

EGLIN AFB | 96TH FORCE SUPPORT SQUADRON

# SPONSORSHIP & ADVERTISING

2024 PACKAGES & RATES

# ABOUT US

## 96TH FORCE SUPPORT SQUADRON AT EGLIN AFB

The 96th Force Support Squadron at Eglin AFB provides education, family services, lodging, food service, recreation, and fitness for up to 85,000 active duty military, dependents and retirees.

As the largest Air Force installation in the country, Eglin's military personnel contributes \$2.7 billion annually to the local economy and are loyal to brands and businesses that support the troops.

## DEFINING SPONSORSHIP

Commercial sponsorship is an exchange of value between a Force Support Squadron and civilian business whereby the support offsets or enhances the budget for an activity, event, or program. Businesses receive promotional consideration and direct access to Eglin's military market. Support may be in the form of cash and/or in-kind support.

100% of the funds received through the Air Force Commercial Sponsorship & Advertising Program go directly into the Morale, Welfare & Recreation fund that provides special events and programs for the Eglin Community.



## Eglin Air Force Base Demographics



\*SOURCES: CAO of Jan 2024

## Growing Numbers

Social Media	Followers	Reach
Facebook	10,028	19,200
Instagram	1,304	1,062
Website	Page Views	Users
EglinLife.com	62,000	24,227

\*Current as of March 2024

# SPONSORSHIP OPPORTUNITIES

## BASE-WIDE EVENTS

est. 1,000 - 4,000 attendance

**Spring Extravaganza**  
**Tacos, Tequilas & Tees\***  
**World Food Tour Festival\***

**Summer Splash**  
**Boo!Bash Trunk-or-Treat**  
**Winter Jubilee**

\*Event open to the public.

### BASE-WIDE EVENT SPONSORSHIP LEVELS

(Priced Per Event)

ATTENDING	SUPPORTING	CONTRIBUTING	PRESENTING
<b>\$500</b>	<b>\$1,000</b>	<b>\$2,500</b>	<b>\$3,500</b>
<ul style="list-style-type: none"> <li>• <b>10' x 10' On-Site Booth Space</b> <i>(Tent, tables and chairs provided)</i></li> <li>• <b>Verbal Recognition as Sponsor</b></li> <li>• <b>Sponsor Mentions in Event Social Media Campaign</b> <i>(Included in captions of Pre-Event, During-Event, &amp; Post-Event social media posts, listed as sponsor in Facebook Event description, and, if applicable, mentioned in social media Story posts featuring event. If able, sponsor will be tagged.)</i></li> <li>• <b>Sponsor Thank You Social Media Post</b> <i>(Includes logo recognition and tagging within post caption.)</i></li> </ul>	<p>Includes "Attending", plus:</p> <ul style="list-style-type: none"> <li>• <b>Logo Recognition on Print &amp; Digital Publicity</b> <i>(Including FSS website, digital monitors, &amp; posters.)</i></li> </ul>	<p>Includes "Supporting", plus:</p> <ul style="list-style-type: none"> <li>• <b>Complimentary Digital Monitor Ad</b> <i>(During month of sponsored event.)</i></li> <li>• <b>Banner Ad Placement On-Site</b></li> </ul>	<p>Includes "Contributing", plus:</p> <ul style="list-style-type: none"> <li>• <b>Exclusivity as Presenting Sponsor</b></li> <li>• <b>Company Featured in Event Title</b> <i>("Presented By 96FSS &amp;...")</i></li> <li>• <b>Logo and/or Mentions as Presenting Sponsor included On Off-Base Media Buys</b> <i>(If applicable.)</i></li> <li>• <b>Exclusive Logo Recognition on Event Social Media Campaign Graphics</b> <i>(Includes event social media posts, Facebook event cover photo, and, if applicable, EglinLife Facebook profile cover photo.)</i></li> </ul>

### Gate To Gate Memorial Run/Walk\*

Gate To Gate sponsorship levels are separate from base-wide prices and are available upon request.

\*Information subject to change.

