



Joint Base Charleston
Commercial Sponsorship
& Advertising

Joint Base Charleston FSS
commercial sponsorship program 2022

JBCharleston.com



JB Charleston FSS



@628FSS



DEAR FRIEND,

JOINT BASE CHARLESTON IS INCREDIBLY GRATEFUL TO THE CORPORATE SPONSORS, PARTNERS AND SUPPORTERS WHO MADE OUR MILITARY COMMUNITY A PRIORITY IN THE PAST YEAR. THANK YOU FOR UNDERSTANDING THE SIGNIFICANT SACRIFICE THAT IS MADE BY OUR MILITARY AND THEIR FAMILIES.

WE LOOK FORWARD TO CONTINUED PARTNERSHIPS IN SUPPORT OF THE WELLBEING OF OUR SERVICEMEMBERS AND COMMUNITY. WE COULD NOT ACHIEVE SO MUCH WITHOUT YOUR SUPPORT, WE WELCOME THE OPPORTUNITY FOR NEW COMPANIES AND SUPPORTERS TO JOIN US IN 2022.

Joint Base Charleston Community Impact

20% - Percentage of all jobs in Charleston Metro Statistical Area tied to JB Charleston

\$12.7B - Total Annual Economic Impact of JB Charleston

(More than 5 times larger economic impact than any other installation in S.C.)

78,404 - Total Employment Driven by JB Charleston

\$5.2B - Total Annual Labor Income of JB Charleston

\$3.2B - South Carolina's DoD Contract executed statewide - JB Charleston over \$300 million

\$188.7M - South Carolina has the 10th highest total DoD personnel and the 8th highest military retiree population in the United States

