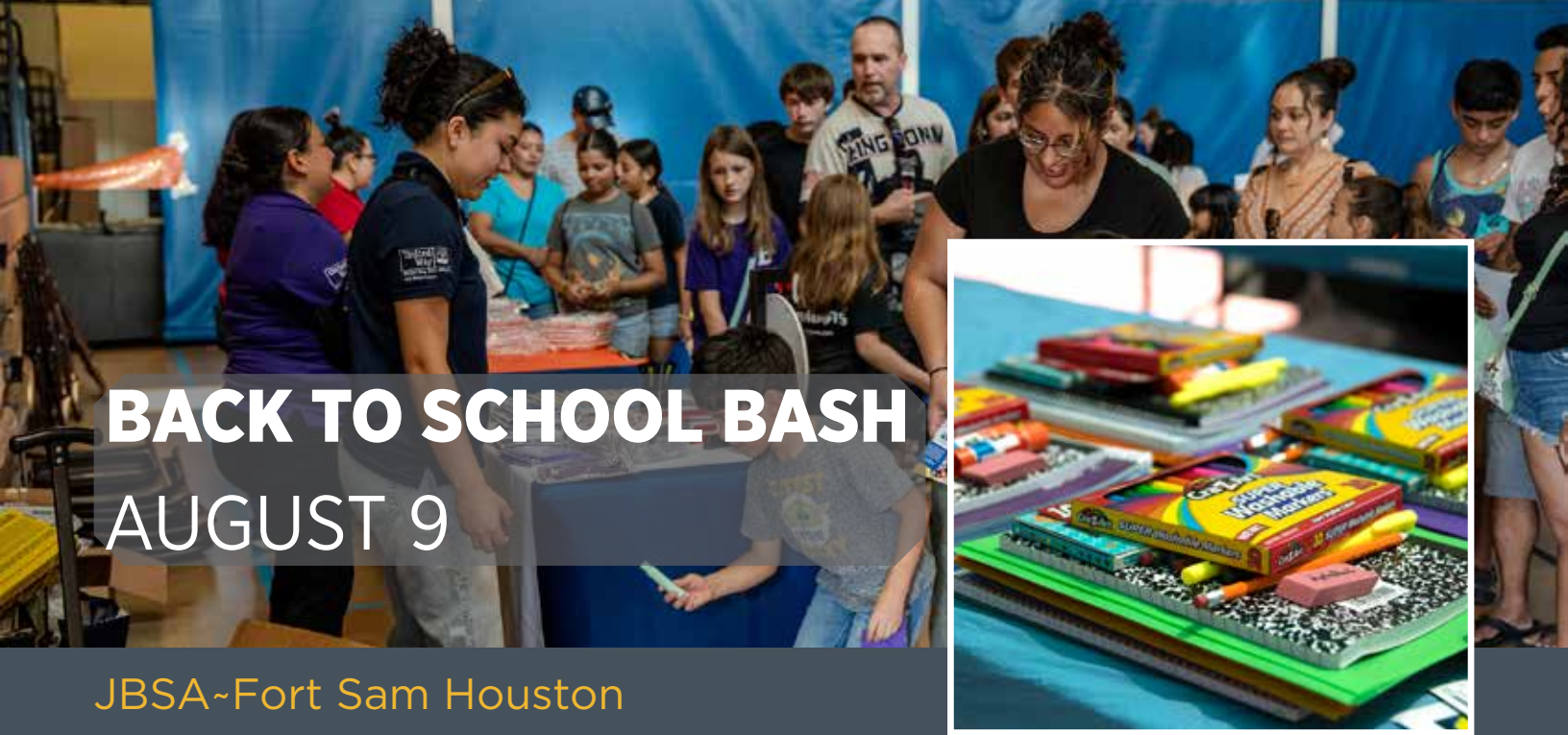
JBSA~Recreation Park @ Canyon Lake

## Lakin' It Easy

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. *\*This event will depend on water level of the lake.*

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





# BACK TO SCHOOL BASH

## AUGUST 9

JBSA~Fort Sam Houston

### Back to School Bash

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 food trucks. Expected attendance 1,200 - 1,500 patrons.

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





# DINNER TO DIE FOR

AUGUST 23

JBSA-LAK Gateway Club

## Murder Mystery Dinner Theater

Enjoy a night of thrilling intrigue as you immerse yourself in an interactive theatrical murder mystery while dining on great cuisine at the JBSA-Lackland Club. This is a unique experience for adult patrons to enjoy! Expected attendance is 150 - 300 patrons.

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



## Travel Expo

Our annual Travel Expo brings together Industry Experts to showcase their destinations, attractions, hotels and more! During this four hour event you can expect hundreds of active duty, retirees and DoD civilians to attend. Expected attendance is 500-750.

