



LITTLE ROCK AIR FORCE BASE
19TH FORCE SUPPORT SQUADRON
**SPONSORSHIP
& ADVERTISING**



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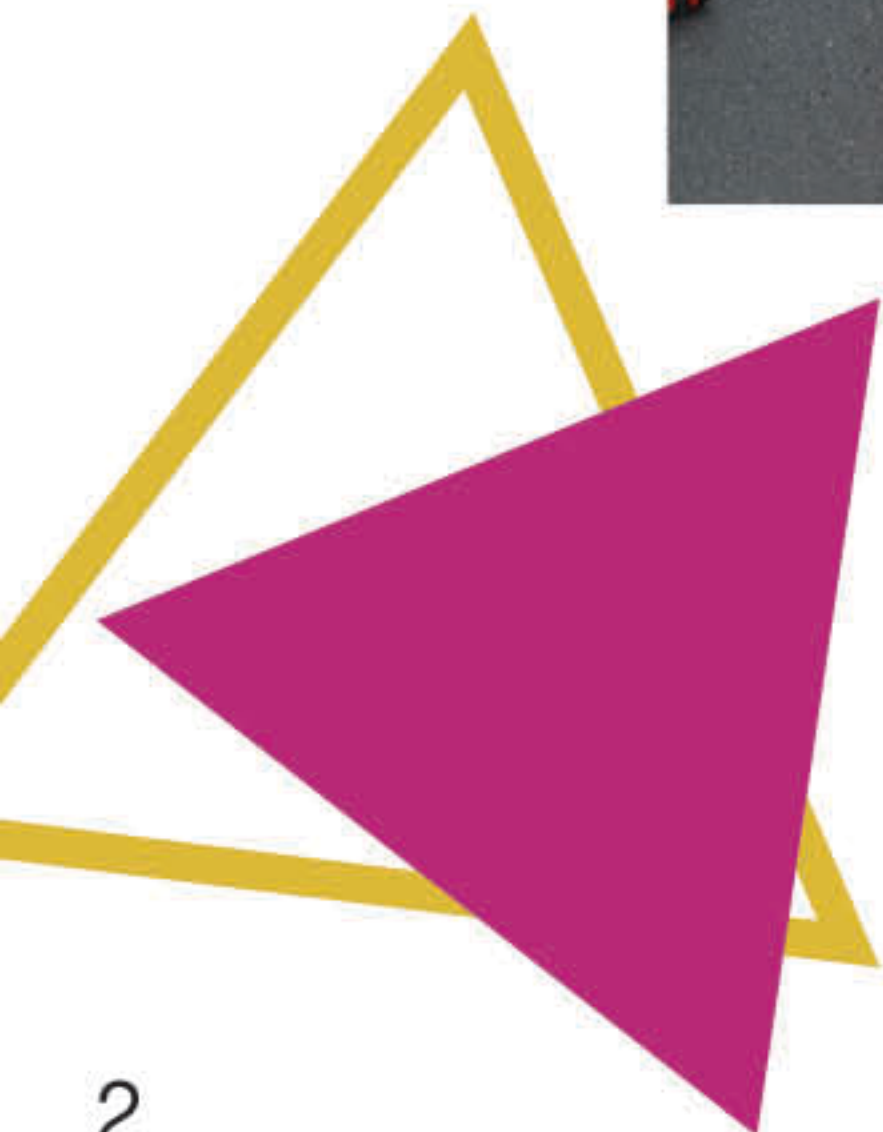
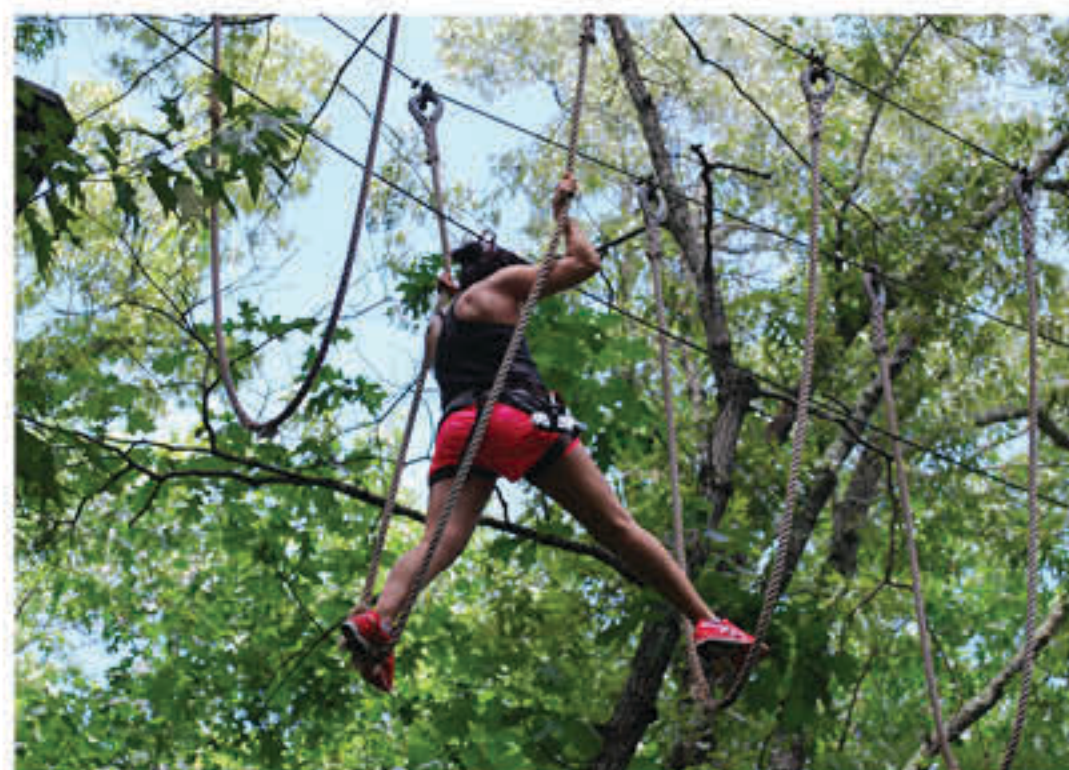
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WHAT IS THE 19TH FORCE SUPPORT SQUADRON?

