

SPONSORSHIP & ADVERTISING

PARTNER WITH US

HOLLOMAN AFB



FLY FIGHT WIN

ABOUT HOLLOMAN AIR FORCE BASE

The 49th Wing -- host wing at Holloman Air Force Base -- supports national security objectives by deploying worldwide to support peacetime and war time contingencies. The 49th Wing is the Air Force's premier MQ-9 Reaper (remotely piloted aircraft) and F-16 Fighting Falcon training wing for pilots & sensor operators. Additionally, the wing delivers Air Transportable Clinics and Basic Expeditionary Airfield Resources while providing support to more than 11,000 Active Duty, Guard, Reserve, retirees, DoD civilians and their family members. Holloman is home to the world's longest (50,788 feet, or almost 10 miles) and fastest (approaching 10,000 feet per second, or Mach 9) test track. The wing has a proud history of service in World War II, Korea, Southeast Asia, Southwest Asia, and NATO-led Operation Allied Force.

SPONSORSHIP & ADVERTISING PROGRAM

The Sponsorship & Advertising Program grants your business access and exposure to the entire Holloman Air Force Base population. Your support allows for programs & events to be provided free or at a discounted cost for Airmen and families to enjoy while stationed in Alamogordo, New Mexico.

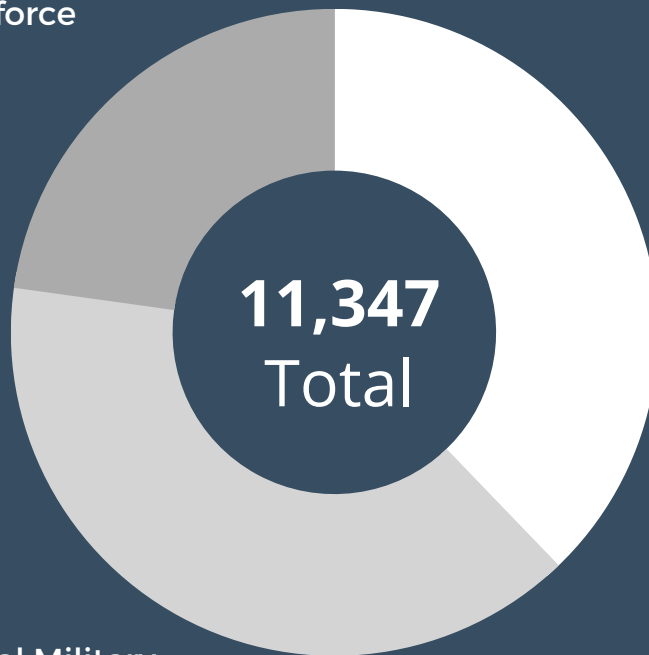


HOLLOMAN AIR FORCE BASE

ECONOMIC IMPACT TO COMMUNITY

\$400 MILLION

Total Civilian Workforce
2,587



Total Dependents
4,289

Total Military
4,471

CONTACT INFORMATION

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49 FSS/FSK Marketing Office
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COMMERCIAL SPONSORSHIP & ADVERTISING

The Commercial Sponsorship Program is a Department of Defense Program, which authorizes Force Support Squadrons to give public recognition and limited advertising in return for sponsorship, e.g., the sponsor name/logo printed on a flyer, program or banner, plus announced at the event. Other base agencies and unofficial organizations and activities may not solicit commercial sponsorship from on-base or off-base businesses. While you may choose to contribute to the Air Force through such organizations, you will lose much of the exposure you would gain through the official Commercial Sponsorship & Advertising Program.

SPONSORSHIP OPTIONS

Direct Financial Support

Cash to be used to offset the costs of events & programs

In-Kind Support

Products or services to enhance events and programs

Prizes

Products, gift certificates and service-related prizes of all types, none too small or large

Program Support

Such as uniforms, equipment, medals, trophies, etc. for various sports programs

Gifts & Donations

Gifts and donations in the form of cash, products & services are accepted and always appreciated. Publicity and recognition for gifts and donations are limited.

