

COMMERCIAL SPONSORSHIP & ADVERTISING

20 26

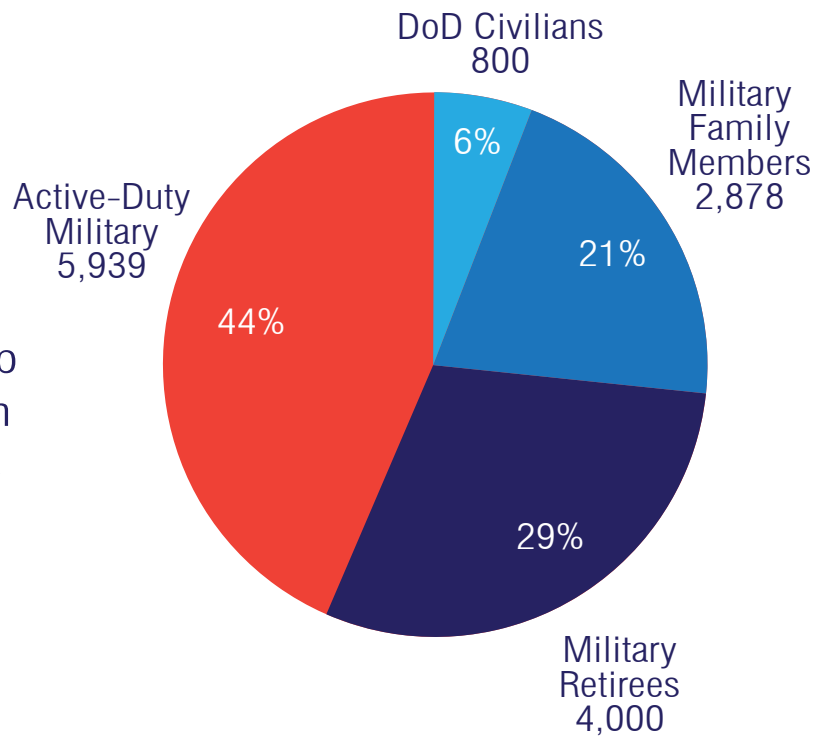


GOODFELLOW AFB




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

The 17th Force Support Squadron's mission is to provide programs and events that support the Morale, Welfare and Recreation of the base community.

Through the Commercial Sponsorship Program, businesses can partner with MWR Events to strengthen programs that support service members and their families, all while building lasting connections within the Goodfellow AFB Community.



SOCIAL MEDIA REACH

- 
17FSSGoodfellow
4.9K+ Followers
- 
17FSSGoodfellow
1.2K+ Followers
- 
GoGoodfellow.com
124,142 Views FY 2024





WAYS TO PARTNER WITH US

▶ **COMMERCIAL SPONSORSHIP** EVENT-BASED ENGAGEMENT

Direct Financial Support

- ▶ Cash to be used to offset the costs of events and programs

In-Kind Support

- ▶ Products or services to enhance events and programs

▶ **ADVERTISING**

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.

▶ **DONATIONS**

Donations in the form of cash, products & services are accepted and always appreciated. Publicity and recognition for donations are limited per Air Force regulations.



www.GoGoodfellow.com



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GOODFELLOW AIR FORCE BASE



SPONSORSHIP OPPORTUNITIES

BACK IN THE SADDLE

January 9, 2026

*Attendance: 300+ Students, Permanent Party

SUPER BOWL PARTY

February 2026

*Attendance: 400+ Permanent Party, Retired Military, DoD Civilian Families

EGGSTRAVAGANZA

Saturday March 28, 2026

*Attendance: 700+ Military Families, DoD Civilian Families, Permanent Party, Retired Military

SPORTS DAY

Friday April 10, 2026

*Attendance: 1,400+ Students

OPERATION KIDS (Biennial Event)

Saturday April, 2027

*Attendance: 700+ Military Families, DoD Civilian Families, Permanent Party, Retired Military

CINCO DE MAYO

TBD May 2026

*Attendance: 200+ Student, Permanent Party, Military Families, DoD Civilian Families

