



Let Freedom Roar; Honoring 250 years

**THE GREAT
TEXAS
AIRSHOW**

Joint Base San Antonio

2026

*Sponsorship
Opportunities*

USAF MARKETING & SPONSORSHIP

Why Sponsorship?

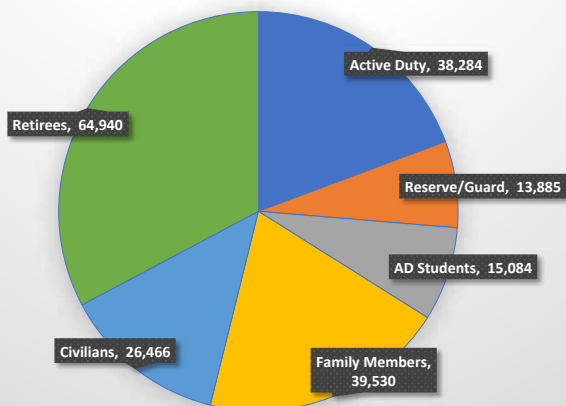
Joint Base San Antonio (JBSA) is made up of 198,189 active-duty military, family members, civilians and military retirees who live and work in and around the JBSA metropolitan area. The 502d Force Support Squadron (FSS) provides community service programs that enhance the resiliency and well-being of 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 2026 Joint Base San Antonio Great Texas Air Show!

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

****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 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: May 2 & 3, 2026 • 8 a.m. to 5 p.m.

Where: JBSA - Randolph - South Taxiway & West Flightline

Attendance: Possible crowds of 150,000 or more per day (open to the public)

Levels (Fee)

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

| Publicity Only | |-----On-Site Activation-----|

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**
- **Name/Logo on JBSA-FSS web site**

Solicitation # JBSA-FSS-2026-001

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

Gender	Male (18+)	55.1%
	Female (18+)	44.9%
Age	18 - 25	12.5%
	26 - 29	9.9%
	30 - 34	15.1%
	35 - 39	13.3%
	40 - 44	12.7%
	45 - 49	9.5%
	50-54	6.7%
	55-59	5.8%
60+	14.5%	
Household Income	Under \$25k	11.5%
	\$25K - \$35K	6.3%
	\$35K - \$50K	9.2%
	\$50K - \$75K	17.1%
	\$75K - 100K	16.7%
	Over \$100K	39.3%
Education	Some High School	5.4%
	High School Graduate	16.7%
	Some College	29.6%
	College Graduate	32.7%
	Post Graduate	15.6%
Distance	less then 10 miles	22.9%
	10 - 20 miles	26%
	20 - 40 miles	17.1%
	40 - 60 miles	9.4%
	60 - 80 miles	5.7%
	80-100 miles	4.6%
	100+ miles	14.3%

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.



Statistics above base on International Council of Air Shows (ICAS) exit survey of 1,047 responses from adults over 18 gathered at seven U.S. air shows from June to October of 2023.

Sponsorship Benefits Summary

	Contributing Sponsor \$6,000	Associate Sponsor \$12,000	Presenting Sponsor \$18,000	Title Sponsor 25,000
--	---------------------------------	-------------------------------	--------------------------------	-------------------------

ADVERTISING AND PUBLICITY

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 publicity posters and flyers produced by FSS	Yes (name only)	Yes	Yes	Yes
Company Name/Logo in FSS Bi-Weekly FSS Email and JBSAtoday Magazine	Company Name in FSS Email	Logo in FSS Email	Logo in FSS Email & JBSAToday	Logo in FSS Email & JBSAToday
Company Logo in "save the date" ad in our Jan/Feb 2026 JBSAtoday magazine and in the air show ad of the March/April 2026 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 your website)
Company name/logo on welcome banners at all available entrances	Yes (name only)	Yes	Yes	Yes
Company Advertisement in Jan/Feb 2026 JBSAtoday magazine, must have received signed agreement and payment by Dec. 10, 2025	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 Premium Seating Ticketing site and on tickets	no	no	no	Yes

ON-SITE ACTIVATION

Display Space Footprint	10' x 10'	20' x 20'	20' x 40'	40' x 40'
Canopy, Tables, Chairs	no	no	Yes 1-table, 2-chairs	Yes 2-tables, 4-chairs
Public Address Mentions	2*	6*	9*	12*
Sponsor Banner (must be provided by sponsor; 3' x 10' maximum size)	0	2	4	6
Golf Cart Use	no	no	no	Yes