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. You can make a meaningful difference in the lives of those who have sacrificed so much.

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?

10,850

TOTAL BASE POPULATION CONSISTING OF:

5,000

ACTIVE DUTY AIRMEN

390

NATIONAL GUARD/RESERVE

560

CIVILIAN EMPLOYEES

700

CONTRACTORS

4,200

DEPENDENTS

PLUS AN ADDITIONAL 68,000 MILITARY RETIREES

EDUCATION LEVEL - ENLISTED AIRMEN

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

EDUCATION LEVEL - OFFICERS

Advanced or Professional Degree	61%
Master's Degree	48%
Professional Degree	11%
Doctorate Degree	2%

TOTAL ANNUAL PAY (INCLUDING INCENTIVES)

Military	\$247,502,200
Civilian	\$57,131,226

THIS AUDIENCE:

HAS TIME FOR LEISURE:

Airmen earn 30 vacation days a year.

HAS MONEY TO SPEND:

Airmen typically earn more annually than the U.S. household median income.

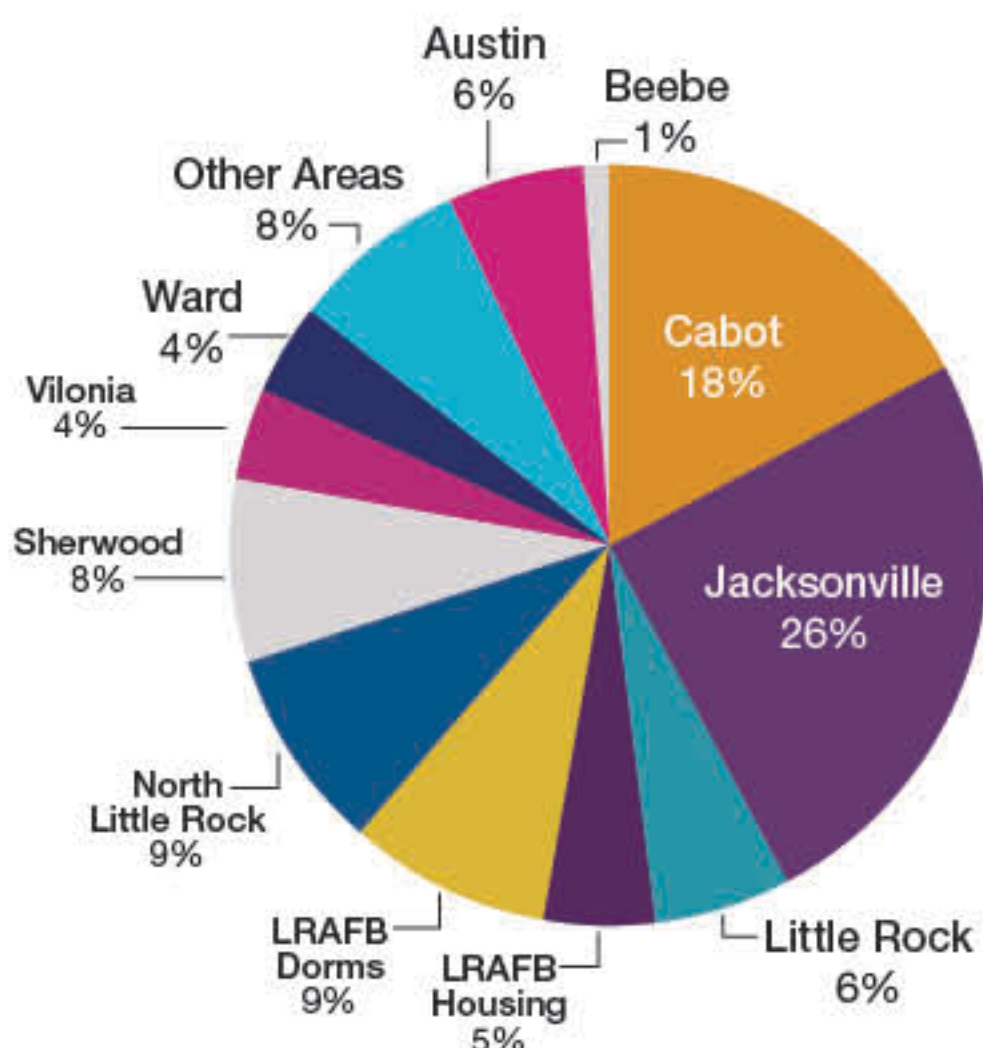
IS YOUNG:

Forty-two percent of Active Duty Airmen are younger than 26, and the average age is 29.

IS SMART:

Airmen are well educated, and G.I. Bill benefits support further education for many Airmen and their Families.

ACTIVE DUTY MEMBER RESIDENCY



WAYS TO PARTNER

We might be the U.S. Air Force but we're anything but uniform.

There's no such thing as a one-size-fits-all approach when it comes to marketing plans. We will work with you to identify opportunities that fit just what you're looking for.



COMMERCIAL ADVERTISING

Commercial advertising generates revenue for the Little Rock AFB military community. Commercial advertisers are guaranteed promotion of their products, services and businesses within the military community.

COMMERCIAL SPONSORSHIP

Commercial sponsorship is an exchange of values. Commercial sponsors provide goods, cash or services to underwrite the cost of providing MWR programs and events in return for advertising or promotional opportunities within the military community.

