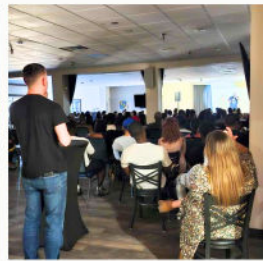
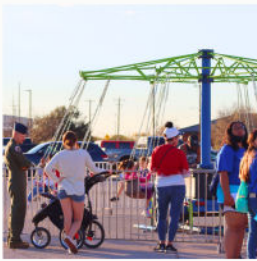


DYESS

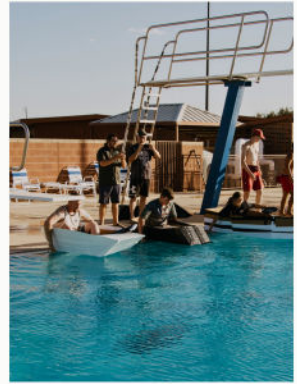
AIR FORCE BASE

2026

Sponsorship & Advertising Packages & Rates



Who Are We?

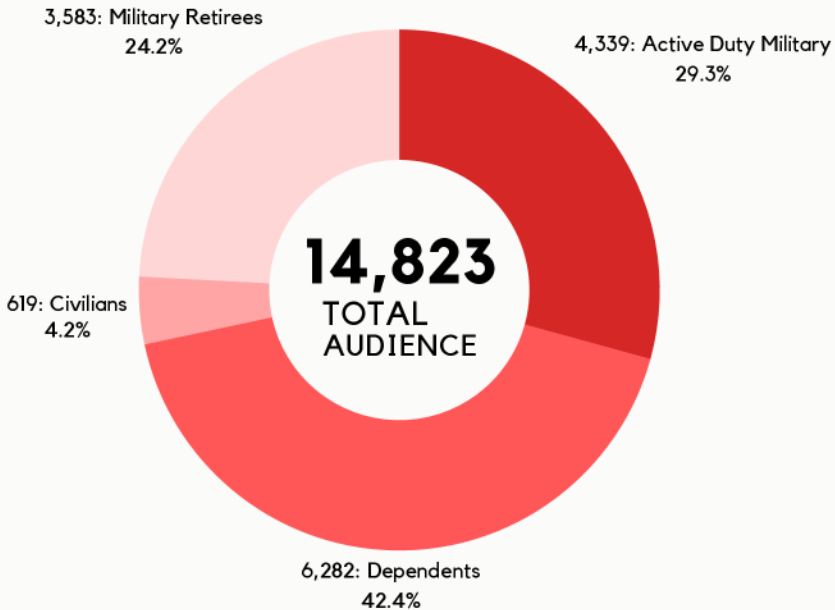


The 7th Force Support Squadron is the most widely diverse organization at Dyess Air Force Base, providing more than 20 different activities to military and their families, as well as the base civilian populace. Our unit manages food services, lodging, recreational support, youth programs, education, personnel, and manpower. We also maintain a strong military deployment contingent on providing worldwide support.



Audience

Economic Impact \$572+ Million



*Demographics provided by Dyess AFB Economic Impact Statement FY24

Growing Numbers

* Analytics for CY25

** 8.1.25-12.31.25



Page Views

**Viewers

Followers



Website: Dyessfss.com



1.1M

57.6K

6,874

Users: 52K

Current 7FSS social media channels

Dyess FSS

dyessfss.com

@dyessfss

@dyessfss

@dyessfss

@dyessfssmarketing618

What is Commercial Sponsorship?

Commercial sponsorship involves a value exchange between FSS and a civilian business, where support either supplements or enhances an activity, event, or program on Dyess. Businesses gain promotional benefits and direct access to the Dyess military market. Support can come in the form of cash, in-kind, or donations. All funds received through the Commercial Sponsorship program are allocated directly to the Morale, Welfare, and Recreation fund, which hosts special events and programs for the Dyess Community. In addition we offer a variety of on-base advertising options, such as screens, banners, and more.

why partner with us?

Partnering with Dyess Air Force Base's Marketing team opens the door to a unique and diverse audience of military service members, retirees, and their families. By joining forces with us, your brand will gain access to a dedicated community that values quality and stability.

- **Reach a Unique Audience:** Connect with thousands of military personnel, veterans, and their families who are engaged and supportive of our programs.
- **Enhance Your Brand Visibility:** Increase your brand's presence and recognition among a financially stable and loyal demographic.
- **Support a Worthy Cause:** Contribute to programs that boost morale, foster strong relationships, and bring families together.

Becoming a sponsor not only elevates your brand but also strengthens the Dyess AFB community. Partner with us to make a lasting impact and enjoy unparalleled exposure.

COMMERCIAL SPONSORSHIP

- Direct Financial Support
 - Cash to be used to offset the costs of events and programs
- In-Kind Support
 - Products or services to enhance events and programs
- Prizes
 - Products, gift certificates, and service-related prizes of all types.
- Program Support
 - Uniforms, equipment, medals, trophies, etc. for various events and sports programs.

Advertising

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

Donations in the forms of cash, products, or services are accepted and always appreciated. Publicity and recognition for donations are not recognized.

