





LITTLE ROCK AIR FORCE BASE
19TH FORCE SUPPORT SQUADRON
SPONSORSHIP OPPORTUNITIES





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WHAT YOUR SUPPORT BENEFITS

What is 19 FSS?

The Force Support Squadron (FSS) takes care of people by enhancing quality of life and combat capabilities through diversified services that provide force deployment, sustainment operations, unit management and organization, family readiness and morale, welfare and recreational (MWR) programs. FSS programs are vital to mission accomplishment by providing a sense of community, encouraging positive individual values, and aiding in recruitment and retention of personnel.

Little Rock Air Force Base (AFB) is home to the largest C-130 fleet in the world. Team Little Rock is comprised of civilian and active duty, guard and reserve, instructors, and students that work together to support combat-ready operations. Partnering with FSS is a great way to promote your products and services, strengthen your company's image, and develop relationships with military members on Little Rock AFB. Your partnership also contributes to the morale and well-being of military members and their families.

WHY PARTNER WITH US?

Because we provide a way for you to reach America's finest.

The 19 FSS Marketing Team can help you secure a measurable return on investment and influential access to young, well-educated, diverse, and financially stable consumers. We provide opportunities that allow you to be a part of something with value, purpose, and reward.

We plan, produce, promote, and manage world-class programs for those who serve, including a host of recreation, sports, entertainment, travel, and leisure activities. When you join our ranks and reach these coveted target markets at Little Rock AFB, you'll also directly support exceptional programs for military members and their families. Thousands of military service members, retirees, and their families count on our programs to boost their quality of life throughout Little Rock AFB.

WHY SHOULD I INVEST?

13,056

TOTAL BASE POPULATION CONSISTING OF:

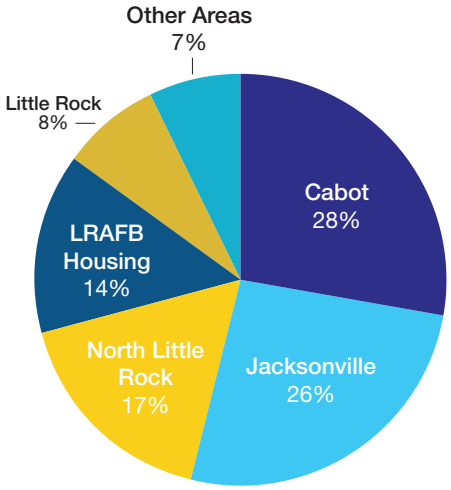
6,675
SERVICE MEMBERS

5,536
DEPENDENTS

845
CIVILIAN EMPLOYEES

PLUS an additional 25,300 military retirees *(served by LRAFB)*
& 209,405 Veterans in Arkansas *(per Department of Veterans Affairs May 2026)*

SERVICE MEMBER RESIDENCY



LRAFB Estimated Economic Impact: $1,430,000,000

LRAFB is the 6th largest employer
in the state of Arkansas
(per 2023 Arkansas' Largest Employers Report)

EDUCATION LEVEL - SERVICE MEMBERS

Some College	58%
Associate's Degree	25%
Bachelor's Degree	9%
Master's Degree	2%

G.I. Bill benefits support further education for Airmen & their families.

INCOME - SERVICE MEMBERS

Service Members:	
Average Annual Pre-Tax Income	$76,150
Total Annual Pay	$5,080,000
Civilian Employees	
Total Annual Pay	$1,060,000

Median household income in Arkansas - $60,773

per 2025 LRAFB Economic Impact Report (May 2026)
per 2025 LRAFB Housing Requirements and Market Analysis (March 2026)

FAMJAM | MARCH 2027

AVERAGE ATTENDANCE: 2,250

Join us for a day of family-friendly fun at FamJam! Scavenger hunts, arts and crafts, raffles, and games that are fun for all ages!

