REACHING DYESS AFB
WAYS TO PARTNER
DONATIONS • SPONSORSHIPS • ADVERTISING

7th Force Support Squadron
Dyess Demographics
Commercial Sponsorships
Advertising Opportunities
Personnel Summary by Percentage

Military Personnel Living On And Off Base by Percentage

ON BASE 27.8%
OFF BASE 72.2%
Dyess Air Force Base, Texas -- Fiscal Year 2015

Annual Payroll Summary ($M)

[Bar chart showing:
- TOTAL: $340.1
- APF MILITARY: $217.1
- APF CIVILIAN: $26.4
- NAF CIVILIAN: $3.4
- AAFES CIVILIAN: $1.3
- PRIVATE BUSINESSES: $2.8
- MILITARY RETIREES: $89.1]

Annual Expenditure Summary ($M)

[Bar chart showing:
- TOTAL: $40
- CONSTRUCTION: $12
- MILCON: $0
- SERVICES: $7
- COMMODITIES: $6
- GPC CHARGES: $7
- OTHER: $8]
When you join forces with the 7th Force Support Squadron, by way of sponsorship and advertising, you’ll be on your way to reaching this vast, diverse group of consumers; over 11,500 plus 12,300 retirees in the area. Your advertising and sponsorship supports the military community by helping to fund the moral, welfare, and recreation activities which ease the unique challenges of the military lifestyle at Dyess Air Force Base.

Dyess AFB’s Total Economic Impact to Abilene/Local Area: $412,933,491
SPONSORSHIP OPPORTUNITIES
## Sponsorship Advantages

*Presence at 7th Force Support Squadron Community Events gives you:*

- Direct access to your target market
- Space to showcase your product and logo
- Consumers who can sample your new products
- Name/Brand recognition ("Sponsored in Part by...")
- Print media exposure
- High visibility: your logo on signs, flyers, banners, and table tents displayed on base
- Boost in sales
- Image enrichment
- Improved customer relations

## Events Eligible for Sponsorship

### January
- Winter Comedy Tour (140+)

### April
- Base Wide Easter Egg Hunt (350+)
- Bowling With The Easter Bunny (150+)

### May
- Family Festive Film Fridays (May-August) (400+)
- Golf 4 Kids (May-August) (75+)
- Fitnopoly (80+)
- Team Cohesion Challenge
- America’s Armed Forces Kids Run (200+)

### June
- Father Daughter Dance (150+)
- Dyess Family Base Camp (200+)

### August
- Dyess Golf Championship (75+)

### October
- Operation Dyess Kids (400+)
- Fall Festival and Pumpkin Patch (300+)

### December
- Children’s Holiday Party (1,350+)
- Bowling and Breakfast with Santa (100+)

*When you chooses to promote your business at Force Support Squadron events you reach hundreds, and even thousands of consumers with your on-site signage, product displays, samples, and demonstrations.*
SPONSORSHIP MADE EASY

At Dyess AFB we want to make sponsorship easy! We offer various levels of sponsorship to meet your needs. We offer the following packages, as well as a la cart options.

FLYING HIGH

- $15,000
- Live active presence at 5 Dyess events (non-exclusive)—Booth, presence, one-on-one direct contact with Team Dyess
- Ability to provide promotional materials at base functions as designated
- Banners at events
- Social Media Mentions for event promotion
- Logo on all events selected in the 5 events
- Web Page Advertising - Large Advertisement, Click and link
- 1 Large Panel Advertisement at the Dyess Gym entrance on Front Desk (6 months)
- 19 Media Panel Ads running for 12 Months
- Tee Marker for 12 months at Dyess Mesquite Grove Golf Course
- 1 Cart Art Logo on Golf Cart for 12 months
- 1 Charging Station Advertisement
- Advertising on ALL Dyess Bowling Monitors (general company adv., not event related)
- Prime Advertising Poster in BX Information Center (24 x 30)
- 65% advertising $$ Savings –access to Team Dyess, Priceless

