

- 35TH FORCE SUPPORT SQUADRON -

SPONSORSHIP & ADVERTISING GUIDE



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..... AYUB SPENCER

MARKETING & SPONSORSHIP ASSISTANT

I am the Marketing and Sponsorship Assistant for the 35th Force Support Squadron on Misawa Air Base. As a veteran of the U.S. Air Force, and having raised my family on military installations, I understand the unique needs of the military community.

I believe that a great partnership results in successful business. My approach is to learn what your goals are for marketing your business on Misawa Air Base, and to assist in achieving that goal.

With more than **11,000 MILITARY, FAMILIES, RETIREES & CIVILIANS** assigned, Misawa Air Base provides a unique and valuable opportunity to grow sales and create brand awareness amongst our loyal military market. While the total population is fairly stable, there are routine rotations of personnel. Consequently, marketing on base is both introductory, and establishing brand awareness.



35 FORCE SUPPORT SQUADRON

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35 FSS MARKETING & PUBLICITY

MARKETING & SPONSORSHIP ASSISTANT

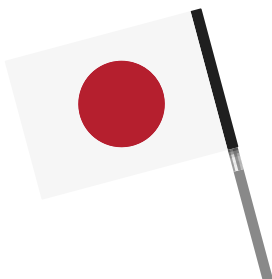
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Misawa Air Base DEMOGRAPHICS

