



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 service members and community. We could not achieve so much without your support. We welcome the opportunity for new companies and supporters to join us in 2024.

SEE WHAT WE'RE DOING

and follow us, too!

JBCharleston.com



JB Charleston FSS



628fss



628fss



JBCharlestonfss



Joint Base Charleston
Commercial Sponsorship & Advertising

Joint Base Charleston FSS
commercial sponsorship 2024

Please... **SAVE THIS DATE!**

JOINT BASE CHARLESTON
AIR SHOW

April 20-21
2024

FEATURING THE
UNITED STATES AIR FORCE
THUNDERBIRDS

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



AND



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

COMMUNITY IMPACT



20% - Percentage of all jobs in the 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

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

188.7M - S.C. has the 10th highest total DoD personnel and the 8th highest military retiree population in the U.S.

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

The 628th Force Support Squadron serves the Joint Base Charleston community, including Service Members & their families, Retirees, Veterans, and DoD Civilians

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

ARMED FORCES CELEBRATION

This Armed Forces Day event celebrates the men and women who serve in our armed forces with local live stage entertainment, local food vendors, fun activities and amusements for the kids. The 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.

Estimated Attendance
2500



OPPORTUNITIES

PRESENTING SPONSOR
\$5,000

"Event Sponsor" benefits plus Title Sponsorship of event: "Armed Forces Celebration" presented in party by (Your Company Name Here), premiere banner placement during the event and web banner on www.JBCharleston.com through 31 July 2024.

STAGE ENTERTAINMENT SPONSOR
\$1750

"Event Sponsor" benefits and premiere banner placement on stage during the event.

EVENT SPONSOR
\$1,125

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

VEHICLE DISPLAY
\$1,125

Display advertising may consist of signage and one vehicle at the event. dealer is permitted to display vehicle and discuss vehicle features with interested patrons, but cannot at any time discuss financing options, or conduct negotiations of any kind on the installation.

PREMIUM EVENT

June 28, 2024



FREEDOMFEST

Our Independence Day celebration is held each year on the last Friday of June on the JB Charleston Weapons Station at Locklear Park. It's a family event featuring live stage music, fun activities for the kids, local food vendors, and culminates with an impressive fireworks display that lights up the sky. This great event kicks off the 4th of July holiday for the entire community, including active duty, reservists, retirees, civilians, & their families!

**Estimated
Attendance
4000**



OPPORTUNITIES

"Event Sponsor" benefits plus Title Sponsorship of event: "Freedom Fest 2024" presented in party by (Your Company Name Here), premiere banner placement during the event and web banner on www.JBCharleston.com through 31 July 2024.

"Event Sponsor" benefits and premiere banner placement on stage during the event.

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

Display advertising may consist of signage and one vehicle at the event. dealer is permitted to display vehicle and discuss vehicle features with interested patrons, but cannot at any time discuss financing options, or conduct negotiations of any kind on the installation.

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**STAGE ENTERTAINMENT
SPONSOR**

\$1750

**EVENT
SPONSOR**

\$1,125

**VEHICLE
DISPLAY**

\$1,125

WE CELEBRATE OUR FAMILIES

Our event sponsors' logos are on all event publicity. They receive reserved exhibit space & brand visibility through promotional giveaways, drawings for lead generation, and FUN!

Opportunity: \$400/each



EGG HUNT

Estimated Attendance: 1000+

March 30
2024

This base-wide festival is open to the entire JB Charleston community. Everyone enjoys the fun, family-centric time with our Easter Bunny, our Easter egg hunt, face painting, and more springtime fun and games!

Oct 25
2024

BOO BASH

Estimated Attendance: 1000+

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



TREE LIGHTINGS

Estimated Attendance: 500/event

AB: Dec 4
WS: Dec 5
2024

Our Holiday ceremonies are officiated by JB Charleston leadership and bring our community together. With holiday music, a petting zoo, hot chocolate & goodies, a photobooth, and Santa, our families will have many precious memories from the holiday season.



Youth Programs

AIR BASE & WEAPONS STATION

Our Air Base and Weapons Station's Youth Program Centers are award-winning facilities. Both have even been named best in AMC. Open to youths from ages 5-18, the program offers recreational, educational, and social activities including team sports, clinics, instructional classes and the Keystone & Torch clubs. Youth programs is affiliated with the Boys and Girls Clubs of America and has won the Commitment to Quality program award.



COLOR RUN

Opportunity: \$400
Estimated Attendance: 250 Runners
May 18, 2024

As part of Armed Forces Day in May, US Military dependents participate in the America's Armed Forces Kids Run - the world's largest children's running event.

BREAKFAST WITH SANTA

Opportunity: \$400
Estimated Attendance: 500
Dec 14, 2024

This annual, base-wide event is hosted at the Charleston Club and gives our families the opportunity to eat breakfast, enjoy games & craft activities, and see and take photos with Santa & Mrs. Claus.