AVAILABLE BENEFITS

*Varies per package

- Brand Exposure and Recognition
- Support Military Families & Service Members
- Advertising Opportunities
- Product Placement
- Verbal Recognition at Event
- Logo/Brand on All Pre-Event Advertisements
- Facebook Ads - Event Posters Only
- Booth Space with Ability to Attend Event & Display Banners, Provide Handouts & Promote your Business/Products
- Logo on Premium Giveaways
- VIP access to Entertainment & Base Leadership

EVENTS AT A GLANCE

SUBJECT TO CHANGE

January

- Winter Reading Program (S)
- Motivation is Power (S)

February

- Chocolate STEM (S)
- World Nutella Day Contest (S)
- The Big Game @ Oasis (S)
- Daddy-Daughter Dance (S)
- Valentine Bowling Tournament (S)

March

- Car Show (S)
- Hot Wing Panel (S)
- Easter Eggstravaganza (XL)
- Swim Club (S)
- eSports Tournament (S)
- St. Patty's Party (M)

April

- Backyard Blowout (L)
- Tennis Tournament (S)
- Wine Fest (M)

May

- Top Chef Challenge (S)
- Salsa Contest (S)
- Kids Color Run (S)
- Tacos & Tequila (S)
- Lupus March (S)

June

- Legacy of Liberty Air Show
- Summer Reading Program (M)
- Powerlift Club (S)

July

- Summer Reading Program Party
- Run Club (S)
- Bike Race (S)

August

- Hot Wing Panel (S)
- Potato Recipe Contest (S)
- Back to School Bash (L)
- Powerlift Meet (S)

September

- Pickleball Tournament (S)
- Oktoberfest (L)

October

- Spicy Guacamole Recipe Contest (S)
- Fall Fest (XL)
- Halloween Run (S)
- Sports Day (M)

November

- Thanksgiving Buffet (S/M)
- Beer, Bacon, and Bourbon (M)
- Turkey Shoot (S)
- HBA All-Star Weekend (S)

December

- Christmas Dinner Buffet (M)
- Holiday Reading Program (S)
- Holloman Holidays (XL)
- Ace of Races (L)

Ongoing

- Arts & Crafts (S)
- Bingo (S)
- Laser Tag (S)
- Murder Mystery Dinner (S)
- Control Room Gaming Tournaments (S)

Event Size	XL (>1,000)	L (500-1,000)	M (250-500)	S (+/-100)
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2024 Sponsorship Tiers

SUBJECT TO CHANGE

TITLE SPONSOR

- After Action Report on event
- Logo on all digital and print event marketing materials
- Public address announcement during event
- Booth space, subject to event space (10x10 tent, 6 ft table, 2 chairs)
- Two social media posts
- Logo on event novelty item
- Company advertisement on large video wall during event (outdoor events only)
- Quarter page company advertisement in FSS 'Break' monthly magazine for 1 month
- Digital display ad for 1 month

ASSOCIATE SPONSOR

- After Action Report on event
- Logo on all digital and print event marketing materials
- Public address announcement during event
- Event access for up to 4 people
- One social media post
- Company advertisement on large video wall during event (outdoor events only)
- Quarter page company advertisement in FSS 'Break' monthly magazine for 1 month
- Digital display ad for 1 month

SUPPORTING SPONSOR

- After Action Report on event
- Logo on all digital and print event marketing materials
- Public address announcement during event
- Company advertisement on large video wall during event (outdoor events only)
- Digital display ad for 1 month

HYDRATION SPONSORSHIP

- Logo on water station banner
- Limit 1 sponsor allowed per event

VEHICLE PRESENTATION

- Allows 2 vehicles to be displayed during an event
- Must be in conjunction with sponsorship

2024 Sponsorship Packages

SUBJECT TO CHANGE

A LA CARTÉ OPTIONS

Event Size	Title Sponsor	Associate Sponsor	Supporting Sponsor	Hydration Sponsor
XL (1000+)	\$2,200	\$2,000	\$1,000	\$800 - \$1,000
L (500 - 1,000)	\$1,200	\$1,000	\$500	\$400
M (250-500)	\$700	\$500	\$250	\$200
S (+/- 100)	\$500	\$300	\$150	\$75

BUNDLE OPTIONS

TITLE BUNDLE: \$6,000
 (\$100 SAVINGS)

- 1 Extra Large Event
- 1 Large Event
- 1 Medium Event
- 4 Small Events

SUPPORTING BUNDLE: \$2,000
 (\$350 SAVINGS)

- 1 Extra Large Event
- 1 Large Event
- 1 Medium Event
- 4 Small Events

ASSOC. BUNDLE: \$4,500
 (\$200 SAVINGS)