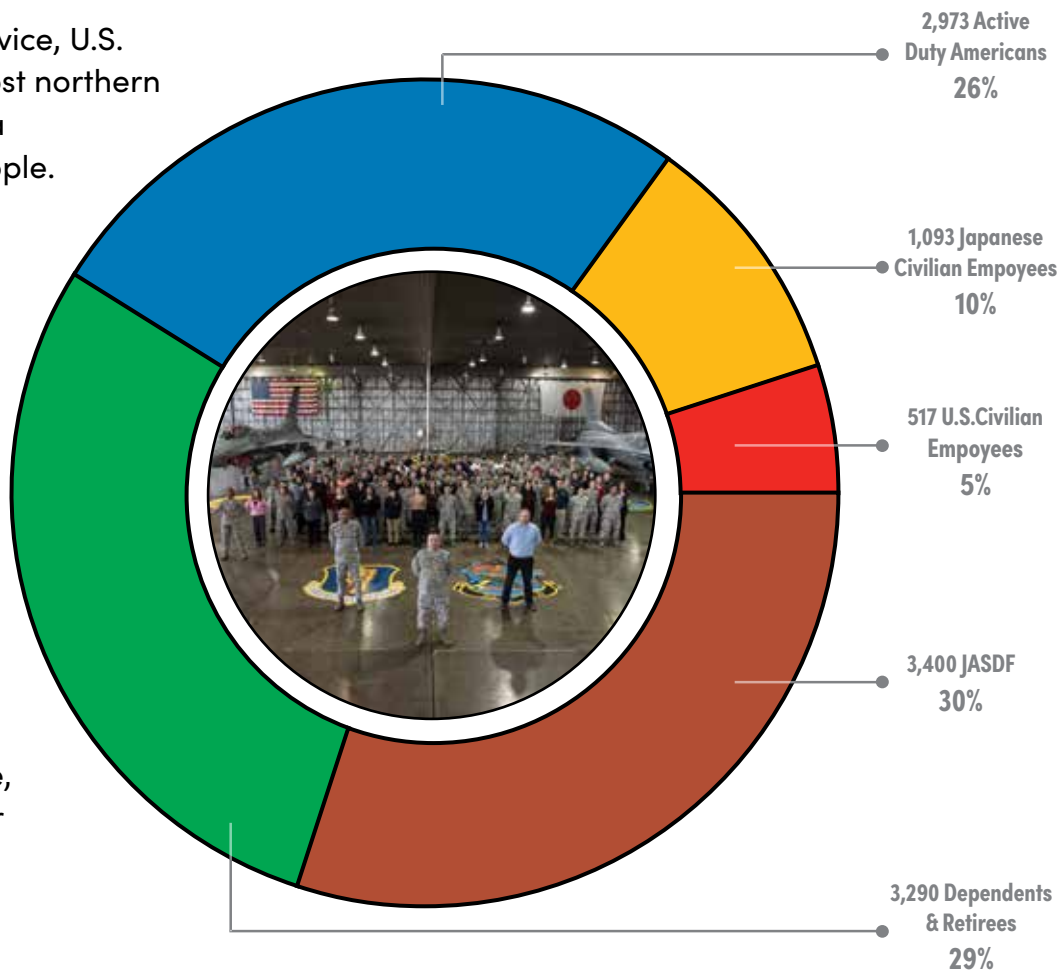


ABOUT MISAWA AIR BASE

Misawa Air Base is a joint service, U.S. installation, located in the most northern part of mainland Japan. It is a community of over 11,000 people. This includes active duty Army, Air Force, and Navy service members and their dependents, the Japan Self Defense Force (JASDF), civilians, and retirees.

The base enjoys a great relationship with the host city of Misawa (Pop. 42,000), and nearby cities of Hachinohe, Towada, and Aomori. Base members often live and shop on and off base, which further strengthens our community bonds.

DATA ACCURATE AS OF 2021



..... MISAWA AIR BASE TOTAL POPULATION | 11,273

 Active Duty Americans	2,973 26%	 JASDF	3,400 30%
 U.S. Civilian Employees	517 5%	 Japanese Civilian Employees	1,093 10%
 Dependents & Retirees	3,290 29%		

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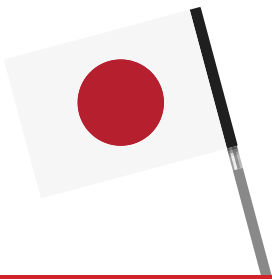
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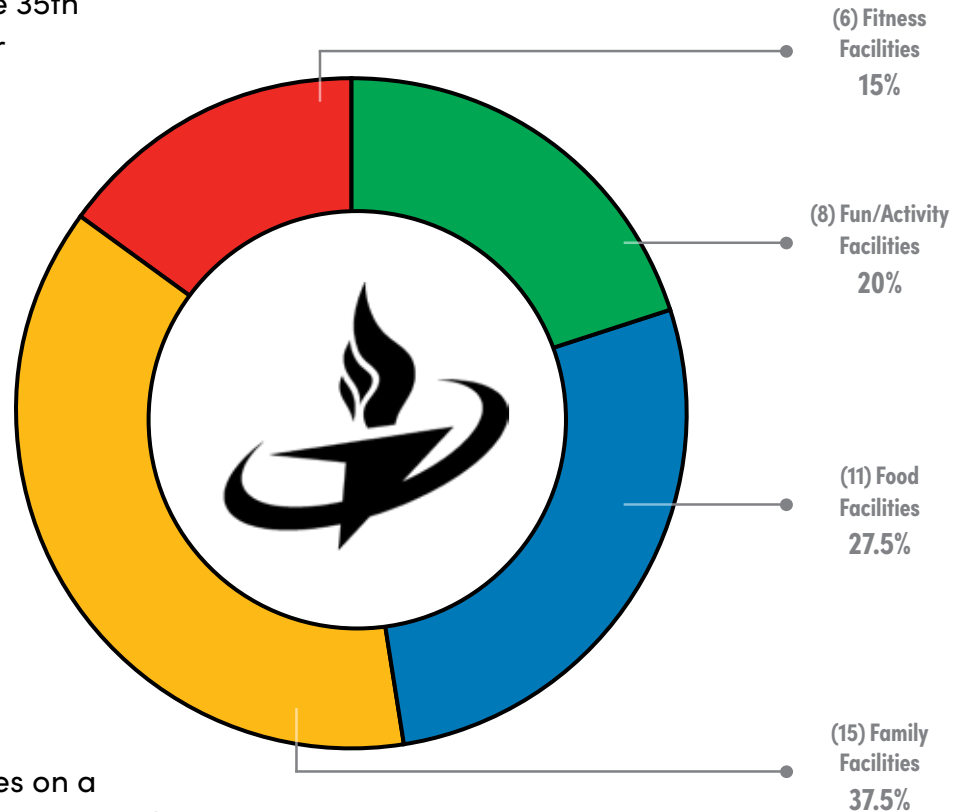
Misawa Air Base ABOUT FSS