LIBRARIES

Air Base & Weapons Station

Learn. Dream. Create. Share.

Great libraries build communities, and our JB Charleston libraries - located on both the Air Base and the Weapons Station, do just that. The Library Team unlocks the doors to literacy and learning through current inventory, great programming, and fun activities.



Summer Reading Program

Opportunity: \$300/each
Estimated Attendance: 400/event

The Summer Reading Program kicks off at the AB Library on **June 3rd**. 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.

The Library team will plan programs and activities exploring books, history, social justice, and STEAM fields that empower patrons of all ages to make their voices heard.

The SRP wraps up at the WS Library on **August 3rd**. 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!

Ask about our other programming & events!

Teen Nights

Family Movie Nights

Read Across America

Mad Hatter Tea Party



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

Albert Einstein



SHORT STAY

JB CHARLESTON RECREATION AREA

Short Stay, located on beautiful Lake Moultrie near the town of Moncks Corner, provides a quality outdoor recreation experience for military, DoD employees, military retirees, and their families. Short Stay has been developed to provide a varied program of wholesome, constructive, leisure-time activities which effectively contribute to the mental and physical well-being of our military and DoD personnel.

SUMMER HOLIDAY EVENTS Estimated attendance/event 4000 • Opportunity: \$1250/each

The four day weekend brings Karaoke, Street Dancing, DJ entertainment, outdoor movies, mobile gaming trailer, and a climbing wall to the shores of Lake Moultrie...a family fun weekend with activities for all. Don't forget the boat rentals, kayaks, stand up paddleboards, fishing, skiing, tubing, and knee boarding, too; the Fourth of July celebration is topped with an outstanding, world-class Fireworks display that will elave you breathless.

Memorial Day Weekend • Fourth of July Weekend • Labor Day Weekend

KIDS FEST Sat, April 27, 11-3pm • Opportunity: \$750

Kids Fest at Short Stay enhances daily family fun with music, inflatables, food trucks and more! Parents can relax in the sun on the shores of Lake Moultrie while the kids have a blast.

END OF SUMMER BASH Sat, Aug 10, 11-6pm • Estimated Attendance 1500 • Opportunity: \$750

A weekend of family time before the beginning of the school year, with local live stage entertainment, movies, rock climbing, gaming, and all the water sports you can imagine.

SHORT STAY BUNDLE PACKAGE ★ Opportunity: \$4000

Come in as a calendar year sponsor for all of the above events for a bundle fee of \$4,000. Be a part of each event and receive all of the stated benefits, as well as your company banner on the Short Stay stage for summer season. Sponsor Benefits: Logo featured on all program and event publicity, reserved exhibit space providing the opportunity for promotional giveaways and/or drawings for the purpose of lead generation during the event.

You will never have so much fun promoting your business while interacting with the thousands of summer guests who enjoy the hospitality of Short Stay each year!

JOINT BASE FITNESS & SPORTS

We serve over 500,000 health enthusiasts/year!



Our Fitness team provides our community with diverse, well-planned events & programs to enhance fitness goals, introduce new sports, & create healthy competition...all with great fun and camaraderie amongst peers!

This bundle opportunity offers event presence at our events & programs for the 2024 calendar year, including your logo on the related digital and print publicity, a banner - sponsor provided - in our Fitness centers through 31 December 2024. If you cannot make an event, your company will still be represented and we will ensure your banner is relocated to the event.

Fitness Events, Programs, & New Wave Pool Season Bundle

Opportunity: \$2500 ★

This opportunity places your business logo on the digital and print publicity for the above stated programs and events, coordinated event presence, & your banners - sponsor provided - in our Fitness Centers & the New Wave Pool through 2024.



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, & your banner - sponsor provided - at the pool for the 2024 season.

Sports

Joint Base Charleston Sports brings friendly competition to our community, whether it's Dodgeball or Pickleball, on the court like Volleyball & Basketball or in a field like Football & Softball. Our intramural sports get many participants *and* spectators.

Polar Plunge

Cupid Shuffle Challenge

Workout for the Fallen

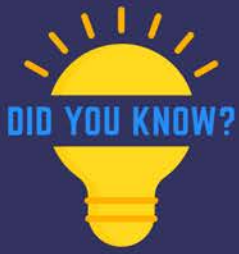
Tri-Lift Powerlifting Competition

Cardboard Regatta

Indoor Rowing Challenge

Spike Ball Tournament

Events all year long...



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 2024 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 US TODAY!

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

JB Charleston Marketing
102 N. Davis Drive
JB Charleston, SC 29404
Telephone: 843.963.3816

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



JOINT BASE CHARLESTON
FORCE
SUPPORT SQUADRON