



Commercial Sponsorship & Advertising 2023

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BRAND LOYALTY.

**Direct Access to the Military Community.
Return on Investment.**

...Just a few of the benefits that Barksdale AFB Commercial Sponsorship and Advertisement program can deliver to your business!

In return, your dollars or in-kind contribution allows Morale, Welfare and Recreation programs the ability to provide outstanding support to Service members and their families. The support will be used to enhance events or offset budgeted expenses for programs.

Sponsorship/Advertisement is an exchange of value for promotional opportunities. It's not a gift or donation-it's a smart business decision that would provide great assets to your company's marketing and advertising plan and budget.

In this packet, you'll find the tools you need to build a successful sponsorship program tailored to meet the needs of your business. No matter what your need may be, there are opportunities for you to grow your business on Barksdale AFB.



Sponsorship & Advertisement Opportunities For Your Business

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Sponsorship Benefits may include:



Verbal Recognition: "This event sponsored in part by.... "

Promotion opportunity and Sample Products (except alcohol and tobacco)

Event Banner

Logo Placement (Flyers, Posters, Digital Televisions, Social Media)

On-site signage, product displays, demonstrations

Pre-publicity

Booth Space

Logo Recognition on base wide E-blast

Seating packages

Barksdale Life Website

2d FSS Facebook promotion

Poster

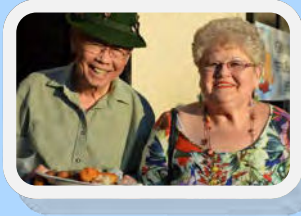
Advertisement media mix



Barksdale AFB Installation Demographics

Barksdale AFB				
Demographic Chart	FY2020			
Active Duty	5,191			
Air Force Reserves	1,463			
Air Force Civilians	2,263			
Dependents	5,644			
Total Personnel	14,561			
Total Retirees (100 Mile Radius)	23,798			
Grand Total:	38,359			
Economic Impact of Barksdale AFB				
<i>Total Military Pay</i>	\$400,444,064			
<i>Total Civilian Pay</i>	\$140,939,788			
<i>Total Annual Expenditures: Construction, Services and Supplies</i>	\$177,370,187			
<i>Estimated Annual Dollar Value Of Jobs Created</i>	\$139,680,648			
Grand Total	\$ 732,722,687			

Base Wide Premiere Event



Description: The 14th Annual Oktoberfest is a classic and fun filled event on Barksdale AFB. Your business can reach the lucrative military market and support hundreds of Airmen and their families at the same time! Oktoberfest is an outdoor festival complete with live German entertainment, German food, and squadron games. Don't miss out on this exciting event where you can market your products/services to a vibrant crowd!

Oktoberfest Investment Levels

Bronze

\$175.00

Silver *

\$350.00

Gold **

\$500.00

Oktoberfest

Date:	Friday, September 29, 2023	Location:	Barksdale Club
Time:	5:00pm - 10:00pm	Attendance:	<750

Sponsorship Benefits

- **Verbal recognition: (name of event) sponsored in part by...**
- **Pre-publicity**
- **Logo recognition on banner**
- **Recognition in base-wide "Happenings" e-mail***
- **Promotion opportunity and sample products (except alcohol and tobacco)***
- **Booth space (additional space or vehicle display will be an added fee)***
- **Seating packages (¥ of reserved seats or meals determined by investment level)***
- **Prominent logo placement on banners ****



Base Wide Premiere Event

Description:

Barksdale AFB Air Show is one of the biggest and most popular events. The Air Show is coupled with aerobatic acts such as the Blue Angels, Thunder Bird, US Army Golden Knights, and civilian plane aerial acts. It also includes ground entertainment, food, a kid zone and much more! This event draws a large civilian and military populace.

