

Commercial Sponsorship & Advertising Goodfellow AFB



BUILD BRAND AWARENESS



EXCLUSIVE ACCESS TO THE MILITARY MARKET



REACH MARKET SEGMENTS FROM YOUTH TO RETIREES

WHO WE ARE

GOODFELLOW AIR FORCE BASE

The 17 Force Support Squadron at Goodfellow AFB contributes to the mission by planning events and managing services and programs for those who serve, including a host of recreation, sports, entertainment, and travel activities.

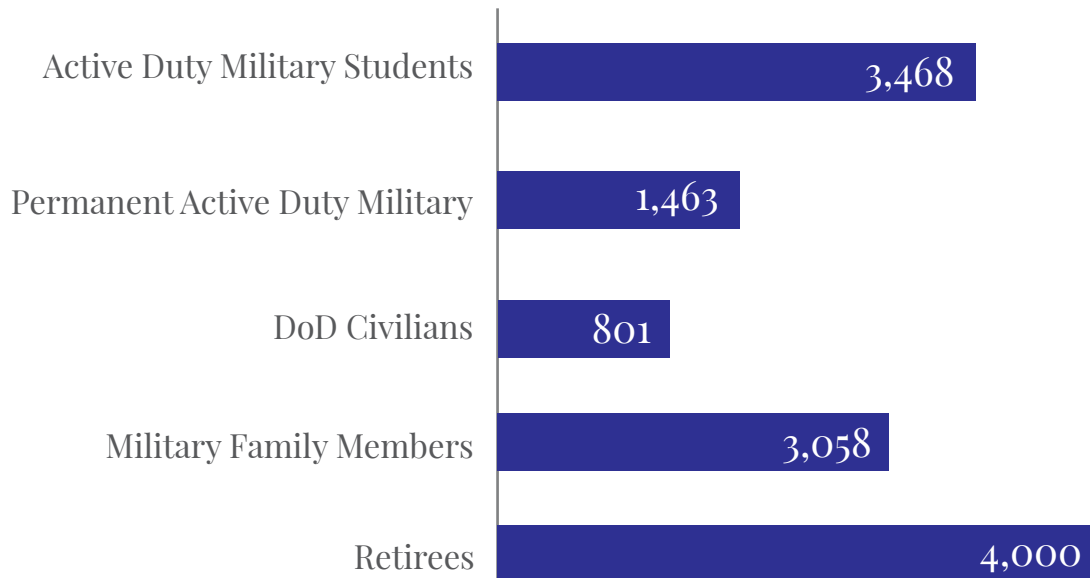
WHY SHOULD I INVEST?

MILITARY MARKET WITHIN REACH

Commercial Sponsors are guaranteed promotion of their products, services, and businesses with the military public. Your business will have a competitive advantage while targeting well educated, diverse, and financially stable military, families, and the civilian workforce.

Sponsorship is a way for companies to provide goods, cash or services to underwrite the cost of providing MWR (Morale, Welfare, Recreation) Events in exchange for promotional opportunities.

BASEWIDE STATISTICS



SOURCE: GAFB ECONOMIC IMPACT REPORT SEP 2021

“THIS IS A SOLICITATION FOR COMMERCIAL SPONSORSHIP BY A NONAPPROPRIATED FUND INSTRUMENTALITY OF THE UNITED STATES GOVERNMENT. IT DOES NOT OBLIGATE APPROPRIATED FUNDS OR NONAPPROPRIATED FUNDS OF THE GOVERNMENT.”

SPONSORSHIP BENEFITS

Sponsoring is a partnership with Goodfellow Air Force Base. When you partner with Goodfellow, you are helping to provide the best quality of life programming for our troops. Sponsoring is the only program that offers your business promotional opportunities and recognition on base for your support.

	EXECUTIVE 12 EVENTS \$5,500	EXECUTIVE 8 EVENTS \$4,500	PREMIERE 6 EVENTS \$3,500	ASSOCIATE 2 EVENTS \$1,200	ASSOCIATE 1 EVENT \$650
Booth/ Table Space at Events *table linen not included	✓	✓			
Eligible to leave promotional materials of your choice at event (pens, bags, etc.)	✓	✓			
Link to your business on Official FSS Website	✓ *12 Months	✓ *8 Months	✓ *6 Months		
Logo on Official FSS Website	✓ *12 Months	✓ *8 Months	✓ *6 Months		
Social Media mentions	✓	✓	✓		
Verbal Recognition at Event	✓	✓	✓	✓	✓
Event Photography	✓	✓	✓	✓	✓
Logo on Event Giveaways*	✓	✓	✓	✓	✓
Logo on Event Advertising	✓	✓	✓	✓	✓
Sponsor provided banner placement at event	✓	✓	✓	✓	✓

IN-KIND SPONSORSHIP

Some events can be enhanced by more than just funding. If your business has something extra to offer, contact us about how to get started with in-kind sponsorship.

BASE-WIDE EVENTS



FOURTH OF JULY CELEBRATION

Celebrate Independence Day the Goodfellow way! This event is open only to military members, veterans, and their families, and our sponsors. We will have food, beer, live entertainment, and bounce houses for kids.



OKTOBERFEST

Oktoberfest brings a taste of Munich's Goodfellow with a Texas twist. There are very few Oktoberfest offerings locally in San Angelo. Airmen and their families would have to travel two hours to Fredericksburg, Texas to experience anything like this. This event will showcase the following: vendor alley, live music, local food trucks – German food theme and a kids area. Open to all GAFB personnel and DoD ID holders.



SANTA'S MARKET

Santa's Market is a free event at Goodfellow AFB and the only day the base is open to the community! We welcome craft vendors from all over Texas and neighboring areas. Santa will arrive on a fire truck and will be available for pictures with the kids.

