



2024 JBLE-LANGLEY SPONSORSHIP OPPORTUNITIES

Joint Base Langley-Eustis consists of more than 18,000 Air Force, Army & civilian personnel serving in more than 60 organizations. JBLE provides mission ready Airmen & Soldiers who deploy to support combatant commanders engaged in operations worldwide.

ABOUT JBLE-LANGLEY

As a power projection platform JBLE units provide combat airpower to America's warfighting commands; develop, educate & train Airmen, Soldiers, civilians, and leaders; provide installation support necessary to operate & maintain the F-22 Raptor & T-38 Talon weapon platforms; operate and maintain the Air Force Distributed Common Ground System; transport critical expeditionary mission assets; command, control & defend the Eastern region of the U.S. Army LandWarNet; and plan and executes surface delivery of materials.

The joint base serves as a lynchpin in the local community and maintains open dialogue with 17 counties, cities, and towns within the Hampton Roads region. Many choose Hampton Roads as a permanent location and become strong ambassadors within the community and business leaders.

Joint Base Langley Eustis accounts, directly and indirectly, for thousands of jobs in the Tidewater area of the Commonwealth of Virginia. Projections show no deviation from this course and the installation is poised to be an economic engine that will continue to strengthen and build our community for generations to come.



DEMOGRAPHICS



Active Duty	8,099
DoD Civilians	3,128
Guard/Reservists	1,144
Dependents ¹	8,850
Retirees	150,726

\$3.588 Billion in Annual Economic Impact²

¹ Based on average percentage of dependents per military sponsor from Military OneSource

² Sourced from the JBLE FY22 Economic Impact Analysis

MISSION PARTNERS

Headquarters Air Combat Command
633d Air Base Wing
1st Fighter Wing
363rd Intelligence, Surveillance & Reconnaissance Wing
192nd Fighter Wing
480th Intelligence, Surveillance & Reconnaissance Wing
AF Command & Control Integration Center
Air Land Sea Application Center
Civil Air Patrol, Composite Squadron
US Army Corps of Engineers
710th Combat Operations Squadron
735th Supply Chain Operations Group
Air Force Atlantic Area Audit Office
71st Aerial Port Squadron (AF Reserve)
512th Mission Support Squadron (AF Reserve)
622nd Communications Flight



Race 'Round the Base

SPONSORSH



6-on-6 Volleyball at Crossbow Games



Fishing the King Street Bridge



Base Championship at Eaglewood



Bowling Tournament at Crossbow Games

IP

Take advantage of the promotional opportunities afforded at a military installation to enhance your visibility and consumer awareness as a community partner of JBLE-Langley's programs and events. By tapping into a well-defined target market, you can take the guesswork out of your media planning while a professional marketing team provides all the promotional coverage. Expand your market, improve profit, and receive immediate and relevant feedback. Additionally, you can have a presence at a variety of events that will generate goodwill for your company and build brand loyalty while supporting the military personnel and families at JBLE-Langley.



Holiday Tree Lighting



EVENTS AT JBLE-LANGLEY

2025 Air Power Over Hampton Roads

- New Year's Golf Tournament
- Alpha Warrior Competition
- Month of the Military Child Fest
- The Murph Memorial WOD
- Fishing the King Street Bridge
- Anchor Down Summer Series
- Crossbow Games
- Texas Hold' Em Night
- Family Fun in the Sun
- Cornhole Tournaments
- Community Carnival
- Dorm Parties
- Base Golf Championship
- Beer & Wine Tastings
- Fitness 5Ks & Challenges
- Golf Tournaments & Scrambles
- Trunk-or-Treat
- Race 'Round the Base
- Holiday Tree Lighting
- Bowling with Santa
- New Year's Eve Bowling



[Events subject to change based on mission requirements](#)

TOP Cornhole at Crossbow Games
CENTER Bowling with Santa
BOTTOM Color Run 5K



Air Power Over Hampton Roads

SPONSORSHIP TIERS

	ONE	TWO	THREE	FOUR
PRE-EVENT RECOGNITION				
logo on printed promotional materials	•	•	•	•
logo on digital promotional materials			•	•
event recognition: <i>SPONSORED IN PART BY</i>			•	
ON SITE RECOGNITION				
verbal recognition at event start	•	•	•	•
announcement during event		•	•	•
prominent logo placement on event signs			•	•
event booth space	10x10	10x10	10x20	20x30
parking pass with base access	1	1	2	5
logo on event promotional item			•	•
exclusive appreciation banner				•
POST-EVENT RECOGNITION				
certificate of appreciation	•	•	•	•
company ad on website: 1 month		•		
company ad on website: 3 months			•	
company ad on website: 6 months				•

Pricing based on event size. Category exclusivity is available at all tiers for an additional cost.

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& Advertisement Coordinator*



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