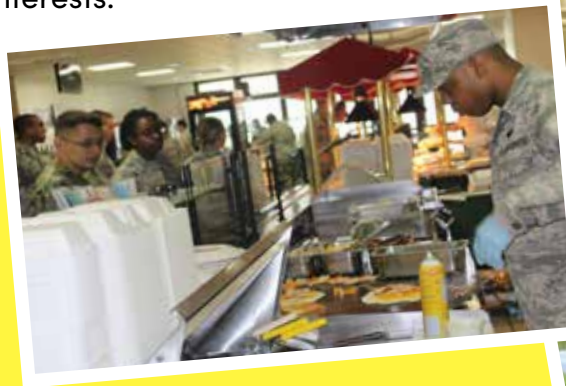
35 FORCE SUPPORT SQUADRON

The Marketing Team falls under the 35th Force Support Squadron (FSS). Our organization has over 40 Morale, Welfare and Recreation services that support the various needs of our military, dependent, civilian, and retiree communities on Misawa Air Base.

These facilities include Fitness Centers, Retail areas, several Food and Service locations, Bowling Center, Golf Course, Auto Servicing, Pet Kennel and more. These services help improve the quality of life for members of our community. Many of these businesses plan events and activities on a monthly, and/or annual basis. The variety and frequency of activities provide many opportunities for the community to engage their needs and interests.



	Fitness Facilities	6 15%
	Fun/Activity Facilities	8 20%
	Food Facilities	11 27.5%
	Family Facilities	15 37.5%



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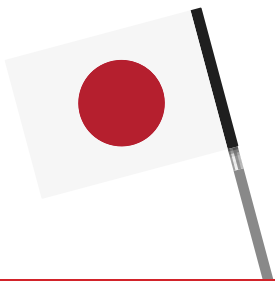
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Misawa Air Base SPONSORSHIP

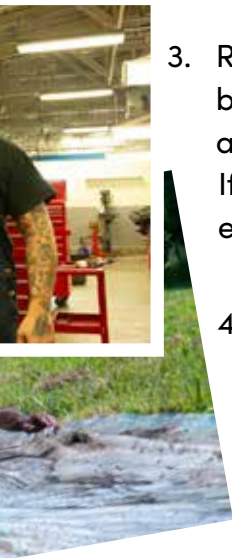


35 FORCE SUPPORT SQUADRON

COMMERCIAL SPONSORSHIP is a great way to directly engage with potential customers who reside within our community. It provides you, the Sponsor, an opportunity to build new customer relationships, while creating brand recognition among our loyal customer base. Sponsorship allows you to generate leads, integrate sales promotions, and conduct product sampling; while helping to enhance the quality of life of our military community.

..... HOW TO BECOME A SPONSOR

1. Choose an event to sponsor. Select from the FSS Event Calendar (Pages 6-8). Coordinate with a minimum of 3 months prior to the event (e.g., Event is in July, contact us in April).
2. Provide us the sponsorship information. You may provide Financial (cash) or In-Kind (Items that are appropriate for specific events; such as bottled water for a run) sponsorship. Also, we'll need the official name and contact information of the company representative who will sign the agreement.
3. Review and Sign the agreement. You will receive an agreement by email after our legal review is complete. Please review the agreement and notify us if there are any errors or changes needed. If there are no changes, please sign and return the agreement by email or direct mail.
4. Receive Final Approval. You will receive notification after the final approval process is completed. Please feel free to contact the Commercial Sponsorship Coordinator anytime for more information.



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- 35TH FORCE SUPPORT SQUADRON -

SPECIAL EVENTS

OKTOBERFEST	
AVERAGE ATTENDANCE: 300	DATE: SEPTEMBER
<p>This annual event is a fun celebration of the fall season, harvest and beer! Associate your brand with joy, celebration of the harvest, and the party/cheer of being with friends and family.</p> <p>BENEFITS: Logo on Promo Materials Event Recognition Event Booth Space Verbal Recognition at-event **Product Category Exclusivity **One-month Digital Ad</p>	
LEVEL I \$1,000	**LEVEL II \$1,500