OTHER EVENTS:

Easter Eggstravaganza • Wing Sports Day • Cinco de Mayo • Military Spouse Appreciation Day • Back to School Brigade • Labor Day 5k • Operation Kids • Ghoulfellow • Turkey Trot 5k • Santa's Market • Christmas Tree Lighting • Jingle Bell 5k • Exodus Fun Events

Contact us for your customized sponsorship package!

*EVENTS SUBJECT TO CHANGE. BENEFITS MAY VARY BASED ON EVENT. ALL PACKAGES ARE NEGOTIABLE.

ADVERTISING

We now offer on-base advertising as a separate entity! Commercial Advertising offers the opportunity to display your company's information in a variety of print and digital media platforms. Advertisers are guaranteed promotion of their products, services and businesses within the military community.

DIGITAL MAGAZINE - \$75/MONTH, FULL PAGE

Our GoGoodfellow magazine is viewed and available for download on our website, gogoodfellow.com & shared via our social media platforms: Facebook and Instagram @17fssgoodfellow.

Size: 8.5 x 7 in.



DIGITAL SIGNAGE - \$260/MONTH

Full color display monitors that constantly rotate our event ads in high traffic areas, ensuring your ad will be seen by 26,000+ customers a week.

Size: 1920 x 1080 px



BOWLING SCREENS- \$125/MONTH

The Bowling Center features 16 lanes and a state of the art interactive bowling system. Ads rotate every 30 seconds. The Bowling Center serves over 1,000 customers weekly and includes an eating establishment.

Size: 1920 x 1080 px



BANNER/POSTER - \$125/MONTH

Provided by advertiser. Banner displays are available in high-traffic locations to include:

- Auto Hobby Shop
- Event Center
- Mathis Fitness Center
- PT Pad
- Youth Ball Fields
- McGar Pool

Banner Size: 3 x 5 ft. / Poster Size: 24 x 36 in.



WEB AD WITH CLICK LINK - \$180/MONTH

Website footer ad with click link to your website. Visit www.gogoodfellow.com for more info.

Size: 300 x 250 px



NEWCOMERS BASE TOUR - \$50/MONTH

Goodfellow welcomes over 100 new military members every month and we want to get your branded merchandise in their hands. Items provided by advertiser.

MINIMUM OF 3 MONTHS INSERTION AGREEMENT & MUST BE PAID IN FULL BEFORE ADVERTISING RUNS. WE RESERVE THE RIGHT TO APPROVE AD ARTWORK AND COPY PRIOR TO PUBLISHING.

MARINA AD OPPORTUNITIES

Commercial Advertising is now available at our Goodfellow Recreation Camp. The Rec Camp amenities include bathrooms, showers, a playground, sand volleyball, pool during the summer months and boat, cabin, kayak and paddleboard rentals.

BOAT KEY FOBS - \$70/MONTH, 6 KEYS

Put your company branding plans in the military boater's seat with our boat key fob option.

BOAT MAGNETS (OUTDOOR) - \$70/MONTH

Make your message stick with custom boat magnets for use in our 6 boats. We currently have 3 pantoon boats and 3 speed boats. We are open to other suggestions such as: custom kayak decals.

Provided by advertiser.

Pantoon: Door (Indoor/Outdoor): 10 x 16 in.; Side of Helm: 8 x 8 in.

Speed Boat (Outside): 4 x 1 ft.



BANNER/POSTER (OUTDOOR) - \$125/MONTH

Banner displays are available by the Rec Camp Pool. Poster available outside Rec Camp office. Banner/poster Provided by advertiser.

Banner Size: 3 x 5 ft./Poster Size: 24 x 36 in.

MARINA OFFICE SIGNAGE - \$50/MONTH

Goodfellow Rec Camp wants to get your branded merchandise in our military members' hands.

Items provided by advertiser. Ideas: flyers, brochures, window clings, retractable banner
Window Clings Size: 6 x 9 in.

Vertical Retractable Banner Size: 18 x 54 in.



WEB AD, CLICK LINK - ODR REC PAGE - \$125/MONTH

Website ad with click link to your website in the Goodfellow Outdoor Recreation page.

Visit: gogoodfellow.com/outdoor-recreation/

File: High Resolution JPG, PNG

Size: 300 x 250 px or 1620 x 1080 px



DOOLITTLE BEER BRIGADE

Be a part of Goodfellow's first mobile beer trailer!

The Doolittle Beer Brigade is named after the heroic Doolittle Raiders. This unique and mobile advertising opportunity allows for maximum exposure.

The trailer will be utilized at major Base Wide Events such as:

- Back in the Saddle Party
 - Cinco De Mayo
 - Grillin & Chillin Block Party
 - 4th of July Celebration
 - Oktoberfest
- ...AND MORE!

ADVERTISING MAGNET (5 AVAILABLE) - \$1000/ANNUALLY
EXCLUSIVE ADVERTISING - \$5000/ANNUALLY



MATERIAL: AUTOMOBILE MAGNET (PROVIDED BY ADVERTISER)

MINIMUM OF 1 YEAR INSERTION AGREEMENT & MUST BE PAID IN FULL BEFORE ADVERTISING RUNS. WE RESERVE THE RIGHT TO APPROVE AD ARTWORK AND COPY PRIOR TO PUBLISHING.



WHY SHOULD I PARTNER?

GOODFELLOW AIR FORCE BASE...

- Produces \$580M into local economy
- Is the largest employer in San Angelo
- Welcomes over 100 students a week & 10 families a month to San Angelo*
- Remains open because of local businesses and the San Angelo community!

contact us today!

Jodie Galloway
Marketing Director
jodie.galloway@us.af.mil
(325) 654-1168