# SPONSORSHIP OPPORTUNITIES

## FACILITY EVENTS

(est. 50-200 attendance)

### Fitness & Sports

MWR Golf Tournaments (Monthly)

Eglin Open Golf Tournament

Eglin Club Championship Golf Tournament

Weight Loss Challenge

All-Star Basketball Competition

Family Fitness Bootcamp

Eglin's Strongest Competition

Turkey Trot 5K

Halloween 5K

Ugly Sweater 5K

### Entertainment

Bingo at the Bayview (Weekly)

Super Bingo (Quarterly)

May the 4th Customer Appreciation

Tailgate BBQ

### Youth Sports Programs & Library

Summer Reading Program

America's Kids Color Run

Haunted Trails

Teen of the Month

Holiday Crafting Party

Winter Reading Program

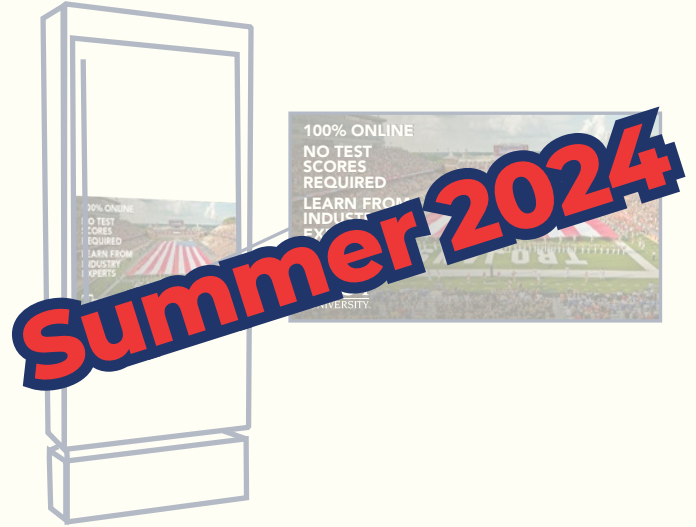
### FACILITY EVENTS SPONSORSHIP LEVELS

*Individual events start at \$350*

# ADVERTISING OPPORTUNITIES



## DIGITAL MEDIA



### Website Ads on EglinLife.com

Click-through link ads are rotated on EVERY page with over 40,000 page views, 18,000 sessions, and 12,000 users monthly. Changes are at no additional cost.

<b>1 Month</b> \$500	<b>3 Month</b> \$450/mo
<b>6 Month</b> \$425/mo	<b>12 Month</b> \$400/mo

### Interactive Digital Kiosks

55" interactive touch screen.

*\*Information and specs subject to change. Audio/Visual Commercials coming soon*

### Weekly Update Newsletter Ads

One click-through link graphic ad per month. Limited to 2 advertisers per month. Ask about availability.

<b>1 Month</b> \$80	<b>3 Month</b> \$72/mo	<b>6 Month</b> \$68/mo	<b>12 Month</b> \$64/mo
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# ADVERTISING OPPORTUNITIES

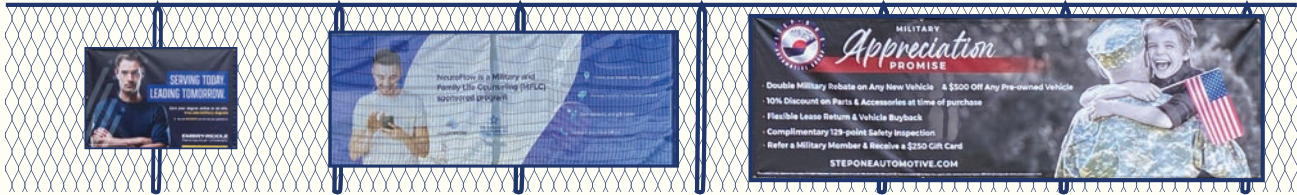


## PRINT MEDIA

8 FT W x 3 FT H

12 FT W x 4 FT H

16 FT W x 5 FT H



### Banner Display

Placed in high traffic locations - Fitness Center, Base Pool, Athletic Fields, Tennis Courts, Pickleball Courts, Auto Hobby & Ben's Lake Marina. Banner may be rotated at no additional charge with a multi-month contract. All banners must be outdoor grade and provided by advertiser.