Tier One	Tier Two	Tier Three	Tier Four
\$250	\$350	\$450	\$500





# OKTOBERFEST

## SEPTEMBER 27

JBSA~FSH - ARSOUTH Parking Lot

### Oktoberfest

Enjoy live music, German beer, fest tent, 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 18

JBSA~Lackland Gateway Club

## Fall Fest

Join FSS as we spice things up with our FALL FEST! Patrons don't want to miss out on this great event, because FSS is bringin' the FUN! Food trucks, kids games and crafts, petting zoo with lots of unique animals that patrons can interact with and of course....free PUMPKINS! The event will have everything you need to kick start the Fall season the right way!! Expected attendance is 2,500 patrons.

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



# SPOOKTACULAR

## OCTOBER 25

JBSA-Randolph Parr Club



### Spooktacular Halloween

All treats and no tricks! Community Programs and Youth Programs partner to make this one spectacular Halloween event. Patrons are invited to the JBSA Spooktacular at the JBSA-Randolph Parr Club. The event includes scary good fun with a trick-or-treat trail, creepy carnival, haunted house, food trucks and music! Patrons won't want to miss out on this terrifyingly delightful evening of fun! The event is free and open to all JBSA members. Expected attendance is 1,200-1,500.

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





# HOLIDAY TREE LIGHTING

## DECEMBER 3, 4, & 5

JBSA~Lackland, Randolph & Fort Sam Houston

### Annual Tree Lighting

502d Force Support Squadron honors the winter holiday season by hosting its annual Lighting of the Tree on all three primary locations with a leadership hosted “countdown”, a visit from Santa, festive holiday music and free cookies & hot chocolate. This event is open to all DoD ID cardholders and families. Expected attendance is 1,000-1,200 at each location.

Tier One	Tier Two	Tier Three	Tier Four
\$150*	\$250*	\$500*	\$750*
*Per event location	*Per event location	*Per event location	*Per event location







# GRUB WITH THE GRINCH

## DECEMBER 13

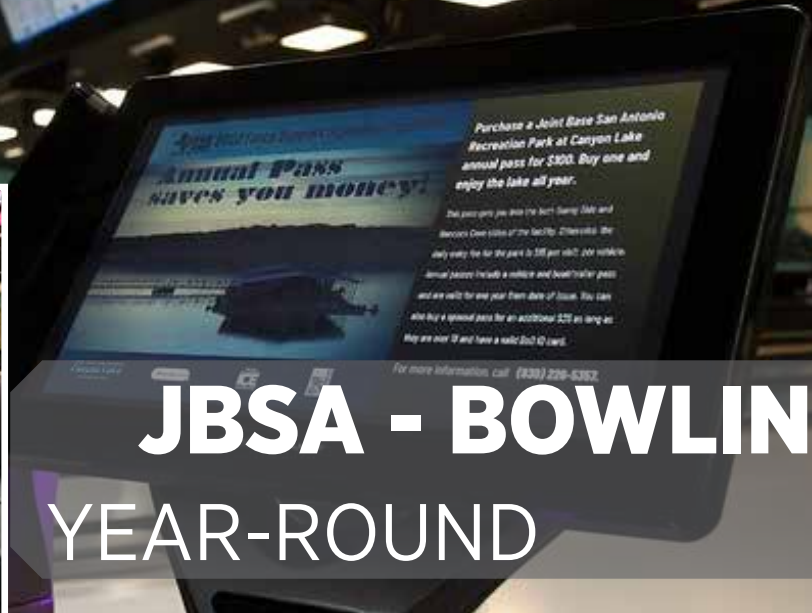
JBSA-Randolph Parr Club

### Grub with the Grinch

502 FSS is hosting a morning of festive holiday fun at the JBSA-Randolph Parr Club. This event includes a brunch buffet, table activities, a screening of the Grinch and a private photo op with Santa himself. The event is open to all DOD ID cardholders. Expected attendance is 300 patrons.

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





# 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, Holiday Bowling Specials, Single Military Member Bowling Specials 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, they 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 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. They also host over 21 other events that get between 100-250 students each. In addition, they host several UFC Fight Nights that each get over 350 attendees.

Arnold Hall Community Center on JBSA-Lackland is honored to host several events that serve an engaged and diverse audience, with over 400 attendees encompassing active-duty military, esteemed veterans, dedicated DoD civilians, and their supportive families. They 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, they 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. They 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 serve 2.7 million customers annually across 11 fitness centers, two aquatics centers and 10 outdoor sports facilities. They 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. They 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, they 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:**

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## **JBSA - Lackland:**

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## **JBSA - Randolph:**

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