**The Economic Impact of South Carolina's Military Community" - USC Darla Moore School of Business, June 2022

FOR SERVICEMEMBERS

FOR FAMILIES

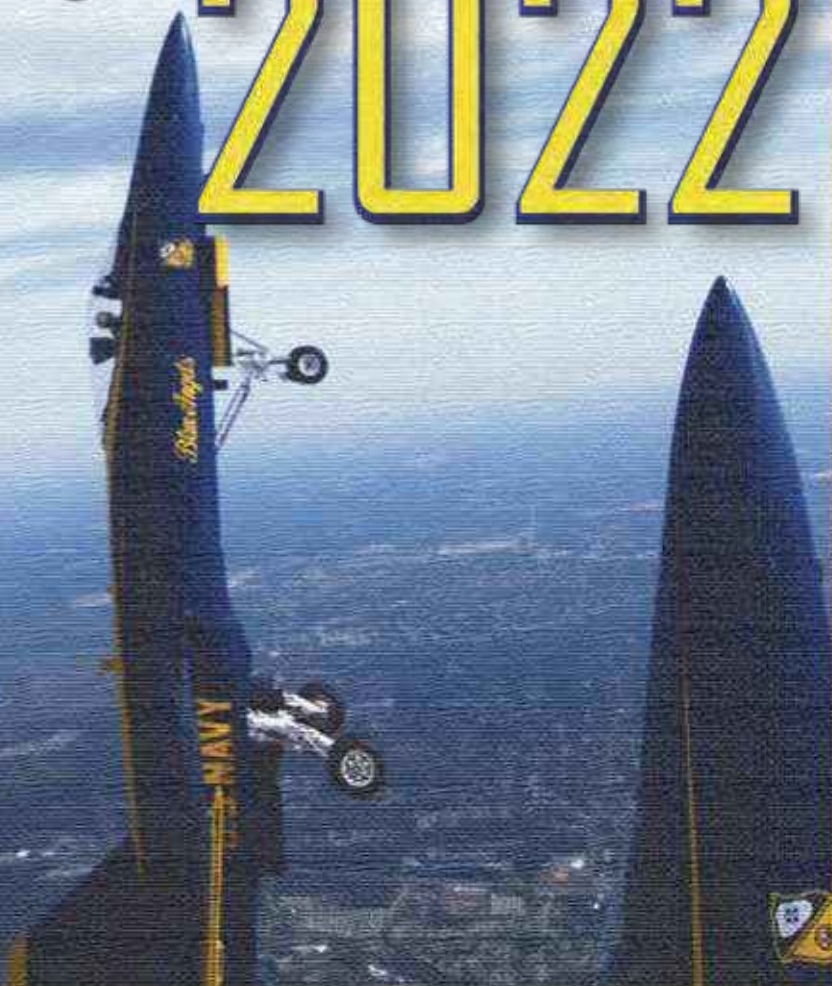
FOR RETIREES

FOR CIVILIANS

Please...

SAVE THE DATE!

**Joint Base
Charleston
Air Show
April 9-10
2022**



JOINT BASE CHARLESTON

Launch Point for the Nation's Resolve

FAMULUS OMNIS - "SERVING ALL"

MERGED IN
2010

67 MISSION PARTNERS

4 locations covering 24,000 acres and 22 miles along the Cooper River

1 of 12 DoD JOINT BASES

OUR MISSION

- AIRLIFT & AIRDROP
- MISSION WARFIGHTER SUPPORT
- TRAIN NUCLEAR OPERATIONS
- INTERAGENCY COOPERATION
- DEPLOYABLE LOGISTICS
- INSTALLATION SUPPORT

MOVES PEOPLE AND CARGO BY
LAND, SEA, AIR

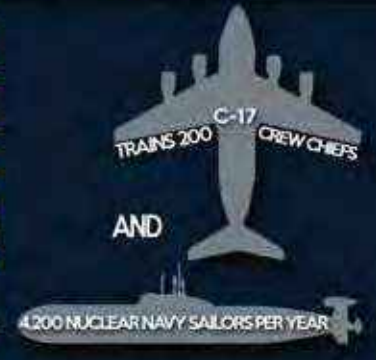
RAPID GLOBAL MOBILITY



48 C-17s
VALUED AT \$10.1 BILLION

3 LOCOMOTIVES
39 MILES OF RAIL

3 SEAPORTS
LOADS 6 SHIPS PER YEAR



Additional information about JB Charleston can be found at www.jbcharleston.jb.mil

The South Carolina Military Community: At a Glance

Total Economic Impact

\$34.3 BILLION
254,095 JOBS

PERCENTAGE OF
SOUTH CAROLINA
ECONOMY
11.2%



68,493

of DoD Personnel

397,647

of Military Veterans

671

of Defense Contractors

\$57,598/Year

Average Compensation for
Jobs Supported by Military

19% Higher than Average S.C. Job



The military community
generates 1 out of every 9 jobs
in South Carolina



Annual Tax Revenue
generated by S.C. military
community

**\$1.0
billion**

Reducing the
Labor Shortage

12.2%

Percentage of projected
job openings that can
be filled by working-age
veterans over the next
decade

The Military Community Impacts all S.C. Regions

Regions Ranked by Total Volume of Military Related Activity

- | | |
|--------------------------|-------------------------------|
| (1) Charleston - \$12.7B | (6) Aiken/N. Augusta - \$1.8B |
| (2) Midlands - \$6.6B | (7) Grand Strand - \$887.8M |
| (3) Sumter - \$2.4B | (8) Rock Hill - \$801.5M |
| (4) Beaufort - \$2.5B | (9) Pee Dee - \$730.6M |
| (5) Upstate - \$3.0B | |



**The Economic Impact of South Carolina's Military Community" - USC Darla Moore School of Business, June 2022

PREMIUM EVENT: ARMED FORCES CELEBRATION

FRIDAY, 20 MAY 4-8PM

ESTIMATED ATTENDANCE: 2,500

This Armed Forces Day event celebrates the men and women who serve in our armed forces with local live stage entertainment, fun activities and amusements for the kids and local food vendors. This event is open to the entire Joint Base community of active duty, reservists, retirees, civilians and their families...to celebrate each other and our fellow military and service members.