TRUNK OR TREAT	
AVERAGE ATTENDANCE: 800	DATE: OCTOBER
<p>This annual event is always popular. This is a great family event, that focuses on the kids. Associate your brand with this traditional family event for the kids.</p> <p>BENEFITS: Logo on Promo Materials Event Recognition Event Booth Space Verbal Recognition at-event **Product Category Exclusivity **One-month Digital Ad</p>	
LEVEL I \$1,000	**LEVEL II \$1,500

CLUB-A-CON	
AVERAGE ATTENDANCE: 300	DATE: NOVEMBER
<p>This is a very popular event where patrons exercise their creativity and fantasy. Patrons gather to celebrate and welcome in the new year. The average attendance includes families, single members & kids.</p> <p>BENEFITS: Logo on Promo Materials Event Recognition Event Booth Space Verbal Recognition at-event **Product Category Exclusivity **One-month Digital Ad</p>	
LEVEL I \$1,000	**LEVEL II \$1,500



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- 35TH FORCE SUPPORT SQUADRON -

SPECIAL EVENTS



BRUNCH WITH SANTA	
AVERAGE ATTENDANCE: 300	DATE: DECEMBER
<p>Gearing up for the biggest holiday of the year, families attend this event for a brunch and to meet and take pictures with Santa. Primarily families with kids attend this event.</p> <p>BENEFITS: Logo on Promo Materials Event Recognition Event Booth Space Verbal Recognition at-event **Product Category Exclusivity **One-month Digital Ad</p>	
LEVEL I \$1,000	**LEVEL II \$1,500

WINTERFEST	
AVERAGE ATTENDANCE: 300	DATE: DECEMBER
<p>This seasonal event kicks off the snow filled winter season in Northern Japan, with a focus on staying active by skiing. This event will associate your brand with the fun of winter sports in the Misawa community.</p> <p>BENEFITS: Logo on Promo Materials Event Recognition Event Booth Space Verbal Recognition at-event **Product Category Exclusivity **One-month Digital Ad</p>	
LEVEL I \$1,000	**LEVEL II \$1,500

SUPER BOWL PARTY	
AVERAGE ATTENDANCE: 400	DATE: FEBRUARY
<p>One of the biggest events of the year, this event draws a large crowd of fans who are ready to cheer their team on to victory! Associate your brand with the thrill of competition and team spirit.</p> <p>BENEFITS: Logo on Promo Materials Event Recognition Event Booth Space Verbal Recognition at-event **Product Category Exclusivity **One-month Digital Ad</p>	
LEVEL I \$1,000	**LEVEL II \$1,500

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- 35TH FORCE SUPPORT SQUADRON -
SPECIAL EVENTS

MISAWA STARS	
AVERAGE ATTENDANCE: 400	DATE: MARCH-MAY
<p>This is a very popular event, where local artists display their talents in a competition. Family and friends come out to support and cheer for their favorites. Associate your brand with the courage to compete on stage in front of a live audience, and the joy of supporting a friend or loved one who is chasing their dream.</p> <p>BENEFITS: Logo on Promo Materials Event Recognition Event Booth Space Verbal Recognition at-event **Product Category Exclusivity **One-month Digital Ad</p>	
LEVEL I \$1,000	**LEVEL II \$1,500

EGG' STRAVAGANZA	
AVERAGE ATTENDANCE: 600	DATE: APRIL
<p>This annual event is popular with families. It is the traditional easter egg hunt, and encourages family togetherness and support. Associate your brand with family fun, love and support.</p> <p>BENEFITS: Logo on Promo Materials Event Recognition Event Booth Space Verbal Recognition at-event **Product Category Exclusivity **One-month Digital Ad</p>	
LEVEL I \$1,000	**LEVEL II \$1,500

BRUNCH WITH BUNNY	
AVERAGE ATTENDANCE: 300	DATE: APRIL
<p>This festive annual event celebrates Spring and the Easter holiday, with fun activities, pictures with the Easter Bunny, and a delicious meal for the entire family. Associate your brand with family and holidays.</p> <p>BENEFITS: Logo on Promo Materials Event Recognition Event Booth Space Verbal Recognition at-event **Product Category Exclusivity **One-month Digital Ad</p>	
LEVEL I \$1,000	**LEVEL II \$1,500

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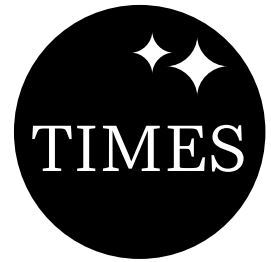
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MISAWA FORCE SUPPORT SQUADRON

Leisure



THE MOST READ PUBLICATION ON MISAWA AIR BASE!