WHAT'S IN IT FOR YOU?

Commercial sponsorship and advertising is an effective means of achieving visibility in a hard-to-reach military market. Your business can build name awareness, enhance business image and increase visibility through:

- Visual identification with sponsor's trademark, logo, name or message used on posters, flyers, printed programs, table tents, bookmarks, balloons, signs, banners, coupons, electronic media and other promotional materials
- Acknowledgment in event publicity including public news releases, radio, cable television, on-site announcements and other promotional materials when feasible
- On-site involvement possibilities include public address announcements and company recognition in awards and presentations
- Opportunity for product displays and demonstrations, sampling and the opportunity for lead generation
- Media plans including cooperative advertising, radio giveaways and special promotions
- Direct access to the hard-to-reach military market
- Maximum exposure and visibility for your products and services

LET'S WORK TOGETHER

Discover how to unleash the power of commercial sponsorship and advertising to obtain direct access to the military market. The 19 FSS Marketing Team looks forward to working with you as a partner in providing quality MWR programs and activities to Little Rock AFB and its community.

WHAT IS COMMERCIAL SPONSORSHIP?

Commercial sponsorship is a monetary and/or in-kind fee paid to an event manager/producer. In return, sponsors receive access to the exploitable commercial potential, such as public recognition or advertising promotions associated with the property and event. The goal of a company or brand is to build a link in the minds of the target audiences between the sponsor and a valued organization.

