



2022

Commercial Sponsorship

Vance Air Force Base, 71st Force Support Squadron



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.


Vance Air Force Base is the home of the 71st Flying Training Wing where one-third of the Air Force's pilots, are trained. Located in Garfield County, Oklahoma, Vance Air Force Base is south of Enid and approximately 90 miles northwest of Oklahoma City. Vance Air Force Base is the northernmost Joint Specialized Undergraduate Pilot Training base in the Air Education and Training Command.

The mission of the 71st Flying Training Wing is to develop professional Airmen, deliver world-class U.S. & Allied pilots and deploy combat ready warriors. Vance is responsible for training Air Force and allied student pilots for worldwide deployment and Aerospace Expeditionary Force support.

Vance Air Force Base is named after Lt Colonel Leon R. Vance, a local World War II hero and Medal of Honor recipient. Originally a flight school that trained more than 9,000 pilots for the Army Air Corps between 1941 and 1945, the base was activated January 13, 1948, within the Air Training Command of the newly formed Air Force.



71st Vance Flying Training Wing



The Air Force Commercial Sponsorship and Advertising Program, in conjunction with the programs of the 71st Force Support Squadron, is the only authorized program providing civilian businesses inside-the-gate promotional benefits and direct access to a military market. 100 percent of the funds received through The Air Force Commercial Sponsorship & Advertising Program go directly into the Morale, Welfare & Recreation (MWR) fund, which is responsible for facilitating on-base special events and programs for military families.

Types of Sponsorship

Gifts and donations are where sponsors donate product, monies or services to a particular Services event or program. Gifts and donations can be accepted for any Services event. Costs of the donation may not be charged in any way to the Federal Government.

Unsolicited sponsorships are initiated by the vendor with a general interest in a particular program or event. The Sponsorship Coordinator works closely with sponsor to identify specific events which match the needs of both parties. Unsolicited Sponsorships are a quick and simple process.

Solicited Sponsorship, the Force Support Squadron publicly announces that they are seeking sponsorship for a particular program or event. Solicited sponsorships have formal type procedures.

Market your business behind the gate with 71st Force Support Squadron (FSS), the most effective way to reach Vance Military, families and Civilian workforce. By becoming a Sponsorship and Advertising Partner, your business will have a competitive advantage, while targeting the financially sound and captive military, families and civilian workforce target markets. Partnering with Vance, in this way, provides base-wide support and increases the quality of life for our military personnel.

Sponsorship provides a way for companies to give financially or in-kind to the Morale Welfare and Recreation programs in exchange for exclusive benefits and access to a diverse military & civilian community. In exchange for financial and in-kind support such as gift certificates, services, food, prizes and giveaways; sponsor are provided publicity through a variety of media channels, recognition on promotional materials and Interactive opportunities.

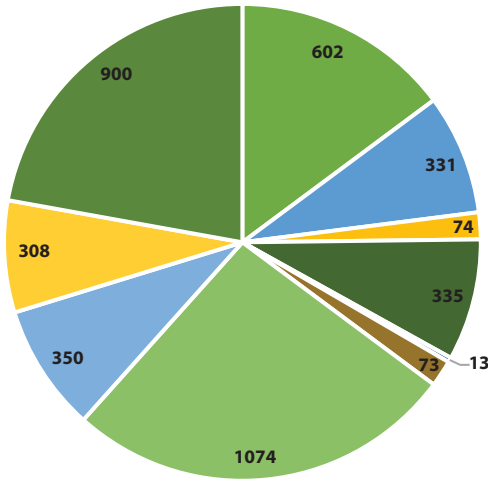
Sponsorship benefits may include:

- Recognition at event through sponsor display or product sampling
- Inclusion in all advertising and event promotional pieces
- Logo/Name recognition on pre-event marketing materials, including event posters and digital screens placed in prominent locations on base
- Acknowledgment/Ad in the Vance Fortnightly Newsletter
- Recognition on social media channel marketing i.e. Vance Force Support Squadron Facebook Page, Instagram, Twitter, and web contests
- Web banner click through ads on the FSS website, www.vanceafb71fss.com
- Advertisement/coupon inserts in Newcomer Orientation Bags
- Opportunity to provide prizes for random winner drawings
- Sponsor provided prizes in conjunction with Online or social media contests
- Celebrity meet and greets
- VIP seating
- Banner displays
- Event After Action Report

Fortnite
Community

As a Vance AFB Commercial Sponsor Partner your targeted marketing messages will reach an audience comprised of 4,060 Vance AFB Military, Families and Civilians, plus local retirees who look forward to morale boosting activities. Your partnership supports Morale, Welfare, and Recreation (MWR) programs that are vital to the Air Force (AF) mission and contribute to the recruitment and retention of the world's greatest Air Force.