Air Show Investment Levels

10 X 10 Booth Space

\$1,750.00

10 X 20 Booth Space

\$2,600.00

30 X 40 Booth Space

\$3,600.00

40 X 100 Booth Space

\$4,100.00

Air Show

Date:	25-26 MAR 2023	Location:	BAFB Flight Line
Time:	10:00am - 5:00pm	Attendance:	<250,000

Sponsorship Benefits

- Booth space & tent
- Logo recognition in Air Show program



Facility Special Event

Description:

Customer Appreciation Golf Tournament is fan favorite of the Bomber Bayou Golf Course. This event gives tribute to all the members and supporters of our Barksdale AFB golf course. We provide opportunities for sponsors to participate in having a booth along with having a 2 or 4 man team. Which provides you the opportunity to play and enjoy the festivities. Come on out and enjoy this dynamic golf tournament.

Customer Appreciation Golf Tournament

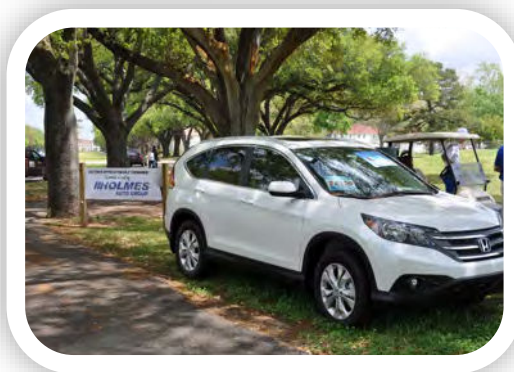
Date:	Friday, October 13, 2023	Location:	Bomber Bayou Golf Course
Time:	TBA	Attendance:	<300

Sponsorship Benefits

- **Verbal recognition**
- **Logo placement on Website & Facebook Advertisement** (logo placement determined by investment level)
- **Pre- publicity on Barksdale AFB** (Prominent logo placement determined by investment level)
- **Logo recognition on Banner** (Prominent logo placement determined by investment level) *
- **Booth space** (prominent location 2 man or 4 man team determined by investment level & vehicle display will be additional fee.) *
- **Promotion opportunity and sample products** *

Investment Levels

1. **Birdie Investment Level**
\$185.00
2. **Bogey Investment Level**
\$350.00*
3. **Eagle Investment Level**
\$500.00*



Facility Special Events

Description:

Sports Day/Health Fair is an event geared toward physical fitness and health for active duty military. Sports Day/ Health Fair not only engages in building fitness and health awareness, but increases Airmen morale through friendly competition. Prizes are awarded to top winners of each sports category.

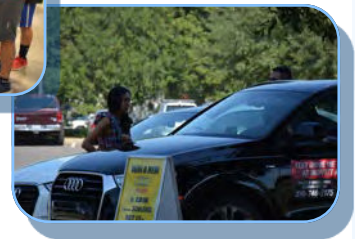
Sports Day Investment Levels

Silver

\$175.00

Gold *

\$300.00



Sports Day/Health Fair

Date:	Friday, May 12, 2023	Location:	Bell Fitness Center
Time:	7:30am-2:30pm	Attendance:	<915

Sponsorship Benefits

- **Verbal recognition: (name of event) sponsored in part by....**
- **Banner display (on-site)**
- **Recognition in base-wide “Happenings” e-mail**
- **Pre-publicity**
- **Punch cards (logo recognition) ***
- **Promotion opportunity and sample products (except alcohol and tobacco) ***
- **Booth space (additional space or vehicle display will be an added fee) ***

Facility Special Events

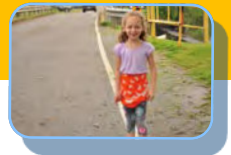
Kid Fish

Description:

Outdoor Recreation is hosting the 14th annual “Kid Fish” which gives children the opportunity to learn the art of fishing. Kid Fish is one of our most popular family-oriented events on base! Friendly competition and free food enhance this already popular event. Come join this family fun-filled event and

Date:	Saturday, May 6, 2023	Location:	Flag Lake
Time:	8:00am-1:00pm	Attendance:	<250