Sponsorship Benefits	Presenting Sponsor $2,000 (max 2)	Tier 2 $1,000	Tier 1 $500	Contributer $300
Verbal Recognition During Event	✓	✓	✓	✓
Logos on Event Collateral: (signs, flyers, t-shirts, etc.)	✓	✓	✓	✓
Booth Space: 10x10	✓	✓	✓	
Social Media Recognition	✓	✓	✓	
Branded Event Component	✓	✓		
Sponsor Banner/Signage (Max 2)	✓	✓		
Logo on Event Website	✓	✓		
1 Month E-Screen Advertisement	✓	✓		
Presenting Rights for Event	✓			
Premium Booth Space: 10x20	✓			
Industry Exclusivity	✓			



Colby Clinton | Commercial Sponsorship Coordinator | 870-692-3138 | colby.clinton@us.af.mil

SPORTS DAY | MAY 2027

AVERAGE ATTENDANCE: 1,000

Sports Day is an action-packed, high-intensity day of competition hosted by our Fitness Center. Airmen compete in events like relays, dodgeball, tug-of-war, and more!

Sponsorship Benefits	Presenting Sponsor $1,250 (max 2)	Tier 2 $750	Tier 1 $500	Contributer $250
Verbal Recognition During Event	●	●	●	●
Logos on Event Collateral: (signs, flyers, t-shirts, etc.)	●	●	●	●
Booth Space: 10x10	●	●	●	
Social Media Recognition	●	●	●	
Branded Event Component	●	●		
Sponsor Banner/Signage (Max 2)	●	●		
Logo on Event Website	●	●		
1 Month E-Screen Advertisement	●	●		
Presenting Rights for Event	●			
Premium Booth Space: 10x20	●			
Industry Exclusivity	●			



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SCI-FI & FANTASY EXPO | MAY 2027

AVERAGE ATTENDANCE: 500

Dungeons, dragons, and laser beams! The Sci-Fi & Fantasy Expo celebrates all of the things that make those genres great. There'll be cosplay, art contests, trivia, vendors, and more!

Sponsorship Benefits	Presenting Sponsor $1,000 (max 2)	Tier 2 $750	Tier 1 $500	Contributer $250
Verbal Recognition During Event	✓	✓	✓	✓
Logos on Event Collateral: (signs, flyers, t-shirts, etc.)	✓	✓	✓	✓
Booth Space: 10x10	✓	✓	✓	
Social Media Recognition	✓	✓	✓	
Branded Event Component	✓	✓		
Sponsor Banner/Signage (Max 2)	✓	✓		
Logo on Event Website	✓	✓		
1 Month E-Screen Advertisement	✓	✓		
Presenting Rights for Event	✓			
Premium Booth Space: 10x20	✓			
Industry Exclusivity	✓			



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RUN THE RUNWAY | MAY 2027

AVERAGE ATTENDANCE: 2,500

Takeoff in our Run the Runway half-marathon, 5K, and kids run! Race down our flightline among our world-class C-130 fleet!

Sponsorship Benefits	Presenting Sponsor $7,500 (max 2)	Tier 3 $2,500	Tier 2 $1,000	Tier 1 $500	Contributer $300
Verbal Recognition During Event					
Logos on Event Collateral: (signs, flyers, t-shirts, etc.)					
Booth Space: 10x10					
Social Media Recognition					
Branded Event Component					
Sponsor Banner/Signage (Max 5)					
Logo on Event Website					
1 Month E-Screen Advertisement					
1 Month Digital Advertisement					
Presenting Rights for Event					
Premium Booth Space: 10x20					
Premium Logo Space					
Event Speaking Opportunity					
Industry Exclusivity					
VIP Parking					
First Right of Refusal					

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LIBERTY FEST | JULY 2027

AVERAGE ATTENDANCE: 4,000

A 4th of July celebration unlike any other! Join us for Liberty Fest and let freedom ring with games, live entertainment, and a spectacular firework display!