This beautifully-designed publication is printed monthly and contains updated information about FSS special events, upcoming and recurring programs and serves over **10,000** community members. There are over **2,500** issues printed monthly and the full magazine is also available in digital form on **35FSS.COM**.

..... **ADVERTISING RATES**

FULL PAGE 8.2677 in. Wide x 11.6929 in. High	
ONE MONTH RATE	\$ 625
ANNUAL RATE	\$ 6,900



HALF PAGE 8.2677 in. Wide x 5.8465 in. High	
ONE MONTH RATE	\$ 325
ANNUAL RATE	\$ 3,300



QUARTER PAGE 4.1339 in. Wide x 5.8465 in. High	
ONE MONTH RATE	\$ 175
ANNUAL RATE	\$ 1,500



ADDITIONAL 10% DISCOUNT APPLIED TO THE PURCHASE OF AN ANNUAL AGREEMENT. PRIME ADVERTISING SPACE SUBJECT TO AVAILABILITY.

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ASK ABOUT OUR
ANNUAL DISCOUNT

35FSS.COM 

THE OFFICIAL WEBSITE FOR THE MISAWA AIR BASE FORCE SUPPORT SQUADRON!

Our comprehensive website promotes the most updated information about current FSS events and programs. Our website has an average viewership of over 4,000 weekly page views. Most of our website viewership is made up of men and women between the ages 25-34.

- Most visited pages include Home Page, Dining Pages, Outdoor Recreation and ITT
- Website gets visitors from the U.S., China, Germany, Japan and South Korea



..... **ADVERTISING RATES**



79.3%
of our website
visit from a
mobile phone

TOP SLIDERS (EXCLUSIVE SPACE, PER AVAILABILITY)	
ONE MONTH RATE	\$ 625
ANNUAL RATE	\$ 6,900

BOTTOM SLIDERS			
LARGE		MEDIUM	
ONE MONTH RATE	\$ 325	ONE MONTH RATE	\$ 225
ANNUAL RATE	\$ 3,300	ANNUAL RATE	\$ 2,100

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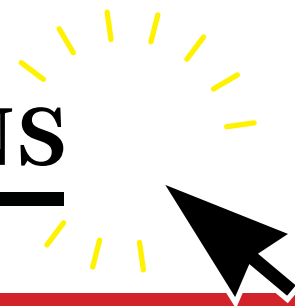


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ASK ABOUT OUR
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DIGITAL SIGNS



DIGITAL SIGNS ARE A DYNAMIC WAY TO REACH THE MILITARY COMMUNITY!

Digital signs can be stand alone kiosks or wall mounted display screens. They are placed strategically throughout Misawa Air Base to reach customers with viewership in the thousands. All digital signs are placed in vertical orientation and range in size from 50–55 in. The locations were determined based on best placement to reach audience and location availability. If changes are made advertisers will be informed.

ADVERTISING RATES

ALL FACILITIES (20 SECONDS OF PLAY TIME PER ADVERTISEMENT)	
ONE MONTH RATE	\$ 250
ANNUAL RATE	\$ 2,400

HIGH TRAFFIC FACILITIES

Average of 12,000+
impressions per month

- + Potter Fitness Center (2)
- + Freedom Fitness Center
- + Medical Group
- + Commissary
- + Post Office
- + Flyers

MEDIUM TRAFFIC FACILITIES

Average of 9,000+
impressions per month

- + Walmsley Bowling Center
- + Weasels' Den
- + Military Personnel Section
- + Gosser Golf Course Pro Shop (2)
- + Outdoor Recreation (2)
- + Military & Family Readiness Center

LOW TRAFFIC FACILITIES

Less than 6,000+ impressions per month

- + Lunney Youth Center
- + Pit Stop Garage
- + Pet Kennel
- + Veterinary Clinic
- + Overstreet Memorial Library
- + Community Commons

..... 1920 pixels High



..... 1080 pixels High



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