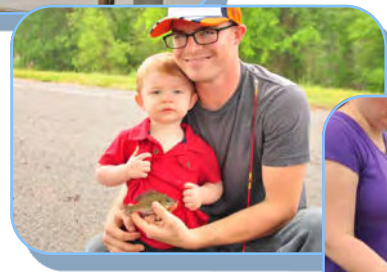
Sponsorship Benefits



- **Booth space**
- **Verbal recognition: (name of event) sponsored in part by....**
- **Promotion opportunity and sample products (except alcohol and tobacco)**
- **Logo on Kid Fish T-shirt**
- **Pre-publicity**

Kid Fish Investment

\$250.00



Facility Special Events

“Lunch with Santa” will have a multitude of programs for military families; arts & crafts, games, meet and greet with Santa, free food, and much more. Sponsors will enjoy the opportunity to reach the military market as well as celebrating the holidays with military families.

Investment Level

Lunch With Santa

\$225.00

Lunch with Santa

Date:	Saturday, December 9, 2023	Location:	Youth Center
Time:	11:00am-1:00pm	Attendance:	<350

Sponsorship Benefits

- Verbal recognition: (name of event) sponsored in part by....
- Booth space
- Promotion opportunity and sample products (except alcohol and tobacco)
- Pre-publicity (flyers, posters, e-blast)



Facility Special Events

- JAN 20 / 8a - New Year New Me 5K
- FEB 17 / 8a - African -American History Month 5K
- APR 6 / 8a - SAPR Awareness 5K
- APR 21 / 8a - SrA Bell Memorial Run
- MAY 5 / 7a - Cinco De Mayo Fun Run
- JUN 9 / 7a - 90s Pride Month Color Run
- JUL 7 / 7a - Independence Day 5K
- AUG 4 / 7a - Back 2 School Bash
- SEP 11 / 7a - 9/11 Memorial 5K
- OCT 27 / 6:30p - Halloween Glow Run
- NOV 17 / 8a - Gobble-Gobble 5K
- DEC 15 / 8a - Ugly Sweater Holiday Run

Description:

The Fitness Center hosts themed 5K runs for the airmen and families to encourage health awareness and raise morale through friendly competition. Prizes, provided by sponsorship

5K Fun Runs

Location:	Fitness Center
Attendance:	<300
Time:	7:00 or 8:00am <i>depending on safe light & conditions</i>



Sponsorship Benefits

- Booth space
- Banner display
- Verbal recognition: (name of event) sponsored in part by....
- Promotion opportunity and sample products (*except alcohol and tobacco*)

Fun Run Investment

\$200.00 per month

Special Offer: Invest in 5K package & we will knock off \$50.00 per month!

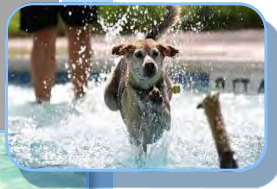


Facility Special

Description:

Doggie Dip Day is a great way for fur babies to have a fun dip in the pool after Labor Day. Military families enjoy and appreciate their pets having an event of their own. Sponsors enjoy access to the military market and enjoy this dynamic event!

**Doggie Dip Day
Investment
\$150.00**



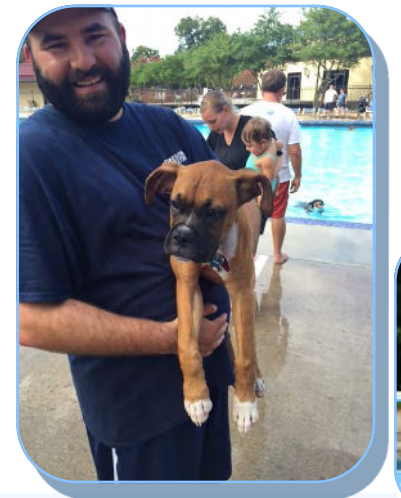
Doggie Dip Day



Date:	Tuesday, September 5, 2023	Location:	North Pool
Time:	4:30pm-7:00pm	Attendance:	<140

Sponsorship Benefits

- **Verbal recognition: (name of event) sponsored in part by....**
- **Pre-publicity** (*Prominent logo recognition determined by investment level*)
- **Promotion opportunity and sample products (except alcohol and tobacco)**
- **Booth space (booth will be stationed near the green)**



Facility Special Events

Description:

The Barksdale Base Library hosts multiple programs throughout the year geared toward promoting, encouraging, and challenging military, dependents, and retirees to have fun reading. Power of reading is important to the Barksdale AFB initiative. Sponsors enjoy supporting Library programs as well as marketing their brand to the base populace.



Library Programs

Location:	Barksdale Library
Attendance:	<800

Library Reading Programs

- **Free to Read Adult reading program**
(Date: mid- January- February 2023)
- **18th Adult WhoDunIt** (Date: May 23)
- **Summer Reading Program** (Date: June – July 2023)
- **Pumpkin Decorating contest** (Oct 23)

Sponsor Benefits

- **Verbal recognition:** (name of event) sponsored in part by....
- **Pre-publicity** (*Prominent logo recognition for yearly sponsor*)
- **Logo on event banner**(*Prominent logo recognition for yearly sponsor*)
- **1 year stationary banner for “Library Yearly Sponsor”** *



Library Programs Investment

1. **Free to Read Adult Program**
\$200.00
2. **Adult WhoDunIt**
\$100.00
3. **Adult DOD Summer Reading**
\$200.00
4. **Pumpkin Decorating Contest**
\$200.00

Library Yearly Sponsor (limited) *

\$1,050.00

Facility Special Events

Description:

Bomber Alley created new programs geared toward increasing military moral, promoting fun filled activities for military, dependents, and retirees. Sponsors enjoy supporting Bomber Alley programs as well as marketing their brand to the base populace.

Bomber Alley Program Investment

1. Colorama Bowling

\$500.00

2. Kid's Halloween Bash

\$400.00

Bomber Alley Yearly Sponsor

(limited) *

\$1,400.00



Bomber Alley Bowling Center

Location:	Bomber Alley
Attendance:	<300

Bomber Alley Programs

- **Colorama Bowling (Date: Quarterly Event)**
- **Kid's Halloween Bash (Date: October 2023)**

Sponsor Benefits

- **Pre-publicity (Prominent logo recognition for yearly sponsor)**
- **Logo on event banner(Prominent logo recognition for yearly sponsor)**
- **1 year stationary banner for "Bomber Alley Yearly Sponsor" ***



Facility Special Events

Description:

Bomber Bayou created new golf tournaments geared toward increasing military moral, promoting fun filled activities for military, dependents, and retirees. Sponsors enjoy supporting these activities as well as marketing their brand to the base populace.

Bomber Bayou Program Investment

Hole Sponsorship

\$200.00

Bomber Bayou Golf Course

TOURNAMENTS

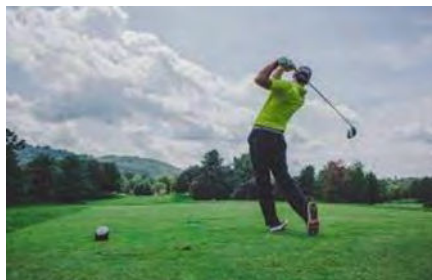
Location:	Bomber Bayou Golf Course
Attendance:	<250

Bomber Alley Programs

- **Monthly tournaments available May-October**
- **Dates and themes vary**

Sponsor Benefits

- **Verbal recognition: (name of event) sponsored in part by....**
- **Pre-publicity (*Prominent logo recognition for yearly sponsor*)**
- **Logo on event banner(*Prominent logo recognition for yearly sponsor*)**
- **Booth Space**



Facility Special Events

Description:

Bell Fitness Center has a wide variety of programs aimed to encourage and challenge military health and wellness.

Bell Fitness Programs Investment

Sponsor any of these popular events for \$100 each.

Fitness Center Yearly Sponsor (Limited) *
\$650.00

Bell Fitness Programs

Location:	Bell Fitness Center
Attendance:	<800

Bell Fitness Programs

JAN 18 / 3p – Eagles vs. Chiefs Dodgeball Tournament

FEB 10 /12:30p - Shoot for my Heart Basketball Tourney

MAR 17/ 4p Pot of Gold push-up challenge

APR 14 /3p Eagles vs. Chiefs Wallyball Wars

JUN 23 / 5:30p – Eagles vs. Chiefs 5v5 Soccer Tournament

JUL 22 / 9a-p Summer Bod Power-Lifting Competition

AUG 18 / 7a Eagles vs Chiefs Homerun Derby

OCT 13 / 5:30p Football Combine

27th/1830 – Halloween Glow Run



Sponsor Benefits

- Verbal recognition: (name of event) sponsored in part by....
- Pre-publicity (*prominent logo recognition for yearly sponsor*)
- Logo on event banner(*Prominent logo recognition for yearly sponsor*)
- 1 year stationary banner for “Bell Fitness Center Annual Sponsors” *





Twelve 42" flat screen televisions available for continuous display of advertisers full-screen Advertisements. These advertisement vehicles are great opportunities for your business to receive great exposure around Barksdale AFB. Every month we provide advertisers 1 ad change out for free to display great prices, discounts/sales, and various deals!

Advertisement

Bomber Bayou Golf Course

\$100.00 (per month)

Bomber Alley

\$125.00 (per month)

Bell Fitness Center

\$135.00 (per month)

Special Offer: Invest in all three locations & we will knock off \$60.00 per month!

Advertising

Advertising Options

Bomber Bayou Golf Course Advertisement

Bomber Bayou has over 6,750 active duty, retirees, dependents, civilians, and their guests in their facility each month!

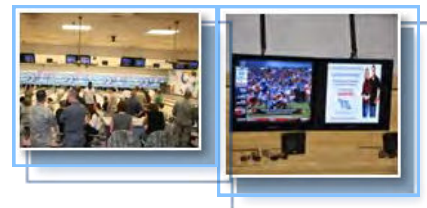
One large 42" screen television has been placed in a "High Vis" location for your Ad's to grab the attention of all patriots and guests.



Bomber Alley

Barksdale Lanes has over 6,000 active duty, retirees, dependents, civilians, and their guests that regularly

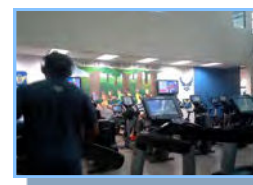
attend tournaments, leagues, recreation & enjoy lunch at the snack bar each month! Sixteen 55" screen televisions



SrA Bell Fitness Center Advertisement

Over 3,000 patriots (active duty, retirees, dependents & civilians) utilize the Fitness Center daily 24/7! This is a great way for any

business to reach their desired market and increase business exposure on Barksdale AFB. Three 42" screen televisions are displayed in "High-Vis".





Advertising

In Facility Stationary Advertising Options

Stationary banners available for display of advertisers full screen Advertisements. These advertisement vehicles are great opportunities for your business to receive great exposure around Barksdale AFB.

Bomber Bayou Golf Course Advertisement

Bomber Bayou has over 6,750 active duty, retirees, dependents, civilians, and their guests in their facility each month! Your stationary 3 H X 6 W banner will be placed in a "High Vis" location for your Ad to grab the attention of all patriots and guests.



Bomber Alley

Barksdale Lanes has over 6,000 active duty, retirees, dependents, civilians, and their guests that regularly attend tournaments, leagues, recreation & enjoy lunch at the snack bar each month! We can display your 4 H X 6 W stationary banner which will provide all your advertisement needs!



SrA Bell Fitness Center Advertisement

Over 3,000 patriots (active duty, retirees, dependents & civilians) utilize the Fitness Center daily 24/7! This is a great way for any business to reach their desired market and increase business exposure on Barksdale AFB. Displaying marketing 3H X 5 1/2W Feet Space.

Advertisement

Bomber Bayou Golf Course

\$250.00 (per month)

Bomber Alley

\$250.00 (per month)

Bell Fitness Center

\$285.00 (per month)





Advertising Website

Description:

BarksdaleLife.com is a great resource for our Airmen and their families to access all services and MWR events via the web. The Services website receives more than 17,605 hits per month. It is managed daily by an in-house webmaster who keeps the content fresh and can generate vital click-through reports regarding the effectiveness of your advertisement.

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Website Advertisement

- **Option 1: \$150.00** (per month)
- **Option 2: \$1200.00** (annual)



Advertising Bomber Bayou Scorecard

Description:

Bomber Bayou Golf Course is providing another opportunity for your company to reach the many customers at our Barksdale AFB golf course. The Bomber Bayou Scorecard is an great option for you to reach the consumers directly.

Bomber Bayou Scorecard is another wonderful opportunity for advertiser's to always be at the top of the consumers mind. With utilizing the Bomber Bayou Score Keeper your guaranteed to have many customer's viewing your ads.

Bomber Bayou Scorecard

- **Outside Advertisement (1.25 x 3.875)**
Rate: \$1000.00
- **Inside Advertisement Top (1.5" X 3.875")**
Rate: \$1000.00
- **Inside Advertisement Bottom (1.5" X 3.875")**
Rate: \$1000.00
- **Outside Advertisement (3" X 3.875")**
Rate: \$1,500.00

The scorecard layout includes several advertisement spots:

- Outside Top Left: 1.25" X 3.875"
- Outside Top Right: 1.25" X 3.875"
- Outside Center 1 Left: 1.25" X 3.875"
- Outside Center Right: 3" X 3.875"
- Outside Center 2 Left: 1.25" X 3.875"
- Outside Bottom Left: 1.25" X 3.875"
- Outside Bottom Right: 1.25" X 3.875"
- Inside Top Left: 1.5" X 3.875"
- Inside Top Right: 1.5" X 3.875"
- Inside Bottom Left: 1.5" X 3.875"
- Inside Bottom Right: 1.5" X 3.875"

The scorecard table includes the following data:

HOLE	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	TOTAL	NET	
BLUE 40.5/107	59	74	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76	76
PAR	4	3	4	4	5	4	3	4	5	3	4	4	5	3	4	4	4	4	4	4	35	24	
WHITE 44.1/111	79	131	240	275	294	406	317	312	336	294	19	227	274	327	407	370	337	343	296	271	2118	1674	MINOR
Handicap	3	15	2	1	17	11	9	13	5	16	5	15	2	6	14	12	18	4					
RED 46.1/107	64	121	246	321	343	401	314	346	272	242	16	247	299	323	427	447	468	326	329	247	1847	1444	MINOR
PAR	4	3	4	4	5	4	3	4	5	3	4	4	5	3	4	4	4	4	4	4	36	21	
Handicap	3	17	13	9	11	1	5	15	17	15	12	16	8	2	4	19	9	14					

The USA Rules of Golf govern all play at Barksdale. All players must register on the Pro Shop prior to play. Check in before starting hole #1. On the turn, a player of more than 5 minutes forfeit your turn on #12. Out of bounds, perimeter of the golf course, defined as an or across all courses or general roadway, fence or building that bound the golf course. This includes Cartable Blvd, the grass media & the right side of Hole 18. Existing flags are colored.

- A flag pole is provided to the right of the fairway on hole 12 to provide relief from the water tower and also buildings to the right of the cart path.
- Ball is permitted from all flower beds, except those of less than 6 feet in height, the area between & through cart paths.
- Minor Hazard: Max's house which runs through the course is played as a water hazard on holes 2, 3, 4, 5, 12, 15. It is signed water on holes 1, 14 & a portion of 8 where the back is a parallel. In the absence of course markings, the house is the natural back of the house.
- Stakes in the burien are considered loose impediments.
- Penalties are assessed on cartables, Sanchez or broken an equipment's situation.
- Repair of ball marks on greens, Smooth/Sole sand bunkers, Bunkers & sand traps.
- Observe the 10 degree cart rule. Keep carts on paths around the greens and when needed due to inclement weather.
- In the event of lightning, take immediate shelter.



BARKSDALE AIR FORCE BASE
FORCE
SUPPORT SQUADRON



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