



ALTUS AFB
FORCE
SUPPORT SQUADRON

COMMERCIAL SPONSORSHIP & ADVERTISING

*Marketing Opportunities for the
Altus Business Community*

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Sponsorship is NOT a Donation

- **Donations Defined**

- A donation is when a business gives to the U.S. Government something of value at no charge
- Any organization may accept donations
 - Spouses' Club, Unit Advisory Councils, Booster Clubs
 - How the donation is obtained and recorded varies
- Limited "one-time" recognition



Sponsorship Defined

- Sponsorship agreements are business deals between the Air force and the sponsoring company.
 - The Air Force Commercial Sponsorship Program is designed to use business resources to enhance and offset the cost of morale, welfare, and recreation elements of FSS programs, activities and events.
 - Commercial sponsorship may take the form of goods, cash, or services in exchange for limited sponsor recognition and promotional benefits to sponsors.
 - Mutually Beneficial: The military community enjoys enhanced quality of life and the business receives many benefits.



Ten Benefits of Sponsorship

1. Direct Exposure to a Large Military Community
2. Company Name/Logo on Event Advertising
3. Recognition at Event
4. On-Site Signage
5. Product Display & Event Booth
6. Sampling & Demonstrations
7. Active Link to Your Company Website on www.altusfss.com
8. Active advertising on Facebook and Twitter
9. Weekly E-newsletter Inclusion
10. Pre and Post Event Promotional Displays



2011 Opportunities



• Signature Events

- Fall Fest/Operation Welcome Home
- Triathlon
- Sprint Triathlon
- Seasonal Signature Events
 - Oktoberfest/Christmas Market/Mardi-Gras/Easter Egg Hunt

• Other Events/Programs

- 5K Fitness Run
- Bowling & Golf Tournaments
- Tops In Blue
- Club Events
 - UFC Fights/Football Frenzy/Girls Nights Out
- Youth Events
 - Adventure Camps/Trips/Tours



Air Force Process



• Solicited Sponsorship

- Uses procedures similar to contracting. Seeks bids via announcements, reviews by contracting and legal.
- Services outlines specifically what support is being sought in an announcement

• Unsolicited Sponsorship

- Allows potential sponsor to contact base indicating interest in being a sponsor.
- A business may approach FSS with a proposal to support an existing program, or a new program that enhances morale and welfare programs.
- Base may publicize program in general terms to inform potential sponsors.
- Benefits can only be used for FSS programs, no other base organizations may do sponsorship partnerships.

ALL Agreements must be written & legally reviewed!



Base-Level Process

- **Activity Managers and Sponsorship identify events that need support and determine.**
 - **What we need**
 - **General Description** (Money, Food/Beverages, Prizes/Services)
 - **Specific Description** (\$3,000 Cash, 250 Shirts for participants)
 - **What we are offering** (Logo placement, event booth, name recognition, lead generation)
- **FSS contacts potential sponsors**
- **Agreements drafted with interested businesses based on the activity's requests & negotiation with business.**



Advertising

- Department of Defense policies allow FSS organizations to sell advertising space in several media.
- All media, both electronic and print must be created by FSS, using FSS Non Appropriate Fund resources.
- Advertising should reach bona-fide users
- Advertising is not to be distributed off the military installation, however, it may be mailed to FSS customers and placed on web.
- Sale of ad space is managed by a single point of contact at the bases: Commercial Sponsorship Representative/Marketing Representative
- Must have disclaimer- *Paid Ad. No Federal Endorsement of Advertiser(s) Intended*
- Fair opportunity for all businesses to advertise
- **Installation commanders make final decision on:**
 - **Impact on local economy**
 - **Effect on local Commercial Enterprise Publications** (base newspaper, base guide, base map)
 - **Public perception of NAFL ad sales**