Presenting Sponsor

Opportunity: \$5,000

“Event Sponsor” benefits plus Title Sponsorship of event “Armed Forces Celebration” presented in part by (Your Company Name Here), premiere banner placement during event and web banner on www.JBCharleston.com through 31 July 2021.

Stage Entertainment Sponsor

Opportunity: \$1,750

“Event Sponsor” benefits and premiere banner placement on stage during event.

Event Sponsor

Opportunity: \$1,125

Your logo on all event publicity, reserved exhibit space, brand visibility through promotional giveaway, drawing for lead generation and FUN!...You will have FUN with the best of the best of our JB Charleston community!

Vehicle Display

Opportunity: \$1,125

Display advertising may consist of signage and one vehicle at event. Dealer is permitted to display vehicle and discuss vehicle features with interested patrons, but cannot at any time discuss financing options, nor conduct negotiations of any kind on the installation.



PREMIUM EVENT: FREEDOMFEST

FRIDAY, 24 JUNE 6-10PM

ESTIMATED ATTENDANCE: 4,000



Freedomfest Our Independence Day celebration is held each year on the last Friday of June on the JB Charleston Weapons Station on Locklear Park. This family event features live stage music, fun activities for the kids, local food vendors and culminates with an impressive fireworks display that lights up the Goose Creek sky! This event is open to the entire Joint Base community of active duty, reservists, retirees, civilians and their families...to kick off the 4th of July Holiday!

Presenting Sponsor

Opportunity: \$5,000

“Event Sponsor” benefits plus the following: Title Sponsorship of event “Joint Base Charleston Freedomfest 2021” presented in part by (Your Company Name Here), premiere banner placement during event and web banner on www.JBCharleston.com through 31 August 2021.

Stage Entertainment Sponsor

Opportunity: \$1,750

“Event Sponsor” benefits and premiere banner placement on stage during event.

Event Sponsor

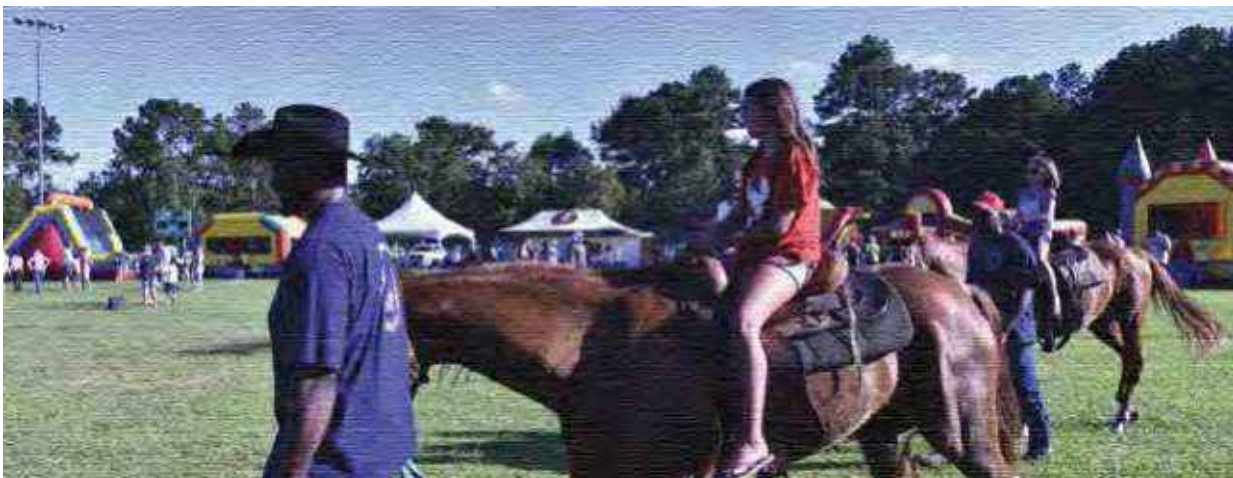
Opportunity: \$1,125

Your logo on all event publicity, reserved exhibit space, brand visibility through promotional giveaway, drawing for lead generation and **FUN!**...You will have **FUN** with the best of the best of our JB Charleston community!