SPONSORSHIP OPPORTUNITIES

Below are examples of events that take place on Little Rock AFB each year. These events provide great opportunities for exposure to the military community. Please ask for a current list of events & descriptions.

WINGMAN WEIGHT LOSS CHALLENGE
SUPER BOWL PARTY
FAMILY FEST & EASTER EGG HUNT
LIBERTY FEST
KIDS' BINGO
ST. PADDY'S DAY RUN
ARTS & CRAFTS CLASSES
SKILLS CENTER OPEN HOUSE
SPORTS DAY
FUN RUNS FOR KIDS
OKTOBERFEST
SPOOKTACULAR
TEXAS HOLD 'EM
THUNDER OVER THE ROCK AIR SHOW
INTRAMURAL SPORTS
SUMMER READING PROGRAM
MONTH OF THE MILITARY
FAMILY CELEBRATION
NEW YEAR'S EVE BOWLING PARTY
CHRISTMAS TREE LIGHTING



HOW MUCH DO I INVEST?

The amount and kind of support you provide, as well as the opportunities offered to you are negotiable and are based on a fair and equitable exchange of value. Sponsorship investment varies by events, as does the amount and type of exposure you receive. Your sponsorship may be in the form of cash, products or services, or a combination of all three. Sponsorship is NOT a charitable donation. We will do our part to ensure you receive the value you desire from your investment in Little Rock AFB. Our goal in every sponsor relationship is win-win!

SPONSORSHIP PACKAGE DESCRIPTIONS*

SUPPORTING

- ✓ Verbal Recognition during the event.
- ✓ Logo recognition on flyers used to promote event throughout LRAFB, on the Little Rock FSS Facebook page and website.
- ✓ Banner placement at the event (if sponsor provides banner).

CONTRIBUTING

- ✓ Everything in the Bronze Package.
- ✓ Optional booth or display at event, to include table for informational materials and giveaway items provided by sponsor.
- ✓ Conduct drawing with opportunity to gain customer contacts.

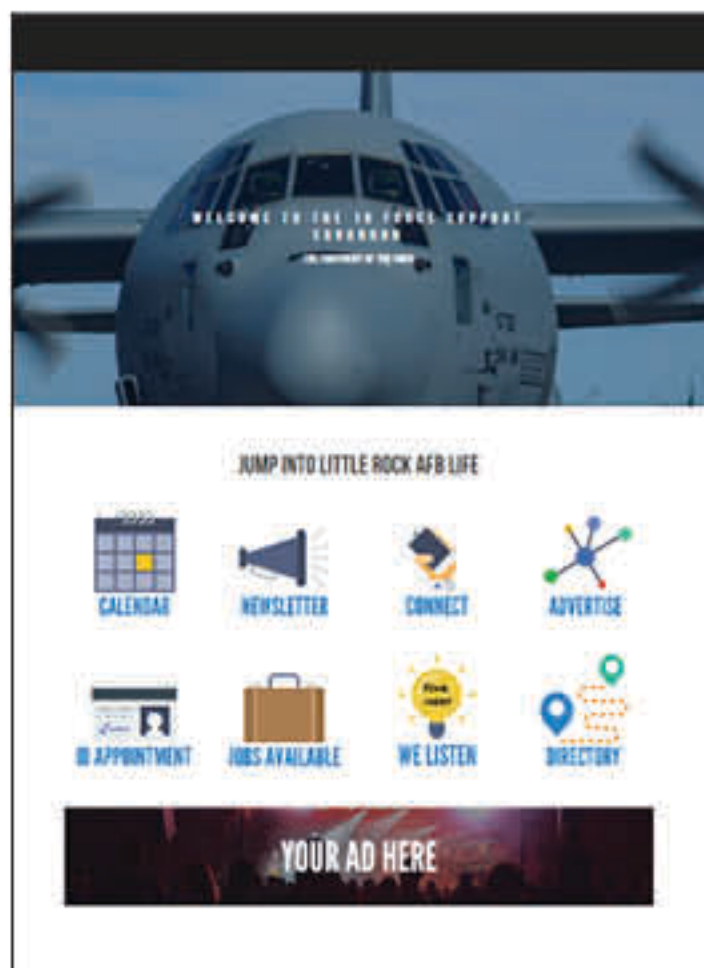
PARTNER

- ✓ Everything in the Bronze & Silver Package.
- ✓ Prime table location or large space at event for vehicle or product display.
- ✓ Logo inclusion on event t-shirt (if applicable).