HOSPITALITY

Sponsorship Hospitality Invitations	10**	15**	25**	35**
-------------------------------------	------	------	------	------

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

** Per day

SPONSORSHIP BENEFITS

ADVERTISING-PUBLICITY

- Permission to use Joint Base San Antonio Air Show logo (if approved by 502 ABW/CC) and Title Sponsor of the MWR Elements of the Air Show designation in advertising and promotion
- Logo on 502d Force Support Squadron (FSS) Air Show publicity (posters, flyers, etc.)
- Logo included in the FSS Bi-Weekly Email and in the "save the date" ad in our January/February 2026 JBSAtoday magazine and in the air show ad in the March/April 2026 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 recognition on Premium Seating Ticketing site and on tickets
- Company logo on welcome banners at all entrances
- Half page size company advertisement in January/February 2026 JBSAtoday magazine (**if agreement is signed & payment received before December 10, 2025**)
- Social media posts (5)
- Company business advertisement on the JBSA Website for three months prior to Air Show

ON-SITE ACTIVATION

- Interaction with possible crowds of 150,000 Air Show attendees per day
- Product display space on the flight line
 - One (1) 40' x 40' space with a 20' x 20' canopy (**upon approval**), two tables and four chairs included on the flightline
 - Six sponsor provided banners up to 3' x 10'
 - Twelve public address mentions (* Over two day event, exact number is at the discretion of the Air Show narrator)
 - Sampling (2oz maximum), couponing or a mutually agreed upon activation activity
 - Two-seat Golf cart available

HOSPITALITY

- Invitations to 502 FSS Sponsorship Hospitality Chalet
 - Located on flight line with seating, food and beverages
 - Thirty-five (35) invitations **per day** for two shows (70 total)



\$25,000 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 available entrances
- Quarter page size company advertisement in January/February 2026 JBSAtoday Magazine (**if agreement is signed & payment received before December 10, 2025**)
- Social media posts (3)

ON-SITE ACTIVATION

- Interaction with possible crowds of 150,000 Air Show attendees per day
- Product display space on the flight line
 - One (1) 20' x 40' space with a 20' x 20' canopy (**upon approval**), two tables and four chairs included on the flightline
- 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.

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 January/February 2026 JBSAtoday Magazine **(if agreement is signed & payment received before December 10, 2025)**
- Social media posts (2)

ON-SITE ACTIVATION

- Interaction with possible crowds of 150,000 Air Show attendees per day
- Product display space on the flight line
 - One (1) 20' x 20' space on the flightline (**canopy, tables, chairs and weights must be provided by sponsor**)
- 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 (2) sponsor provided banners up to 3' x 10' (**Banners 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.

Contributing Sponsor

(\$6,000)

SPONSORSHIP BENEFITS

ADVERTISING-PUBLICITY

- Company name on all 502d Force Support Squadron (FSS) air show posters
- Company name included in the FSS Bi-Weekly FSS Email
- Company name included on Welcome Banner at all available entrances

ON-SITE ACTIVATION

- Interaction with possible crowds of 150,000 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
 - Ten (10) **per day** for two shows (20 total)



\$6,000 Investment

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

Promoting Sponsor

SPONSORSHIP BENEFITS

ON-SITE EXPOSURE

\$3,000 Investment

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

OR

\$1,000 Investment

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



Civilian Flying Acts or Warbirds

- Such as:
- Franklin Flying Circus (\$12K)
 - 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.

Your Investment

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

Contact Us



JBSA - Fort Sam Houston:

Ms. Connie Szeszko

Office Phone: (210) 221-2307

Cell Phone: (210) 376-9423

E-mail: constance.szeszko@us.af.mil

JBSA - Lackland:

Mr. Al Conyers

Office Phone: (210) 925-1187

Cell Phone: (210) 241-8684

E-mail: alfred.conyers@us.af.mil

JBSA - Randolph:

Mr. Ed McDaniel

Office Phone: (210) 652-2940

Cell Phone: (210) 863-8109

E-mail: edward.mcdaniel.1@us.af.mil

AIR SHOW 2026



JBSAtoday.com