Vehicle Display

Opportunity: \$1,125

Display advertising may consist of signage and one vehicle at event. Dealer is permitted to display vehicle and discuss vehicle features with interested patrons, but cannot at any time discuss financing options, nor conduct negotiations of any kind on the installation.



WARRIOR CHALLENGE

MUD RUN OBSTACLE COURSE

Saturday, November 5 - 8am - Weapons

This 5K run and loop of mud-soaked mayhem is loaded with 10 challenging obstacles for the ultimate fun limit-testing. This event gives participants the chance to get outside their comfort zone, discover what they are made of and cross that finish line stronger than they started. This is a free event open to JB Charleston community members and all DoD ID Cardholders who are ready to enjoy this mud festival of entertainment, authentic local eats and all the incredible mud-fun and camaraderie they can handle.



Presenting Sponsor

Opportunity: \$5,000

- First right of refusal for Warrior Challenge 2022
- Logo lock-up, first position below event name "Presented in part by Your Company Name Here" on event publicity, digital & print.
- Solo logo rights on event t-shirts
- 4 Banners* - sponsor provided - in premium locations during event
- Sponsor mention over public address system
- Reserved premium exhibit space - tent provided by sponsor
- Promotional giveaways and drawings for the purposes of lead generation during event

Contributing Sponsor

Opportunity: \$750

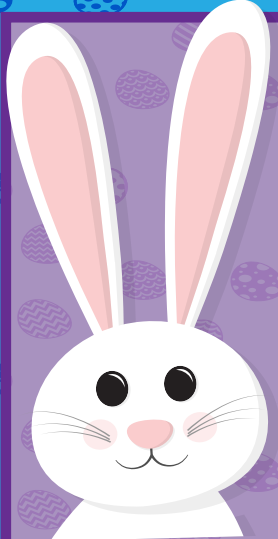
- Logo on digital & print event publicity
- Reserved exhibit space - tent provided by sponsor
- Sponsor mention over public address system
- Promotional giveaways and drawings for the purposes of lead generation during event

WE CELEBRATE OUR FAMILIES

Event Sponsor

Opportunity: \$400^{each}

Your logo on all event publicity, reserved exhibit space, brand visibility through promotional giveaway, drawing for lead generation and FUN!...You will have FUN with the best of the best of our JB Charleston community!



EGG-CITING EGG HUNT

Saturday, 16 April, 10am-1pm, estimated attendance 1000

+

This base-wide Festival is open to the entire JB Charleston community. A fun, family-centric time with the Easter Bunny, an Easter egg hunt, face painting and lots more springtime fun & games!

Halloween BOO Bash

Friday, 21 October, 6-8pm, estimated attendance 1000+

Fun and scary costumes, a haunted bus, games & more....
AND a safe and fun, trick-or-treating experience for our entire JB Charleston community, young and old, to enjoy at our Trunk or Treat...our Halloween tailgate party on the Weapons Station!



HOLIDAY TREE LIGHTING CEREMONIES

AB: Wednesday, 30 November | WS: Thursday 1, December
estimated attendance 400/event

Our Holiday ceremonies are officiated by JB Charleston Wing leadership and bring our community together for holiday caroling, hot chocolate, candy canes and, of course, a visit and photo with Santa. Our kids love Santa's Magic Drop Box, our families keep this special memory with a personalized response from SANTA!