*Sponsorship packages may vary by event.

WHAT IS COMMERCIAL ADVERTISING?

The Commercial Advertising Program offers the opportunity to display your company's information in a variety of print publications and materials, as well as within the facilities. Advertising gives you the opportunity to target our community. Brand awareness is powerful; by partnering with Little Rock AFB you will quickly see the return on your investment.



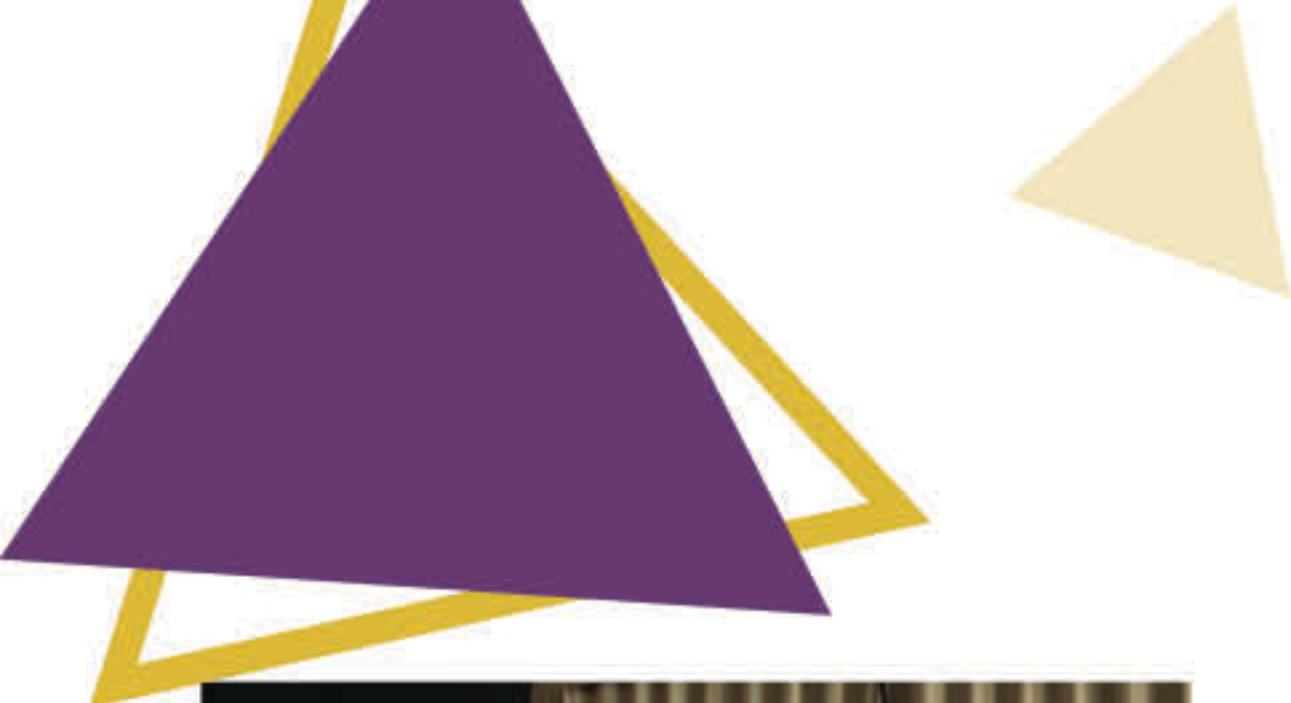
ROCKIN' AT THE ROCK WEBSITE

An ad on the Rockin' At The Rock Website is a site link to your website from ours, directly connecting our visitors to your website. Your ad will be visible on the website which receives an average of 16,000 unique impressions per month.



ROCKIN' RUNDOWN (E-NEWSLETTER)

An ad on the Rockin' Rundown gets you exposure to over 4,000 subscribers with a 90% open rate on a weekly basis. It is also available for viewing and downloading on our website at rockinattherock.com.