ALL CALL

- $10,000
- Live active presence at 4 Dyess events (non-exclusive)—Booth, presence, one-on-one direct contact with Team Dyess
- Ability to provide promotional materials at base functions as designated
- Banners at events
- Social Media Mentions for event promotion
- Logo on all events selected in the 4 events
- Web Page Advertising - Large Advertisement, Click and link
- 1 Large Panel Advertisement at the Dyess Gym entrance on Front Desk (6 months)
- 19 Media Panel Ads running for 12 Months
- Tee Marker for 12 months at Dyess Mesquite Grove Golf Course
- 1 Cart Art Logo on Golf Cart for 12 months
- Advertising on ALL Dyess Bowling Monitors (general company adv., not event related)
FRONT LINE

- $8,000
- Live active presence at 3 Dyess events (non-exclusive)—Booth, presence, one-on-one direct contact with Team Dyess
- Ability to provide promotional materials at base functions as designated
- Banners at events
- Social Media Mentions for event promotion
- Logo on all events selected in the 3 events
- Web Page Advertising - Large Advertisement, Click and link
- 19 Media Panel Ads running for 12 Months
- Advertising on ALL Dyess Bowling Monitors (general company adv., not event related)

COMMANDER’S CALL

- $5,000
- Live active presence at 2 Dyess events (non-exclusive)—Booth, presence, one-on-one direct contact with Team Dyess
- Ability to provide promotional materials at base functions as designated
- Banners at events
- Social Media Mentions for event promotion

COMMANDER’S CALL (cont.)

- Logo on all events selected in the 2 events
- Web Page Advertising – Banner (no click link)
- 19 Media Panel Ads running for 12 Months
- Advertising on ALL Dyess Bowling Monitors (general company adv., not event related)

SALUTE

- $1,000
- Live active presence at 3 Dyess events (non-exclusive)—Booth, presence, one-on-one direct contact with Team Dyess
- Ability to provide promotional materials at base functions as designated
- Banners at events
- Social Media Mentions for event promotion
- Logo on all events selected in the 3 events
- Web Page Advertising - Large Advertisement, Click and link
- 19 Media Panel Ads running for 12 Months
- Advertising on ALL Dyess Bowling Monitors (general company adv., not event related)
COMEDY TOURS

Estimated Attendance: 150
Exclusive Sponsorship: $500

Each year the Air Force Service Agency provides a little comic relief to our military. Comedy shows are an excellent way to bring attention to your company and spend one-on-one time with those who serve and their guests. Sponsor will benefit from a booth at the event, verbal mention at the event, sponsor’s logo on stage sign at the event, and sponsor’s logo shown on 19 media panels promoting the event.

BASE WIDE EASTER EGG HUNT

Estimated Attendance: 380+
Exclusive Sponsorship: $500

The annual Base Wide Easter Egg Hunt is a huge hit year after year and has grown to be one of the best events for the Dyess Youth Center. We have a tween night hunt as well as a traditional morning hunt for younger children. Sponsor will benefit from a banner at the event, sponsor’s logo on all promotional materials, and an outdoor booth at the event if requested.
**BOWLING WITH THE EASTER BUNNY**

**Estimated Attendance:** 150  
**Candy and Prizes Sponsorship:** $500  
**Photo and Social Media Sponsor:** $250 – Your logo on the bunny backdrop and shared on FSS social media.

Bowling with Bunny! What could be better than hopping over to Dyess Bowling Lanes and hunting for hidden prizes, bowling with the Easter Bunny and having your photo taken with him? Make your company a part of the experience.

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**FAMILY FESTIVE FILM FRIDAYS**

**Estimated Attendance:** 150 per event  
**Exclusive Sponsorship:** $500  

Costumes and PJ’s, fun for everyone! These events will be held on the first Friday of each month. Participants will enjoy crafts, games, free popcorn and drinks! Sponsors will benefit from a booth at the event, verbal mention at the event, sponsor’s logo on stage, and logos on 19 media panels promoting the event. Pre-event video 30 or 60 second on theater big screen. *Video must be provided to FSS marketing in appropriate file format.*
**GOLF 4 KIDS**

*Estimated Attendance: 100+
Sponsorship Opportunities:*

- **Exclusive Sponsorship:** $1,000
- **Course Presence:** $200
- **T-shirt Sponsor:** $200
- **Tee Marker Sponsor:** $450

If golf is your market this is the sponsorship opportunity for you! Reach young golfers and their parents today! Sponsors benefit from a full color, full year tee marker advertisement, sponsor’s logo on all promotional materials, social media mentions, and signage inside Mesquite Grove Golf Course during the month of the program.

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**FITNOPOLY**

*Estimated Attendance: 100
Sponsorship: $500*

Fitnopoly is a monopoly themed game that encourages all civilians, active duty members, and retirees to compete by exercising their way around the board to reach their fitness goals and earn fun prizes! Sponsor will benefit from social media mentions for the duration of the event, sponsor’s logo on promotional materials, sponsor’s logo on participant t-shirts, and the sponsor’s logo on the game board.
TEAM COHESION CHALLENGE

Estimated Attendance: 50+
Exclusive Sponsorship: $1,500

The TCC challenge is a program which provides Airmen an opportunity to participate in Team-based training by incorporating: Fitness, Physical, Social and Spiritual well-being. This program is a professionally designed course which will be set up here at Dyess and built around “GORUCK” programs, a grass roots company that plugs into the young, active, tech savvy! This event will be well attended by participants, spectators, families, and all base personnel are invited to cheer on their favorite team. There’s nothing like a little competition to make things fun! Sponsors will benefit from sponsor’s logo on all promotional materials.
**AMERICA’S ARMED FORCES KID’S RUN**

*Estimated Attendance: 200+
Exclusive Sponsorship: $500*

The world’s largest children’s running event! As part of Armed Forces Day activities in May each year, military dependents here at Dyess and around the world participate in America's Kids Run. The run has been recognized nationally in National Geographic World, National Road Runners Management, Runner World, USA Today, and voted Best Children's Run by Runner World May 2003. Sponsor will benefit from a banner at the event, social media mentions, verbal mention at the event, and sponsor’s logo on all promotional materials.

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**FATHER DAUGHTER DANCE**

*Estimated Attendance: 150+
Sponsorship: $500*

Nothing is more beautiful than seeing the gleam in a little girl’s eye when being escorted to a dance by her daddy. Sponsor will benefit from social media mentions for the duration of the event and sponsor’s logo on promotional materials.
DYESS GOLF CHAMPIONSHIP

Estimated Attendance: 75+

Sponsorship Opportunities:

- **Hole in One Sponsor:** Cost will vary - Right of refusal honored for this event from 2016
- **Food Sponsor:** $500 - In–Kind donation or cash sponsorship available
- **Beverage Cart Sponsor:** $250 - Advertise your company on the beverage cart that is used throughout the event.
- **Booth:** $200/day - Indoor or outdoor booths are available. Peak times pre-game, lunch, and Awards Ceremony.
- **Award Sponsor:** $250 - Your logo or name on player award
- **Vehicle Sponsorship:** $250/2 days - Your vehicle on the greens at specific locations
- **Swag Pack Sponsor:** All and any donations of items and gifts for players accepted and respected. The nature of the fair market value will determine event media benefits.

This event gives all eligible Dyess Golf Course members the opportunity to defend the coveted “Dyess Championship Title”. This is an annual event and brings out both male and female golfers!
OPERATION DYESS KIDS

Estimated Attendance: 400+

Sponsorship Opportunities:

• **T-shirt Sponsor:** $1,000 - Provide funding for T-shirts with Operation Dyess Kids logo and sponsor logo for the event. All participants receive T-shirts.

• **Backpack Sponsor:** $500 - Provide backpacks for each child to carry the items received during their ‘tour’.

• **Food Sponsor:** $500 - Provide food or in-kind food for 300 persons.

• **Beverage Sponsor:** Provide financial or in-kind beverages for luncheon.

• **Welcome Home Sponsor:** $500 - Provide a financial or in-kind mock ‘Welcome Home Party’ booth to welcome the children home from their mock deployment.

• **Booth:** $250

Operation Dyess Kids is a mock deployment that is specifically designed to walk the participating children through an actual deployment; something that is a reality to our families here at Dyess. The participants walk through the process of deployment and the thrill of getting on the plane to depart. Sponsors will benefit from a booth at the event, verbal mention at the event, sponsor’s logo shown on all promotional materials, web site presence, and sponsor’s logo on various physical materials.
DYESS FAMILY BASE CAMP

Estimated Attendance: 200
Multiple Sponsors: $1,000

This is a fun family event that provides Dyess families, sponsors, and friends an opportunity to pitch a tent, cook outdoors, and experience a safe evening of family camping under the direction of our Outdoor Recreation team. Sponsors will benefit from a banner at the event, verbal mentions at the event, sponsor’s logo on all promotional materials, web and social media promotions, and an outdoor booth at the event.