JB CHARLESTON YOUTH PROGRAMS AIR BASE & WEAPONS STATION

Both the Air Base and Weapons Station Joint Base Charleston Youth Programs are award winning facilities, and both have been named best in AMC. Open to youth ages 5-18, the program offers recreational, educational and social activities, including team sports, clinics, instructional class and the Keystone and Torch Clubs. Youth Programs is affiliated with the Boys and Girls Clubs of America, and has earned the Boys and Girls Clubs of America Commitment to Quality Program Award.

Color Blast Run

Friday 20 May, 4pm

Opportunity: \$200

As part of the Armed Forces Day activities in May each year, US military dependents participate in the America's Armed Forces Kids Run...the world's largest children's running event. The Air Base and Weapons Station 5-13 year olds will start and finish the run at the Armed Forces Day Celebration on the Air Base Picnic Grounds!

Breakfast with Santa

Saturday 10 December, 9-11am, estimated attendance 400

Opportunity: \$400

This popular, annual base-wide event is hosted in the Air Base YP center and brings the opportunity for our JB Charleston community families to share breakfast, enjoy game time and craft activities, photos with Santa and, of course, story-time with Mrs. Claus.

JB CHARLESTON LIBRARIES AIR BASE & WEAPONS STATION

Great libraries build communities, and our JB Charleston Libraries, one each on the Air Base and Weapons Station does just that. The Library Team unlocks the door to literacy and learning through current inventory, great programs and fun activities. We wholeheartedly agree with Albert Einstein, who said,

"The only thing that you absolutely have to know is the location of the Library!"

Read Across America Week

Air Base & Weapons Station Libraries, Monday, 28 February - Friday, 4 March

Opportunity: \$300

Estimated Attendance: 300/week

The Library Team celebrates our favorite pastime to help get kids, young & old, excited about reading. This program will highlight famous children's authors and favorite book characters and will include giveaways, trivia and interactive programs.

Summer Reading Program

Opportunity: \$300

Estimated Attendance: 400/event

At the kick-off, hosted in the AB Library, of this two-month long event supporting reading through the summer, participants register online and receive their SRP Kick-Off bag to begin their summer reading adventure into **"Read Beyond the Beaten Path"** The Library Team will bring Summer camp to the library encompassing many different summer experiences to our readers, young and old. Activities, reading lists and programs will appeal to children, teens and adults alike! **"Read Beyond the Beaten Path"** SRP wraps up at the WS Library when the prizes, certificates, and coins will be presented to the best achievers of SRP. The family fun party will have tons of activities to wrap up the summer run of SRP!

Spooky Story Night

Friday 21 October, 6-8pm, estimated attendance 1000+

Opportunity: \$400

This elaborately themed event is hosted by our Library Team and partners with the Halloween BOO Bash ...spooky-themed stories and related games, crafts, costumes, snacks and who knows what, makes this a night to remember and should not be missed!

WOW!
We average
282,000
door swings!

AIR BASE FITNESS & SPORTS CENTER

Monthly 5K Walk/Runs

Opportunity: \$300 each

The regular fun-filled themed 5K Walk/Runs are open to all members of the JB Charleston health-centric community to work towards fitness goals, enjoy some healthy competition or just have fun with peers!

Friday, 14 February
Friday, 18 March
Friday, 16 April

Friday, 6 May
Friday, 28 October
Friday, 16 December

Weekday events start at 7:30am & weekend events start at 10:00am. May be subject to change.

Get Fit! Be Fit! ...ALL YEAR LONG!

Opportunity: \$400 each

Weight Loss Challenge
January - February

May Fitness Month

Summer of Strength
May - July

**USAF
Alpha Warrior Competition**
June - July

**Tri-Lift
Powerlifting Competition**
August

Healthy Thru the Holidays
November - December

Air Base Fitness & Sports Programs **BUNDLE PACKAGE**

Opportunity: \$2,500

This bundle opportunity offers event presence at the above events and programs for the 2022 calendar year, your logo on the related digital and print publicity, as well as a banner – sponsor provided – in the Air Base Fitness center through 31 December 2022. If you have a schedule conflict and cannot make the event...your Company will still be represented as we will ensure your banner is relocated to the event!