- Student Pilots
- Retirees
- Reservists
- Officers
- Navy/Marine
- NAF/DeCA/OSI/AAFES Civilians
- Family Members
- Enlisted
- DoD Civilians
- Contractors/BOS: 900

TOTAL: 4,060

- **Officers: 335**
- **Navy/Marine: 13**
- **Reservists: 74**
- **Student Pilots: 602**
- **Enlisted: 350**
- **DoD Civilians: 308**
- **NAF/DeCA/OSI/AAFES Civilians: 73**
- **Contractors/BOS: 900 (approximately, sourced selection sensitive)**
- **Retirees: 331 (provided by A&FRC)**
- **Family Members: 1074 (provided by MDG)**

Target Marketing



Join the Vance community! 71 FSS has designed programs & events to boost the morale of our military, DoD ID holders, & dependents at Vance AFB. Whether you pick two events or all, Vance welcomes you as a valued part of our community. We are always creating new events throughout the year in FSS.

Programs & Events (subject to change)

Air Birthday Celebration
Egg Hunt
Winter Bazaar & Santa
Halloween Run
Fall Fest
Oktoberfest
Super Bowl Party
Super Bowl Tailgate
Bingo
Arts & Crafts Classes
Sports Day
Haunted Hustle
Month of the Military
Child Celebration Picnic
Purple Up Parade
Valentines Bowling
Valentines Brunch
Irish Bowling Doubles
Monte Carlo Night

Dodge Ball Tournament
Vance's Got Talent
World Wide Golf Day Golf Day
Mother's Day Brunch
Mother's Day Bowling Special
Father's Day Bowling Special
Mardi Gras
Air force Entertainment Shows
Summer Reading Program
No Tap Bowling Tournaments
Bingo Extravaganza
Passport Program
Father's Day BBQ
Fall Bowling League
Vance Prom
Pub Trivia
Newcomers Orientation
Back to School Bash
Info Fair



Annual Partnership Level \$3,500 /ALL FSS EVENTS/ 1 YR

Event Benefits include:

- Exhibitor space at event, canopy if applicable, chairs & table
- Logo on Pre-event marketing Materials & event t-shirt
- Event Sponsor acknowledgment on email and FSS social media
- Sponsor advertisement on digital large scrolling banner on the FSS website www.vanceafb71fss.com with link to business page
- Digital ad on 8 bowling monitors and 8 lower displays
- Banner (sponsor supplies) at event
- Business inserts in monthly Newcomer Bags
- After Action Reports for event

Partner Level \$1400 /4 EVENTS

Event Benefits include:

- Exhibitor space at event, canopy if applicable, chairs & table
- Logo on Pre-event marketing Materials & event t-shirt
- Event Sponsor acknowledgment on email and FSS social media
- Sponsor advertisement on digital large scrolling banner on the FSS website www.vanceafb71fss.com with link to business page
- Digital ad on 8 bowling monitors and 8 lower displays
- Banner (sponsor supplies) at event
- Business inserts in monthly Newcomer Bags
- After Action Reports for event

Partner Level \$700 /2 EVENTS

Event Benefits include:

- Exhibitor space at event, canopy if applicable, chairs & table
- Logo on Pre-event marketing Materials & event t-shirt
- Event Sponsor acknowledgment on email and FSS social media
- Sponsor advertisement on digital large scrolling banner on the FSS website www.vanceafb71fss.com with link to business page
- Digital ad on 8 bowling monitors and 8 lower displays

- Banner (sponsor supplies) at event
- Business inserts in monthly Newcomer Bags
- After Action Reports for event