FALL FESTIVAL AND PUMPKIN PATCH

Estimated Attendance: 365+
Fall Festival Sponsor: $500
Pumpkin Patch Sponsor: $500

This event has grown to be one of the most popular events of the year. Children enjoy games, events, candy and trick or treat time and families are able to take photos at the pumpkin patch for a week leading up to the event. All pumpkins are provided to the attendees to take home and carve after the Fall Festival. Sponsor will benefit from sponsor’s logo printed on backdrop signage where family photos are taken.
CHILDREN’S HOLIDAY PARTY

Estimated Attendance: 1,350
Multiple Sponsors: $2,000
Exclusive Sponsorship: $10,000 *2016 First Right of Refusal
Santa Sponsor: $300
Banner Sponsor: $200 per company

The FSS Children’s Holiday Party provides multiple levels of base and community support for the families at Dyess AFB. Sponsors will benefit from sponsor’s logo on promotional materials, sponsor’s logo on ‘Thank You Team Dyess’ Banner at the events, social media mentions, web ads, base wide email, screen splash on every computer at Dyess, and more!

BREACKFAST AND BOWLING WITH SANTA

Estimated Attendance: 150
Prizes Sponsorship: $500
Breakfast Sponsorship: $300
Photo and Social Media Sponsor: $250 – Your logo on the backdrop and shared on FSS social media.

Bowling with Bunny! What could be better than heading over to Dyess Bowling Lanes, bowling and eating breakfast with Santa, and having your photo taken with him? Make your company a part of the experience.
ADVERTISING OPPORTUNITIES
**Electronic Media Screen Ads**

- **Reach:** 3,500+ customers per week
- **Rate:** $150/month
- **Minimum Commitment:** 3 months
- **Specifications:** 300 pixels x 300 pixels/150dpi

These screens are located in high-traffic areas such as the community center, hospital lobby, coffee shop, bowling center, fitness center and more. Advertising space is available on any of our 15 electronic advertising screens located around the base.

**Base Theater Pre-Movie Ads**

- **Reach:** 400+ people per month
- **Rate:** $150/month
- **Minimum Commitment:** 1 month
- **Specifications:** 30 second and 60 second spots – video ready to roll

This is a perfect captive audience. Dyess FSS offer free movies every weekend! Place your commercial, ad, or video in our pre-movie ad placement locations. Limited spots available! Only 5 ads played prior to each movie. Let your business speak for itself!
16 Electronic Lane Monitors

Reach: 2,500+ customers per week  
Rate: $175/month or $550/annual  
Specifications: 7.5x17.5 – Each ad is cycled five times every thirty minutes everyday on all 16 monitors

Dyess Lanes participants are active duty personnel, families, retirees, reservists, leagues and USBC tournaments throughout the year. We have 16 opportunities to get the “ball rolling” on your advertising campaign.

* Art work provided or nominal fee graphic services

Product Sampling/Booth

Reach: varies based upon event and location  
Rate: varies based upon event and location  
Specifications: Gym, BX, Information Center, Events, etc. Please ask your representative for details.

Sometimes it is necessary to physically reach your market and sample your product. This is your opportunity to place your product in the hands of your consumer.
Outdoor Displays
RV/Boat/Auto

Reach: 2,500+ per week
Rate: $275/month
Minimum Commitment: 3 months

We have seven prime locations to place your RV, boat, automobile, or other creative display. These locations are sold by the month and can be reserved for the year.

Digital Marketing
FSS Web Page

Reach: 1,400+ views
Rate:
- Banner: $150/month
- Large Linked Ad: $250/month
Minimum Commitment: 3 months
Specifications:
- Banner: 764x132
- Large Linked Ad: 764x670

Market your business or event on our newly designed FSS web page. This site is where the Dyess community finds information about services that pertain to them and events that are happening in the community. Make sure they see your service or event!
**Banner/Field Advertising**

Reach: varies based upon location  
Rate: $150/month  
**Minimum Commitment:** 3 months  
**Specifications:** Business must provide banner. Some restrictions apply.