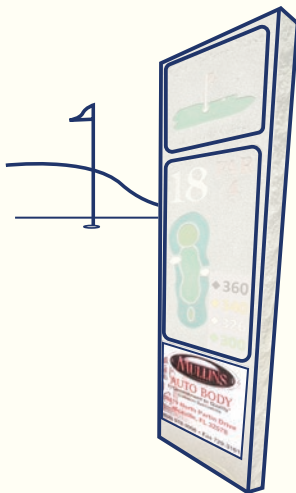
#### Size

- 8-ft W x 3-ft H
- 12-ft W x 4-ft H
- 16-ft W x 5-ft H\*

#### Cost

- \$500/mo
- \$600/mo
- \$1,000/mo

*\*Only available at two high traffic locations. Limited to 3 advertisers at any given time.*



### Golf Tee Markers

Place your advertisement on markers at the Eglin Golf Course. Ads available for a minimum 12 month purchase.

#### 12 Months (Minimum)

**\$560 for two ads (one per course)**



### Countertop Display

Advertise your promotional materials in high traffic locations on customer service counters. Acrylic holders may be provided based on availability. 3 month minimum purchase.

#### One Display Per Location

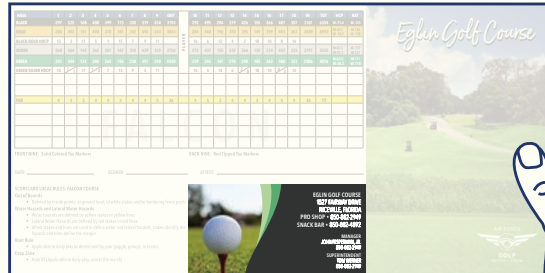
**\$150/month**

# ADVERTISING OPPORTUNITIES



## PRINT MEDIA

### NEW OPPORTUNITIES



#### Eglin Golf Score Cards

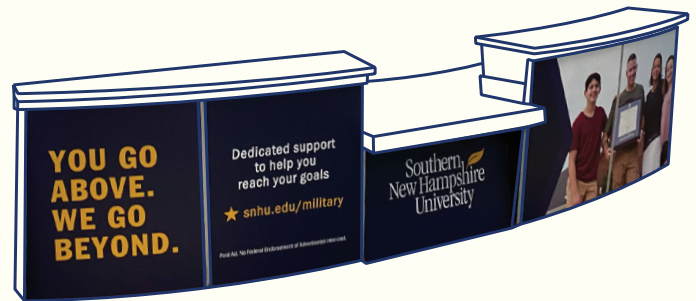
12-month commitment required.

Size

4-in W x 2-in H

Cost

\$75/mo



#### Wall/Counter Wraps & Window Clings

Available at Outdoor Recreation, Bayview Event Center, Eglin Youth Center & Eglin Fitness Center

Size

Square footage available upon request.

Cost

\$10/sq ft

Advertiser responsible for installation and removal cost; 12-month minimum.

# MEDIA CRITERIA

## Advertising Disclaimer

All advertising materials must include the following disclaimer:

*Paid Advertisement. No Federal endorsement of advertiser intended.*

## Print Specifications

### Outdoor Banner Display (Mesh Recommended)

8-ft W x 3 ft H

12-ft W x 4 ft H

16-ft W x 5 ft H

## Digital Specifications

### Display Ad (Website)

• 170 px W x up to 500 px H

• JPEG / PDF

• Ads are in Full Color

### Weekly Update Newsletter Ads

\*Minimum 120 dpi

• 16-in W x 9-in H ratio

• JPEG / PDF

• Ads are in Full Color

## ACCEPTED FILES

\*Minimum 300 dpi (High Resolution)

• JPEG

• PDF

• TIFF

• EPS (all content converted to paths/outlines)

• Photoshop or InDesign layouts (all images must be embedded and at least 300 dpi)





# CONTACT

## Let's Work Together

Support the Eglin community & those who serve by partnering with Eglin Force Support Marketing!



### SAY HELLO

**Monica Herrera**

**Commercial Sponsorship Coordinator**

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850.882.8651

[EglinLife.com/sponsorship](https://EglinLife.com/sponsorship)



### MAILING ADDRESS

**96 FSS/FSK Marketing Office**

403 W Hymes Rd Bldg. 843

Eglin AFB, FL 32542



### WE'RE SOCIAL

To learn more about our mission from our audience's perspective, check out our social media pages:

