

Eielson AFB



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# SPONSORSHIP & Advertising

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Soar your business to new heights



Introduce  
new products



Develop  
long-term  
relationships



Increase  
brand awareness

# Ready To Go At *Fifty Below*

Eielson AFB Force Support Squadron host numerous events that promote morale and enhance the quality of life for attendees. These events offer sponsors and advertisers multiple opportunities to achieve recognition, awareness, and brand loyalty among families, participants, and spectators from both Eielson AFB and the surrounding community.

As the Eielson Commercial Sponsorship Coordinator, I invite you to partner with us and take your company's advertising to the next level. Our sponsorship packages and advertising rates allow you to reach your target market in creative ways that produce real results. At the events, sponsors are encouraged to engage with the community and demonstrate their products. If going to events is not feasible, our advertising options on base are numerous and effective.

When you decide to partner with Eielson FSS, we discuss your unique objectives and tailor our services to fit your exact needs and priorities. We are extremely appreciative for any support from local businesses and are so thrilled that this program allows us the opportunity to give you some tangible benefits in return for your investment in us.

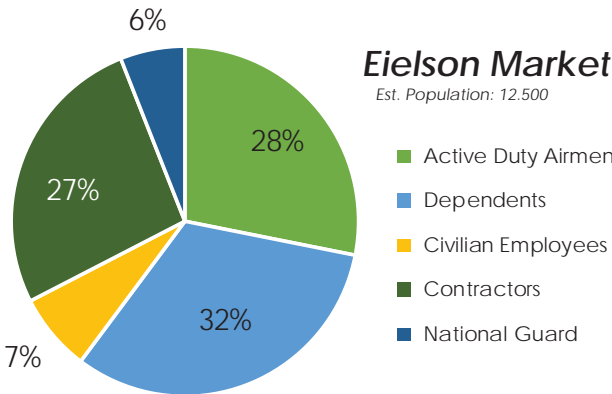
Sincerely,  
Sophie Marcinkowski  
Commercial Sponsorship Coordinator

# 354 Force Support Squadron

Our mission is to communicate the Force Support community events, exceptional services, and quality-of-life programs that contribute to enhancing morale and the resiliency of our Warfighters and their families.



The 354th Force Support Squadron (FSS) does everything from military IDs to cheeseburgers. FSS is responsible for all quality-of-life operations on Eielson AFB. Our facilities provide a supportive and inclusive environment with regular programs and events which appeal to a wide range of interests. We offer fitness and sporting events, club events, youth programs, family oriented events and much more on our remote and isolated installation! Events are planned and executed to support overall military readiness, productivity, and morale. These events enhance the quality-of-life for Air Force members, their families, and those with base access. They are essential for the overall mental and physical well-being of Eielson AFB.



## Eielson Market

Est. Population: 12,500

- Active Duty Airmen
- Dependents
- Civilian Employees
- Contractors
- National Guard

**LOCAL ECONOMIC IMPACT**  
over **\$1.2M** annually

Military Population within 25 miles

Active Duty: 16,500 | National Guard: 3,500 | Retirees: 3,300

# COMMERCIAL SPONSORSHIP

Affiliate your business with our successful programs and events to increase brand awareness, introduce new products, and develop long-term relationships. By sponsoring one or more of our events, you can have your company's name and logo on all event advertising and publicity, along with the opportunity to engage directly at each event. Besides gaining a competitive advantage, your support can lead to loyalty from a population known for its unwavering allegiance. Your sponsorship supports the military community by helping fund the morale, welfare, and recreational activities.

## TYPES OF SPONSORSHIP

### Direct Financial Support

Financial support to offset event expenditures and enhance events, such as entertainment and prizes, in exchange for advertisement, brand recognition, and company promotion.

### In-Kind Products

Items supplied to offset event expenditures or directly enhance events in exchange for advertisement, brand recognition, and company promotion.

## Potential Benefits



Digital Ads

Print Ads



Recognition

Social Media



Banners

Event Space



EielsonFSS.com

*Donations are not a type of sponsorship, however we can accept items to support Team Eielson with no expectation of recognition.*

# Partner CONNECT Benefit



*How can we best put  
you in direct contact with  
the base community?*



# COMMERCIAL ADVERTISING

Raise awareness of an upcoming class, job opening, general business services, or grand opening with Commercial Advertising. We offer impactful year-round advertising through multiple media channels in high-traffic areas base wide in FSS facilities.



## Indoor Digital Monitors

*Ad size: 1920x1080 pixels, landscape*

1 month	6 months	1 year
\$200	\$1,100	\$2,100



## Indoor Banner Placement

1 month	6 months	1 year
\$1,000	\$5,500	\$10,500



## Website Advertisement

*w/ redirect link Ad size: 420x320 pixels*

1 month	6 months	1 year
\$200	\$1,100	\$2,100



## Brochure/Flyer Placement

*Price per facility*

1 month	6 months	1 year
\$50	\$275	\$525



## Product Display

1 month	6 months	1 year
\$1,000	\$5,500	\$10,500



## Outdoor Marquee

*3 locations to choose from  
Price per location*

1 month	6 months	1 year
\$1,000	\$5,500	\$10,500



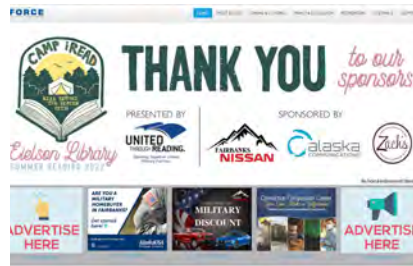
## Newcomers Info Fair

Held at least once a month  
in the Yukon Club Ballroom  
**\$50 per info fair**

*All ads submitted should be at 150dpi minimum and must contain a disclaimer, normally found very small on the bottom, that states, "Paid Ad. No federal endorsement intended."*

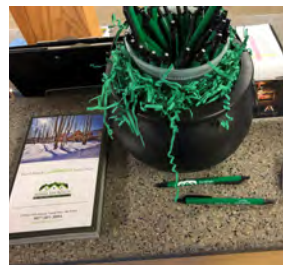
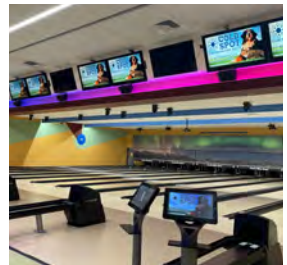
# Partner PROMOTE Benefit

Our affordable packages allow you to enhance FSS events and programs while gaining an exclusive opportunity to expand your marketing message. As a Marketing office, we create all event advertisements, print posters, brochures, etc. in house. Our graphic design skills and printing equipment are available as needed.



**Commercial Advertising is available throughout the following FSS facilities:**

- Arctic Nite Lanes Bowling Center
- Arts & Crafts Center
- Auto & Wood Skills Center
- Fitness Center
- Child Development Center
- Community Center
- Goldrush Inn Lodging
- Library
- Nightwatch Gaming Lounge
- Outdoor Recreation
- Raven's Nest
- School Age Care
- Youth Center
- Yukon Club



*Any form of advertisement can be substituted as a sponsor benefit.  
We are flexible in providing ideal opportunities for all businesses.  
Feel free to reach out with questions or to brainstorm a unique campaign!*


Please contact me to finalize a  
Sponsorship Agreement  
that works for your needs!

## Sophie Marcinkowski

Commercial Sponsorship Coordinator



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