WEAPONS STATION SAM'S FITNESS & SPORTS CENTER

Our Sam's Fitness team supports and serves over **203,000** health & fitness enthusiasts throughout the year!



5K Paint Run Saturday 24 April, estimated attendance 600

Opportunity: \$400

Brighten up your day at the most colorful run of the year on JB Charleston... a fun and creative spin to the traditional 5K run/walk with kids and adults alike crossing the finish line wearing a work of art!

Get Fit! Be Fit! ...ALL YEAR LONG!

Opportunity: \$250

500 to 1000lbs Lift Club
January - December

Weight Loss Challenge
Jan - Feb

Armed Forces Fitness Challenge
February

Summer of Strength
May - July

Tri-Lift Powerlifting Competition
August

New Wave Pool

Opportunity: \$300^{each}

More than 16,000 JB Charleston water-centric guests stayed cool and enjoy the summer pool season at the New Wave Pool!
~ Pool Season Opening, Memorial Day Weekend | Ice Cream Social, 4 July holiday | August Back to School Splash Bash

WS Sam's Fitness & Sports Programs **BUNDLE PACKAGE**

Our Weapons Station Fitness team supported and served 203,000 health-centric patrons in FY19...providing our community diverse, well planned events and programs to enhance fitness goals, introduce new sports, to create healthy competition all with great fun and camaraderie with their peers.

This bundle opportunity offers event presence at the above events and programs for the 2022 calendar year, your logo on the related digital and print publicity, as well as a banner – sponsor provided – in the Weapons Station Fitness center through 31 December 2022. If you have a schedule conflict and cannot make the event...your Company will still be represented as we will ensure your banner is relocated to the event!

• **2022 Fitness Events, Programs & New Wave Pool Season** **Opportunity: \$1,200** This opportunity places your business logo on the digital and print publicity for the above stated programs and events, coordinated event presence and your banners – sponsor provided – in Sam's Fitness & Sports Center and the New Wave Pool through 31 December 2022.

• **2022 New Wave Pool Season & Events** **Opportunity: \$650** This opportunity places your logo on the New Wave Pool events digital and print publicity, coordinated event presence and your banner – sponsor provided – at the pool for the 2022 pool season.

Reach the Military Market Today: (843) 963-3816

**Do you
know?**

Market your business “behind the gate” with FSS, the most effective method to reach the JB Charleston military community. Your business will have a competitive advantage over businesses who do not target the financially sound and captive military target market.

JOINT BASE CHARLESTON



THANK YOU

...for reviewing the sponsorship opportunities for the Joint Base Charleston 2022 programs and events. Partnering with the Joint Base Charleston military community, one of the most brand-loyal and financially sound audiences, through the Commercial Sponsorship Program, offers the ideal platform to reach our lucrative market as well as enhance the image of your brand.

Our partnership can be customized to reach your promotional goals via numerous programs and events providing you direct access to the Joint Base Charleston military market and brand exposure to maximize your investment.

Your sponsorship directly supports the well-being of our Servicemen, Families, Retirees and Civilians by helping us provide the same quality of life given to the society they are pledged to defend. Sponsorship may be in the form of cash and in-kind goods or services, or a combination of all three; direct donations of goods or services are also gladly accepted for our program and offer a one-time recognition of the donor. The sponsorship benefits are varied and customized per event or program.

We are standing by to discuss these opportunities and answer any questions.

CONTACT INFORMATION

For more information, or to sponsor an event, please contact:

JB Charleston Marketing Department

102 N. Davis Drive

JB Charleston, SC 29404

Telephone: 843.963.3816

Note: Disclaimer “No Federal Endorsement Intended” must be stated on provided banners.

