

A white sunburst graphic with vertical and diagonal lines radiating from the center, framing the text.

**DYESS  
AFB**

*Sponsorship  
& Advertising*

**2024**

# MEET THE FSS MARKETING TEAM:



**TRACEY FONTENOT**  
**MARKETING DIRECTOR**



**KRISTEN MOORE**  
**MARKETING ASSISTANT/  
SPONSORSHIP & ADVERTISING  
COORDINATOR**



**JEFFREY BUSTAMANTE**  
**VISUAL INFORMATION  
SPECIALIST**



## WHO ARE WE?

The 7th Force Support Squadron is the most widely diverse organization at Dyess Air Force Base, providing more than 20 different activities to military and their families, as well as the base civilian populace.

Our unit manages food services, lodging, recreational support, youth programs, education, personnel, and manpower. We also maintain a strong military deployment contingent on providing worldwide support.



## WHY PARTNER WITH US?

The Dyess Air Force Base Marketing team can help you connect your brand and business to unique, diverse, and financially stable customers. Partnering with us means joining thousands of military service members, retirees, and their families who count on our programs to boost morale, build strong relationships and bring families together.



# WAYS TO PARTNER WITH US:

## COMMERCIAL SPONSORSHIP

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Sponsors are given the opportunity to promote products and/or services at Dyess AFB that will place them ahead of its competitors by allowing direct engagement with our base populous of 14,431 people. Sponsors provide monetary and/or in-kind items dedicated to enhance a Force Support Squadron program or event.

## ADVERTISING

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Advertising generates revenue for the Dyess AFB military community and advertisers are guaranteed promotion of their products, services, and businesses directly to a hard-to-reach military market.

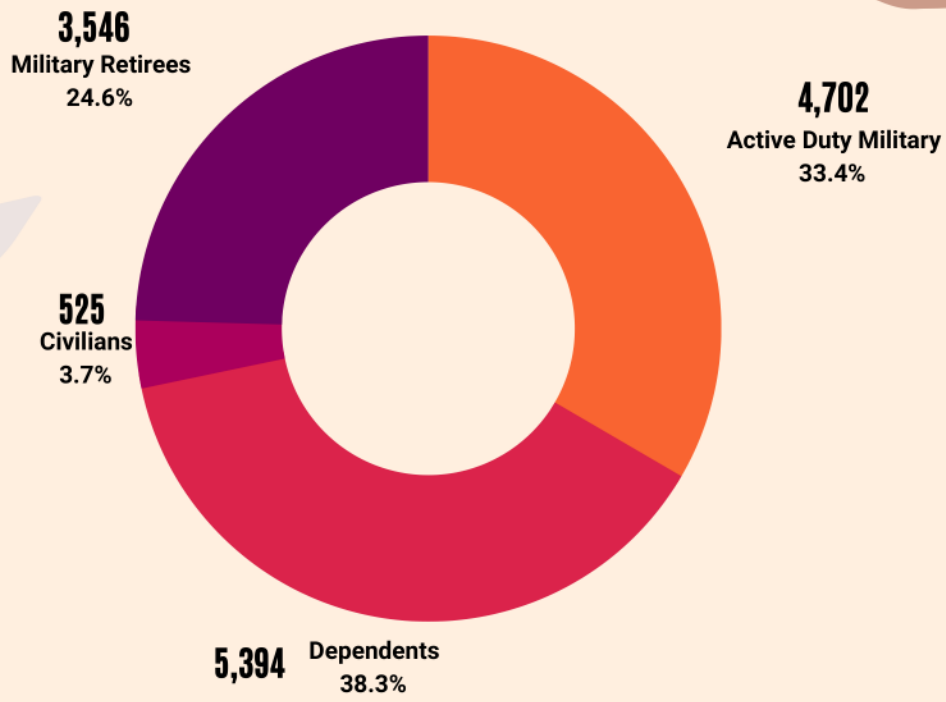
## DONATIONS

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Donations to Dyess AFB, whether financial or in-kind, are not expected, but appreciated! Dyess leadership will place your gift to work in the programs needing assistance to continue supporting those who serve! As a sign of our gratitude, Dyess will mention your gift at the event which the donation is benefiting from.



# DYESS DEMOGRAPHICS:



**14,431\***

**TOTAL  
AUDIENCE**

\*Demographics provided by Dyess AFB  
Economic Impact Statement FY19



# 2024 EVENT CALENDAR

\*These events and dates are subject to change at anytime without notice.















\*Big events listed, please ask us about other great events

EVENT	DATE	HOST	INFORMATION
<b>EASTER EGGSTRAVAGANZA</b>	23 Mar 2024	Youth Center	Base-wide Easter egg hunt with games and pictures with the Easter Bunny! (1000 approx. attendees)
<b>MONTH OF THE MILITARY CHILD BLOCK PARTY</b>	5 Apr 2024	Youth Center	Base-wide Block Party to celebrate the military child, with games, food & more! (1000 approx. attendees)
<b>SUMMER SPLASH</b>	6 July 2024	Dyess FSS	Base-wide pool party with games, prizes and food! (500 approx. attendees)
<b>SPORTS DAY</b>	16 Aug 2024	Fitness Center	Base-wide sports day where squadrons/athletes compete in various sports/activities! (300 approx. attendees)
<b>SUMMER READING PROGRAM</b>	30 Aug 2024	Library	Base-wide end of summer reading party for all ages with games, food & prizes! (200 approx. attendees)
<b>AF BIRTHDAY TRIATHLON</b>	20 Sept 2024	Fitness Center	Base-wide triathlon event to celebrate the Air Force Birthday with prizes! (100 approx. attendees)
<b>SPOOKTACULAR</b>	25 Oct 2024	Dyess FSS	Base-wide trunk-or-treating event with contests and games for the whole family! (1000 approx. attendees)
<b>WINTERFEST</b>	6 Dec 2024	Dyess FSS	Base-wide event where Dyess transforms into a winter wonderland with a tree lighting, food, and holiday activities! (1000 approx. attendees)