Want to maintain a presence on base? Display your business banner at one of our visible locations on base: Fitness Center, Softball Fields, etc.

**Feature Your Business Poster**

Reach: varies based upon location  
Rate: $100/month  
**Minimum Commitment:** 3 months

Display your poster in one of our featured display cases located at various high traffic locations around the base and at our Information Booth located inside the BX!
PHONE AND TABLET CHARGING STATIONS

Reach: varies based upon location
Rate: $2,500/annual
Minimum Commitment: 1 year
Specifications: Includes first Right of Refusal for Renewals!

These are free standing stations and wall mounted stations which will be located in our restaurant, coffee shop, hospital pharmacy, etc. for quick multi-device charging with adaptive fast charging technology.
Dyess Golf Course Advertising

*Get the ball rolling on your target market by advertising your business at the Dyess AFB golf course. These are unique advertising opportunities to be seen year round by the military community, civilians, and retirees. As an advertiser you will receive one annual membership to Mesquite Golf Course.*

**RANGE BALL LOGO DISPLAY**  
*Reach:* 11,000 golfers  
*Rate:* $1,500/1,200 balls  
*Minimum Commitment:* 3 months  
Your logo printed directly on over 1200 range balls that will be used on a daily bases.

**BEVERAGE CART ART**  
*Reach:* 2,800 golfers  
*Rate:* $1,600/annual per cart  
*Minimum Commitment:* 1 year  
*Specifications:* 45x10 inches  
Imagine the effect your advertising dollars will have when every time players reach for a beverage at tournaments, your business information is visible! We have two beverage carts available for advertising.

**TEE MARKERS**  
*Reach:* 11,000 golfers  
*Rate:* $400/annual per tee marker  
*Minimum Commitment:* 1 year  
*Specifications:* 11x17 inches  
Tee off your advertising by placing your ad right in the action of the game. With only 18 full color markers available and a full year of advertising, this is a long-range ad placement.
Dyess Fitness Center Advertising

*Want to Reach the Fitness Savvy Team at Dyess??*

**VINYL WRAPPED FRONT COUNTER**

*Reach:* 216,000/year or 18,000/month  
*Rate:* $800/panel  
*Minimum Commitment:* 6 months  
*Specifications:* Three sizes available - Medium: 48” x 35”, Large: 53” X 35” and Extra Large: 70” X 35”

Your vinyl advertising reaches one of the most visited facility on base because being fit is for everyone, active duty, reserves, civilians, retired, dependents and more! Only five panels available. *Location selection is sold on first come first serve basis.

**BANNER ADVERTISING**

*Reach:* varies based upon location  
*Rate:* $150/month  
*Minimum Commitment:* 3 months  
*Specifications:* Main Gym or Running Track

Both prime locations! Speaks to all Team Dyess: PT, running track, basketball, volleyball, etc. Be viable to every participant that enters the Main Gym Area!
DONATIONS
FINANCIAL AND IN-KIND

Donations to Dyess AFB are very special gifts. Dyess leadership will place your gift to work in the programs which need assistance to continue to serve those who serve! In addition to our gratitude, Dyess will also mention your gift at one of our events should you wish to do so.

YOUR SPONSORSHIPS, DONATIONS, AND ADVERTISING DOLLARS ARE USED TO PROVIDE PROGRAMS FOR HEALTHY MINDS, POSITIVE FAMILIES, AND STRONG BODIES FOR THOSE WHO SERVE. THANK YOU!

YOUR SPONSORSHIP, DONATION, & ADVERTISING REPRESENTATIVE:

SHELLY CHAPMAN
210 THEATER ROAD
DYESS AFB, TX 79607
PH: 325-696-2936
CELL: 325-201-5531
EMAIL: SHELLY.CHAPMAN@US.AF.MIL

Please Note: Each advertisement must include the following approved disclaimer, “Paid ad. No federal endorsement of advertiser(s) intended.” Other Federal Rules may apply. Prominent advertising and outdoor displays (e.g., Fence signs, electronic billboards, or scoreboards) must comply with unified facilities criteria (UFC) 3-120-01, air force sign standard, and MAJCOM installation signage standards along with other applicable design, safety, and engineering standards.