SPOUSE RESILIENCY & WELLNESS DAY

Friday May 8, 2026

*Attendance: 300+ All Military Spouses & DoD Civilian Spouses

4TH OF JULY CELEBRATION

Thursday July 4, 2026

*Attendance: 1,700+ Students, Military Families, Permanent Party, Retired Military, DoD Civilian Families

BACK TO SCHOOL BRIGADE

Friday August 7, 2026

*Attendance: 300+ Students, Permanent Party, Military Families, DoD Civilian Families

OKTOBERFEST

TBD September, 2026

*Attendance: 1,000+ Students, Permanent Party, Retired Military, Military Families, DoD Civilian Families

GHOULFELLOW

Saturday October 24, 2026

*Attendance: 2,000+ Military Families, DoD Civilian Families, Permanent Party, Retired Military

SANTA'S MARKET (Open to Public)

Saturday November 21, 2026

*Attendance: 4,000+ Tom Green County & Surrounding area residences, Students, Permanent Party, Retired Military, Military Families, DoD Civilian Families

CHRISTMAS TREE LIGHTING

Friday December 4, 2026

*Attendance: 500+ Students, Permanent Party, Retired Military, Military Families, DoD Civilian Families

BREAKFAST WITH SANTA

Saturday December 12, 2026

*Attendance: 140+ Military Families, DoD Civilian Families

ADDITIONAL SUPPORT OPTIONS:

- In-kind donations (Giveaways, Prizes)
- Product placement or sampling

*Attendance is estimated based on our previous year data and is not guaranteed.

Our audience includes: Military Students, Permanent Party Military, Military Families, DoD Civilian Families & Retired Military. (Air Force, Space Force, Army, Marines, and Navy)



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SUMMER PROGRAMS:

LIBRARY SUMMER READING PROGRAM

June - July 2026

*Attendance: 600+ Students, Permanent Party, Military Families & DoD Civilian Families

KIDS BOWL FREE SUMMER PROGRAM

June - August 2026

*Attendance: 400+ Military Families & DoD Civilian Families

ADDITIONAL EVENTS INCLUDE BUT NOT LIMITED TO: REOCCURING EVENTS (Some are Weekly, Bi-Weekly, and Monthly)

● MATHIS FITNESS CENTER

Couples Relay (Feb)
St. Patrick's 5K (Mar)
Mathis Track Meet (May)
Red, White, Blue Color Run (July)
Race the Base (Oct)
Turkey Trot (Nov)
Jingle Bell Jog (Dec)
MFC Combine (TBD)
Kids SuperHero Challenge
Total Madness Basketball
Monsters of Mathis

● POWELL EVENT CENTER

Card Game Night
Country Night
Cupid's Bash
Halloween Party
Salsa Night
Shamrock & Roll

● GOODFELLOW LIBRARY

Board Games & Blockbusters
Story Time
Fibers Club
Youth Book Party
Friday Night Flicks
Drop-in Craft Day
National Library Week (Apr)
Fall Festival (Oct-Nov)
Holiday Party (Dec)

● ARTS & CRAFTS CENTER

Beginner's Crochet
Intro to Pottery
Paint N' Sip



View event
photos on

Facebook



**All dates are tentative and could be subject to change.*



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2026 ADVERTISING

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 business within the military community.

► Advertising Options

► Digital Advertising

- GoGoodfellow Magazine
- Installation Digital Network
- Bowling Screen & Monitors
- 17 FSS App
- Website Ad with Click Link

► Print Advertising

- Posters
Indoor or Outdoor
- Banners
Indoor or Outdoor
- Marina Ad Opportunities
Boat Key Fobs
Boat Magnets
Banner/Poster
Marina Office Signage
Website Ad with Click Link (ODR Page)
- Doolittle Beer Bridage
Advertising Magnets (5 Available)
Exclusive Advertising Option Available



Download it now!



**All advertising must have the following disclaimer: "Paid Advertisement. No Federal Endorsement Indented"*



17 FSS

CONTACT US!

Call or email to request a Sponsorship or Advertising proposal:

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