# SPONSORSHIP PACKAGES & SUPPORT AMOUNTS:



<b>BENEFITS</b>	<b>PREMIUM</b> Includes 4+ events	<b>ADVANCED</b> Includes up to 3 events	<b>STANDARD</b> Includes 1 event
Logo recognition on digital publicity, including: Facebook & Instagram			
Banner display at on-site events Provided by sponsor			
Emcee recognition at on-site events			
"Thank you" recognition on FSS social media prior and during sponsored events			
Booth space at sponsored events			
Logo displayed on DyessFSS.com event page Duration of 3 months			

**~\$3,500-\$8,000**

**~\$1,500-\$3,000**

**~<\$500**

This is a solicitation for commercial sponsorship by a Non-Appropriated Fund Instrumentality of the United States government. It does not obligate appropriated funds or non-appropriated funds of the government. Deadline for response is one month prior to the desired event and two months prior to air shows. This package, including benefits and rates, are subject to change at any time without notice.



# ADVERTISING RATES:



## AD SCREENS

16"x9" JPEG file

242 screens in 11 facilities.....\$300/month

29,000+ views a month

Minimum commitment: 3 months



## POSTER PRINT

20"x30" poster displayed at up to 3 FSS facilities.

1 FSS Facility.....\$100/month

2 FSS Facilities.....\$190/month

3 FSS Facilities.....\$270/month

Minimum commitment: 3 months



## FLYERS

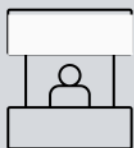
Up to 8.5"x11"

Fitness Center.....\$35/month

Mesquite Grove Golf Course.....\$30/month

Child & Youth Services.....\$30/month

Dyess Lanes Bowling Center.....\$35/month



## BOOTH SPACE

Table space at an FSS facility or base-wide event

FSS Facility/Small Event.....\$200-\$400

Base-Wide Event.....\$400+

Advertiser is responsible for providing the graphics or banners needed for each advertising benefit.

Each advertisement must include the following approved disclaimer: "Paid ad. No federal endorsement of advertiser(s) intended." Other federal rules may apply.



## WEBSITE ADS

27" X 3.5" JPEG FILE

WEBSITE BANNER.....\$200/MONTH

CLICK LINK TO COMPANY WEBSITE.....\$300/MONTH

**MINIMUM COMMITMENT: 3 MONTHS**



## BANNER DISPLAY

PLACED IN DIFFERENT FSS FACILITIES AND LOCATIONS.

3 MONTH DISPLAY.....\$450

6 MONTH DISPLAY.....\$800

12 MONTH DISPLAY.....\$1,500

**MINIMUM COMMITMENT: 3 MONTHS; PRICE PER BANNER**



## "ENJOY DYESS" EMAIL BLAST

2"X2"/130 PX LOGO WILL BE INCLUDED IN THE WEEKLY EMAIL THAT IS SENT OUT TO BASE PERSONNEL.

**4 EMAILS SENT OUT MONTHLY; 2,000+ VIEWS A MONTH**

3 MONTHS.....\$250

6 MONTHS.....\$475

12 MONTHS.....\$850

**MINIMUM COMMITMENT: 3 MONTHS**



## TEE MARKER

A MARKER THAT DISPLAYS YOUR COMPANY'S LOGO AT UP TO 18 GOLF TEE-OFF LOCATIONS.

1 TEE MARKER.....\$475/YEAR

**4,000 VIEWS PER MONTH**



## COUNTER WRAPS

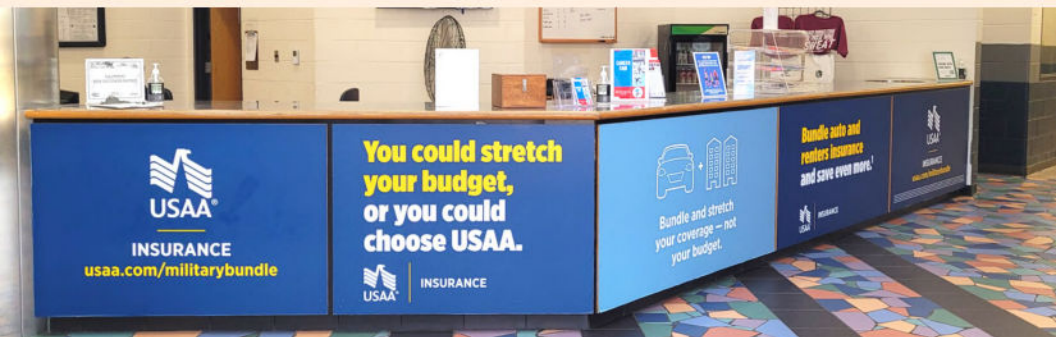
MEDIUM: 48" X 35" | LARGE: 53" X 35" | EXTRA LARGE: 70" X 35"

6 MONTHS.....\$900

12 MONTHS.....\$1600

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**PARTNER  
WITH US  
TODAY!**

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@DYESSFSS



WWW.DYESSFSS.COM