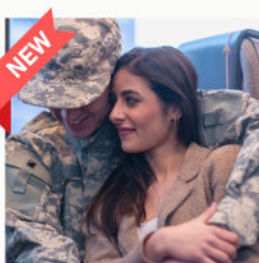
TIER 1 2025 EVENTS



March:
Glow Egg Hunt &
Eggstravaganza
Attendance: 1K +



April:
Month of the Military Child
Attendance: 1K +



**May: Military
Spouse Appreciation**
Attendance: 75+



July:
Summer Splash
Attendance: 600 +



August:
Backpack Brigade
Attendance: 600 +



October:
Spooktacular
Attendance: 2K +



December:
Winterfest
Attendance: 2K +

*These events and dates are subject to change at any time without notice.

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

*New Event eligible for sponsorship

Lancer (Presenting): \$1,700

- Invitation to attend with a 10 X 10 booth space. (1 table & 2 chairs.
- Verbal recognition at event.
- permitted giveaway of promotional swag items and drawings under \$20 value.
- logo on events publicity
- Recognized in event social media campaign
- Base-wide advertisement of sponsorship of event.
- logo on the Dyessfss.com website for the whole month of that event.
- Banner placement at event (provided by Sponsor).

Hercules: \$1,000

- Invitation to attend with a 10 X 10 booth space. (1 table & 2 chairs.)
- Verbal recognition at event.
- permitted giveaway of promotional swag items and drawings under \$20 value.
- logo on events publicity
- Recognized in event social media campaign

Lift: \$500

- Invitation to attend with a 10 X 10 booth space. (1 table & 2 chairs.
- permitted giveaway of promotional swag items and drawings under \$20 value.

Strike: \$300

- Banner placement at event. (banner provided by sponsor)

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.

Become an Annual Sponsor

Annual Lancer: \$4,900

\$1000 Savings

- Choose 3 tier 1 and 5 Tier 2 events.
- 10 X 10 booth space with 1 table & 2 chairs. (tent not included.)
- Listed as Presenting Sponsor
- PA recognition
- permitted to give away promotional swag items and drawings valued at under \$20.
- logo on events Marketing Materials (logo provided by sponsor)
- Recognition on event social media campaign
- Base-wide advertisement as sponsorship of event.
- logo on Dyessfss.com website for the whole month of that event.
- Banner placement at the event (provided by Sponsor).

Annual Hercules: \$3,000

\$800 Savings

- Choose 3 tier 1 events and 5 tier 2 events
- 10 X 10 booth space with 1 table & 2 chairs. (tent not included.)
- PA recognition
- permitted giveaway of promotional swag items and drawings under \$20 value.
- logo on events marketing materials. (provided by sponsor)
- Recognized in event social media campaign

Annual B-ONE: \$1,500

\$150 Savings

- choose 3 tier 1 and 5 tier 2 events.
- PA recognition
- logo on events marketing materials (provided by Sponsor)
- Banner Placement at Event. (provded by Sponsor.)

Programs



- Norwegian Foot March
- Bataan Death March
- 9/11 Memorial Ruck



- Seasonal Themed Bowling events



- Operation Megaphone
- Armed forces Kids Run
- Seasonal sports



- Zombie paintball shoot
- Build A Boat Race
- Hunting/fishing trips



- Instructional Classes



- Themed Monthly First Fridays

B-ONE: \$200

- 10 X 10 booth space. (1 table & 2 chairs. P
- PA recognition
- permitted giveaway of promotional swag items and drawings under \$20 value.
- logo on events publicity
- social media campaign

Herk: \$150

- Banner Placement at Event. (provided by sponsor.)
- PA recognition
- permitted giveaway of promotional swag items and drawings under \$20 value.
- Logo on events publicity

Events and dates are subject to change at anytime without notice.



AD SCREENS

16"x9" JPEG file
 242 screens in 11 facilities.....\$300/month
29,000+ views a month
Minimum commitment: 3 months



WEBSITE ADS

970 x 90 JPEG file
 Website banner.....\$200/month
 Click link to company website.....\$300/month
Minimum commitment: 3 months

250 x 250 JPEG file
 Website Square.....\$100/month
 Click link to company website.....\$200/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



Discover Dyess Newsletter

2"x2"/130 px logo will be included in the weekly email sent out to Email subscribers and posted on social media.
4 emails sent out monthly; 500k+ views annually
 3 months.....\$250
 6 months.....\$475
 12 months.....\$850
Minimum commitment: 3 months



Weekend Downlow Newsletter

2"x2"/130 px logo will be included in the weekly weekend @ Dyess social media posts.

4 posts monthly; 500K+ views Annually

3 months.....\$150

6 months.....\$375

12 months.....\$750

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



FLYERS

Up to 8.5"x11"- views are monthly.

Fitness Center(8k views).....\$35/month

Lift & Strike Park(2k views).....\$30/month

Community Center(3k views).....\$35/month

Dyess Lanes Bowling Center(3k views).....\$35/month

Child & Youth Services(8k views).....\$30/month



COUNTER WRAPS

316"X35": 5 Seperate panels

6 months.....\$900

12 months.....\$1600

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.

DISCOVER DRESS



Use the QR code below to connect with us about sponsorship or advertising.



Contact our Commercial Sponsorship & Advertising coordinator at 325.696.1180