Sponsorship Benefits	Presenting Sponsor $7,500 (max 2)	Tier 3 $2,500	Tier 2 $1,000	Tier 1 $500	Contributer $300
Verbal Recognition During Event	★	★	★	★	★
Logos on Event Collateral: (signs, flyers, t-shirts, etc.)	★	★	★	★	★
Booth Space: 10x10	★	★	★	★	
Social Media Recognition	★	★	★	★	
Branded Event Component	★	★	★		
Sponsor Banner/Signage (Max 5)	★	★	★		
Logo on Event Website	★	★			
1 Month E-Screen Advertisement	★	★			
1 Month Digital Advertisement	★	★			
Presenting Rights for Event	★				
Premium Booth Space: 10x20	★				
Premium Logo Space	★				
Event Speaking Opportunity	★				
Industry Exclusivity	★				
VIP Parking	★				
First Right of Refusal	★				

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ROCKTOBERFEST | SEPTEMBER 2027

AVERAGE ATTENDANCE: 2,000

Pretzels, beer, and Fall festival spirit! Rocktoberfest is our take on Oktoberfest and is one of our most highly anticipated events of the year!

Sponsorship Benefits	Presenting Sponsor $2,000 (max 2)	Tier 2 $1,000	Tier 1 $500	Contributer $300
Verbal Recognition During Event	✓	✓	✓	✓
Logos on Event Collateral: (signs, flyers, t-shirts, etc.)	✓	✓	✓	✓
Booth Space: 10x10	✓	✓	✓	
Social Media Recognition	✓	✓	✓	
Branded Event Component	✓	✓		
Sponsor Banner/Signage (Max 2)	✓	✓		
Logo on Event Website	✓	✓		
1 Month E-Screen Advertisement	✓	✓		
Presenting Rights for Event	✓			
Premium Booth Space: 10x20	✓			
Industry Exclusivity	✓			



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THUNDER OVER THE ROCK

Thunder Over the Rock returns October 16th - 17th 2027, featuring the USAF Thunderbirds, as we celebrate 80 years of Air Force excellency!

Additionally, the largest STEM Fest in Arkansas will be happening adjacent to the Air Show, with interactive science, technology, engineering, and math displays and activities for all ages!

Thunder Over the Rock and STEM Fest draws crowds of over 100k people each day, making it the largest two-day event in Arkansas!

Join us as we honor the Air Force legacy through flight demonstration and air superiority during the Air Show, and exhibit foundational learning to the leaders of the future through our STEM Fest.

If you're interested in sponsoring Thunder Over the Rock, please reach out to request our Thunder Over the Rock Sponsorship Packet:

Colby Clinton

Commercial Sponsorship Coordinator

870-692-3138

colby.clinton@us.af.mil

SPOOKTACULAR | OCTOBER 2027

AVERAGE ATTENDANCE: 2,000

A safe, family-friendly Halloween event on the installation,
Spooktacular offers fun and games, arts and crafts, and of course, candy!

Sponsorship Benefits	Presenting Sponsor $2,000 (max 2)	Tier 2 $1,000	Tier 1 $500	Contributer $300
Verbal Recognition During Event	✓	✓	✓	✓
Logos on Event Collateral: (signs, flyers, t-shirts, etc.)	✓	✓	✓	✓
Booth Space: 10x10	✓	✓	✓	
Social Media Recognition	✓	✓	✓	
Branded Event Component	✓	✓		
Sponsor Banner/Signage (Max 2)	✓	✓		
Logo on Event Website	✓	✓		
1 Month E-Screen Advertisement	✓	✓		
Presenting Rights for Event	✓			
Premium Booth Space: 10x20	✓			
Industry Exclusivity	✓			



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HERK THE HALLS | DECEMBER 2027

AVERAGE ATTENDANCE: 1,500

Close out the year with us as we light and decorate the tree, drink hot cocoa, and enjoy the company of friends and family! Herk the Halls!

Sponsorship Benefits	Presenting Sponsor $2,000 (max 2)	Tier 2 $1,000	Tier 1 $500	Contributer $300
Verbal Recognition During Event	✓	✓	✓	✓
Logos on Event Collateral: (signs, flyers, t-shirts, etc.)	✓	✓	✓	✓
Booth Space: 10x10	✓	✓	✓	
Social Media Recognition	✓	✓	✓	
Branded Event Component	✓	✓		
Sponsor Banner/Signage (Max 2)	✓	✓		
Logo on Event Website	✓	✓		
1 Month E-Screen Advertisement	✓	✓		
Presenting Rights for Event	✓			
Premium Booth Space: 10x20	✓			
Industry Exclusivity	✓			



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