- 1 Extra Large Event
- 1 Large Event
- 1 Medium Event
- 4 Small Events

HYDRATION BUNDLE: \$1,800
 (\$100 SAVINGS)

- 1 Extra Large Event
- 1 Large Event
- 1 Medium Event
- 4 Small Events

GROW YOUR BUSINESS

On Base Digital Advertising

Digital Screens

Weekly Monthly 3 Month 6 Month

\$40 \$160 \$456 \$864

- 20+ Monitors in High-Traffic Locations
- Updated Weekly
- Specifications:
 - 1080x1920 pixels & 1920 x 1080 pixels
 - Portrait & Landscape Orientation

Bowling Monitors & Mini Scoreboards

Weekly Monthly 3 Month 6 Month

\$35 \$140 \$399 \$756

- 24 Monitors & 24 Mini Scoreboards located in the Striker's Bowling Center
- Updated Weekly
- Specifications:
 - 1920x1080 pixels
 - Landscape Orientation

Base Theater Preview Ad

Weekly Monthly 3 Month 6 Month

\$20 \$80 \$228 \$432

- Show your ad before the screening of each movie. Your ad displays for 10 seconds on a continuous loop before the movie starts. Showings on Fri & Sat.
- Theater Capacity of 250
- Updated Weekly
- Specifications:
 - 1920 x 1080 pixels
 - Landscape Orientation

Website Advertising

- Placed on High-Traffic Pages on www.HollomanFSS.com
- Averaging over 2,200 hits daily

Website Block Ad - Home Page

Weekly Monthly 3 Month 6 Month

\$35 \$140 \$399 \$756

- Specifications:
 - 320x180 pixels
 - Landscape Orientation

Video Wall Advertisement

Outdoor Base Events

Price varies per event

- Your ad displayed on a continuous loop for 10 seconds on our large video wall, used for our outdoor events
- Updated for each event
- Price varies based on expected attendance
- Specifications:
 - 1920 x 1080 pixels
 - Landscape Orientation

Get started today!

Jennifer Kordos

Sponsorship & Advertising Coordinator

Sponsor49FSS@gmail.com

Office: 575-572-3555

Cell: 405-808-2715

EXPAND YOUR AUDIENCE

On Base Indoor Print Advertising Indoor Posters (3-Tier)

Weekly Monthly 3 Month 6 Month
\$15 \$60 \$171 \$324

- Various high-traffic, indoor locations to choose from: Arts & Crafts, Fitness Center, Oasis Bar & Grill, Outdoor Recreation, Club Holloman, FSS HQ, ID Waiting Area, Education Center
- Specifications:
 - 22x28 inches or 24x36 inches
 - Portrait Orientation
 - Cost is per poster, per location

On Base Outdoor Print Advertising Outdoor Posters

Monthly 3 Month 6 Month
\$80 \$228 \$432

- Various high-traffic, outdoor locations to choose from: Base Exchange, Child & Youth Campus, Commissary, Fitness Center, Bowling Center, FSS HQ
- Specifications:
 - 24x36 inches
 - Portrait Orientation
 - Cost is per poster, per location

Banner

Monthly 3 Month 6 Month
\$100 \$285 \$540

- Various locations to choose from
- Specifications:
 - 6x3 feet
 - Landscape Orientation

DESIGN & PRINT
SERVICES
AVAILABLE! SEE
PAGE 11 FOR MORE
INFORMATION



BREAK MAGAZINE

Sizes	Monthly	3 Month	6 Month
Back Cover Size: 8.5 (H) x 5.5 (W) inches (1/4" margin) + (1/8" bleed)	\$400	\$1140	\$2160
Inside Front or Inside Back Cover Size: 8.1 (H) x 5.5 (W) inches (1/4" margin)	\$315	\$897.75	\$1701
Full Page Ads Section Size: 8.1 (H) x 5.5 (W) inches (1/4" margin)	\$225	\$641.25	\$1215
Half Page Ads Section or Category Section Size: 4 (H) x 5.5 (W) inches (1/4" margin)	\$150	\$427.50	\$810
Quarter Page Ads Section or Category Section Size: 3 (H) x 2 (W) inches	\$85	\$242.25	\$459

Images should be in a PDF or JPG, high quality file format with sizing of 300 dpi. Ads are full color on all digital media and within the magazine. All signage must include the following disclaimer: "No Federal endorsement of advertiser(s) intended."