DIGITAL MONITORS

Throughout Little Rock AFB, the 19th Force Support Squadron maintains full-color digital display monitors that constantly rotate our programs and events in high-traffic areas. These monitors are open to a limited number of advertisers to ensure maximum exposure. You can expect your advertisement to be seen by hundreds to thousands of patrons on a daily basis.

DIGITAL MONITOR LOCATIONS:

Walters Community Support Center, Hercules Dining Facility, Hungry Herk (P.O.D.), Air Force Inn, Hangar 1080, Outdoor Recreation, Skills Center, Auto Hobby, Wally's Cafe, Library, Base Pool, Consolidated Support Building, Bowling Center



BOWLING CENTER

The Strike Zone Bowling Center is a hub for community and social interaction. They offer bowling, pool and dining options. Coming soon, we will have ax throwing, arcade games and stand-alone bar.

ADVERTISING OPPORTUNITIES

Your ad is above it all at Strike Zone Bowling Center. Your advertisements rotate on the monitors that are not in play, providing coverage across the entire bowling center. Or choose your ad to be located on the front of each sweeper. You can also choose to have your ad on all of the tables, inside the shoe rentals or choose an all-inclusive package to include it all!



BANNER PLACEMENT

If you're looking for longevity, we offer numerous high-traffic banner locations throughout Little Rock AFB allowing for maximum consumer exposure.

BANNER PLACEMENT LOCATIONS:

Softball fields, Outdoor Recreation, Base Pool, Fitness Center

**Business must provide banner & banner must include "Paid Advertisement. No Federal Endorsement Intended."*



POSTER PLACEMENT



The Force Support Squadron is responsible for keeping the force happy, fit and fed. Due to the nature of our mission we have the largest footprint on the Little Rock AFB. Thousands of active-duty members and their families pass through our doors daily. Located at the entrance of EVERY single FSS facility is a poster stand. When you purchase a poster placement your advertisement will be hung in a highly visible location with an impressive reach.

POSTER PLACEMENT LOCATIONS:

Skills Center, Outdoor Recreation, Bowling Center, Fitness Center, Hangar 1080, Consolidated Support Building

**Business must provide poster & poster must include
"Paid Advertisement. No Federal Endorsement Intended."*

COUNTER WRAPS & WINDOW CLINGS



A counter wrap or window cling in one of our Little Rock AFB's high-traffic facilities gets you exposure to thousands of military members including Active Duty, Retirees and civilians on a daily basis. This ad will provide you with maximum exposure to boost your advertising needs.

PLACEMENT LOCATIONS:

Fitness Center, Outdoor Recreation, Hangar 1080, Auto Hobby, Skills Center

**Business must provide counter wrap or window cling & must include
"Paid Advertisement. No Federal Endorsement Intended."*



NEWCOMERS ORIENTATION

Provide promotional materials, ranging from information pamphlets to brand-labelled goodies, for our bi-weekly newcomers orientations for new Airmen and their families. Let your brand be one of the first to welcome them to Little Rock Air Force Base!





WHAT DO I NEED TO SEND?

ACCEPTABLE FILE TYPES

LOGOS

- EPS **all content converted to curves (paths, outlines)*
 - High Resolution JPG
 - High Resolution PNG
- *both full color (CMYK) & black and white are needed*
**must be at least 300 dpi*

ADVERTISING MATERIALS

- High Resolution PDF
 - High Resolution JPG
 - High Resolution TIFF
 - EPS **all content converted to curves (paths, outlines)*
 - Photoshop or InDesign Layouts
- *must be at least 300 dpi*
**all images must be embedded*

DIGITAL ADVERTISING

- High Resolution JPG
 - Photoshop Layouts
- *must be at least 150 dpi*
**no more than 300 dpi*
**all images must be embedded*



DISCLAIMER

All advertising materials must include the disclaimer,
“Paid Advertisement. No Federal Endorsement Intended.”

GRAPHIC DESIGN SUPPORT

If you do not currently have an advertising agency or a preferred graphic designer, we have members of our team on staff to help assist you in building an ad or logo to fit your business needs. If we build an advertisement for you or your company, Rockin’ at the Rock and the 19th Force Support Squadron Marketing Department is the sole proprietor of that advertisement. Ads can be created for an additional \$50 per ad.

Support valuable programs for those who serve by letting us introduce your brand to the military community where they live, work and play.

For more information please contact:

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rockinattherock.com



19th Force Support Squadron - Little Rock AFB



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