Supporting Level \$350 /1 EVENTS

Event Benefits include:

- Exhibitor space at event, canopy if applicable, chairs & table
- Logo on Pre-event marketing Materials & t-shirt
- Sponsor acknowledgment on email and social media
- After Action Reports for event

Supporting Level \$150 /1 EVENTS

Event Benefits include:

- Exhibitor space at event, canopy if applicable, chairs & table
- Logo on Pre-event marketing Materials & t-shirt

Attending Partner Level \$50 /Attending the event

Event Benefits include:

- Exhibitor space at event, chairs & table





Support Sports Rise

Arts & Crafts Center customers can order matting, framing or engraving for any range of items and participate in a variety of craft classes.

Outdoor Recreation is designed to provide recreational equipment for the enjoyment of Vance Air Force Base personnel and their families. From camping supplies, boats and campers to household items, sports gear and gardening tools, these items can be rented from Equipment Rental.

Also offered are a driving golf range, rod and gun club, softball field, sand volleyball court, basketball court, tennis courts, two horseshoe pits, a Frisbee golf course, a shaded park with covered pavilions and a children's playground area.

Youth Programs including Child Development Center, School Age Program and Teen Center offer fun and educational activities throughout the year for the kids at Vance.

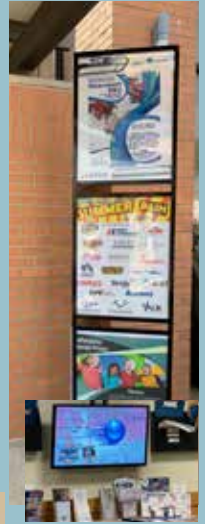
The **Child Development Center** offers developmentally appropriate, full day care for children ages 6 weeks to 6 years of age.

Vance's School-Age Program is a before and after school childcare for children ages 5-12 to ease the burden of parents traveling to and from Department of Defense work duties. The Teen Center offers activities including dances, sporting events and trips for ages 10-18.

The **Falcon's Nest Bowling Center** offers open bowling, bowling birthday party packages for children and adults, league bowling to include intramural and extramural leagues as well as youth league bowling. The Bowling Center offers themed events each month with prize giveaways.

Bradley Fitness and Sports Center keeps airmen physically and mentally fit through basketball/volleyball court, racquetball courts, tennis courts, running track, outdoor swimming pool, group exercise classes, exercise rooms with cardiovascular equipment, free weights, parent child workout room and a variety of challenging events.

Information, Tickets & Travel offers discounted tickets to amusement parks, sporting events, and local entertainment events.



Commercial Advertising offers the opportunity to display your company's information on a variety of print and digital media platforms. Advertisers are guaranteed the promotion of their products, services, and businesses within the Vance AFB military and civilian community.

Website Advertisement \$180/MONTH

We'll place your 1400 x 520 pixels ad on our website, VanceAFB71FSS.com, front page and link it to your site.

Posters \$125/MONTH

We'll place your 22x28" poster in two high traffic locations.

Banners Placement \$125/MONTH

We offer numerous high-traffic banner locations throughout Vance AFB allowing for maximum consumer exposure. Locations at the Softball fields, Outdoor Recreation, Base Pool, Fitness Center.

Bowling Center - \$125/MONTH 1920 x 1080 pixels

Falon's Nest Bowling Center features 8 lanes and is equipped with new, state-of-the-art monitors and an interactive bowling entertainment system. Your advertisements rotate on the monitors that are not in play, providing coverage across the entire bowling center.

Newcomers Orientation \$50/MONTH

Provide promotional materials, ranging from information pamphlets to brand-labelled goodies, for our monthly newcomers orientations for new Airmen and their families. Let your brand be one of the first to welcome them to Vane AFB.

Advertising Opportunities



Angela Schoffstall

Marketing Director

Commerical Sponsorship

71st Force Support Squadron

angela.schoffstall@us.af.mil

vanceservices.sponsorship@gmail.com

580-213-7950



VANCEAFB71FSS.COM



VANCE AIR FORCE BASE

FORCE
SUPPORT SQUADRON



www.vanceafb71fss.com



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