DIGITAL MAGAZINE AVAILABLE ON WWW.HOLLOMANFSS.COM/BREAK
 OVER 1,000 PRINTED MAGAZINES AVAILABLE IN VARIOUS FACILITIES ON BASE

DESIGN & PRINT SERVICES AVAILABLE! SEE PAGE 08 FOR MORE INFORMATION

STUDIO 49

PRICE LIST & ORDER INSTRUCTIONS

PRINTS & COPIES

BLACK & WHITE

8.5x11	\$0.25
11x17	\$0.80

COLOR

8.5x11	\$0.75
11x17	\$1.00

Custom Sizes

Type

Matte Paper
Photo/Sticker Paper
Scrim/Canvas

Cost

\$6.00/sq ft
\$8.00/sq ft
\$10.00/sq ft

PHOTOS, POSTERS & LITHOS

Size	Matte Paper	Photo/Sticker	Scrim/Canvas
4x6	\$1.00	\$1.50 <i>min 5</i>	n/a
5x7	\$1.50	\$2.00 <i>min 5</i>	n/a
8x10	\$3.00	\$4.50	\$6.00
11x17	\$8.00	\$10.00	\$13.00
12x18	\$9.00	\$12.00	\$15.00
18x20	\$15.00	\$20.00	\$25.00
18x24	\$18.00	\$24.00	\$30.00
22x28	\$25.00	\$35.00	\$45.00
24x36	\$36.00	\$48.00	\$60.00

---- For banners and sizes not listed, see "Custom Sizes" options ----
 ---- Round up to the nearest square foot for sizes not listed ----

SERVICES

LAMINATION

8.5x11	\$1.00/sheet
11x17	\$1.50/sheet
Other	\$2.00/linear ft

BOOK BINDING

Spiral & Fast Tack Binding Available

Narrow	\$1.00 + print fee
Medium	\$2.00 + print fee
Wide	\$3.00 + print fee

FOAM BOARD

White Backing	\$3.00/sq ft
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LABOR CHARGE

1 hour min.	\$40.00
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Cutting, Laminating, Mounting, Graphic Design & Other Physical Labor

CUTTING

Up to 500 Sheets	\$1.00/cut
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RUSH ORDERS

Average turnaround time for an order is 10-12 business days WITHOUT a rush

4-Day Turnaround	\$10.00
2-Day Turnaround	\$20.00
24 Hour Turnaround	\$40.00

Please note, acceptance of a rush order is at the discretion of the Marketing Department and dependent on current workload.

HOW TO PLACE AN ORDER

1. Access our request portal by scanning the QR code or by visiting www.HollomanFSS.Marketing
2. Select "Studio49 Outside Order" or "Rush Order"
3. Fill out all applicable categories and attach all necessary materials

Our system automatically generates a 14 business day turnaround, and requests must be dated to reflect this. *If an order is required sooner please select rush order.

Payment is due at pickup. We accept cash, credit/debit card & checks.



Email 49FSSmarketing@gmail.com for assistance with our ticketing system and the ordering process, or scan the QR for a direct link to the order form.



DESIGN SPECIFICATIONS

Digital Display

- 1080x1920 pixels & 1920 x 1080 pixels
- Portrait & Landscape Orientation

Bowling Monitors & Mini Scoreboards

- 1920x1080 pixels
- Landscape Orientation

Base Theater Preview

- 1920 x 1080 pixels
- Landscape Orientation

Website Block

- 320x180 pixels

Video Wall

- 1920 x 1080 pixels
- Landscape Orientation

Indoor Poster

- 22x28 inches or 24x36 inches
- Portrait Orientation

Outdoor Poster

- 24x36 inches
- Portrait Orientation

Banner

- 6x3 feet
- Landscape Orientation

Break Magazine

- **Back Cover**
 - 8.5" (H) x 5.5" (W)
 - 1/4" margin + 1/8" bleed
- **Inside Front/Back Cover**
 - 8.1" (H) x 5.5" (W)
 - 1/4" margin
- **Full Page**
 - 8.1" (H) x 5.5" (W)
 - 1/4" margin
- **Half-Page**
 - 4" (H) x 5.5" (W)
 - 1/4" margin
- **Quarter Page**
 - 3" (H) x 2" (W)

All images should be in a PDF or JPG, high-quality file format with sizing of 300 dpi.

All ads must include the following disclaimer: "No Federal endorsement of advertiser intended."

Design services available at an hourly rate.