

# WHITEMAN AIR FORCE BASE **SPONSORSHIP AND ADVERTISING**

Stacey Luebrecht  
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# OUR MISSION

The 509th Force Support Squadron (FSS) provides high quality morale, welfare, recreation, and support services to the Whiteman Air Force Base populace. Our facilities and programs are open to active duty military, and guard components or units, DoD civilians, retirees, eligible contractors, and their family members.

# YOUR OPPORTUNITY

Whiteman Air Force Base contributes to the Air Force mission through programs that enhance the quality of life for service members and their families. Known as Morale, Welfare, and Recreation Programs (MWR), these programs support overall military readiness while creating leisure opportunities for our Airmen, their families, retirees, and all other DoD employees.

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# MEET OUR **TEAM**

Meet the 509th Force Support Squadron's Marketing Team that will help you gain thousands of brand loyal customers with exposure in our diverse market!



**SAVANNAH LYNDE**  
Director of Marketing



**ROSLYNN GRISDALE**  
Visual Information  
Specialist



**STACEY LUEBRECHT**  
Commercial Sponsorship  
Coordinator



**HILLARY FRANQUEZ**  
Marketing Assistant

# WHAT WE DO ?

## ADVERTISING

Our advertising program brings you into the homes of our military and civilian personnel and their families. Expand your brand awareness through the 509th Force Support Squadron's advertising program! Reach a unique and dynamic market made up of over 17,000 individuals! We offer many types of advertising opportunities at Whiteman AFB. Let us be your business connection to the military community!

## SPONSORSHIP

Commercial Sponsorship provides support to help finance or provide enhancements for MWR elements of service activities, events, and programs in exchange for promotional consideration and access to the Air Force market. Support may take the form of direct financial and/or in-kind sponsorship. Direct financial support is cash to aid in off-setting event expenditures in exchange for advertisement, brand recognition, and lead generation. An in-kind sponsorship is items or services supplied for the same gain.

## DONATIONS

Donations are always greatly appreciated at 509th Force Support Squadron events! Items given to support team Whiteman are given with no expectation of recognition in return.



## RECURRING EVENTS FOR SPONSORSHIP

- Electronics Bingo
- First Fridays
- Designer Bag Bingo
- Whiteman's Got Talent
- Back to School Bash
- Casino Nights
- Mother/Son Dance
- Father/Daughter Dance
- Monthly 5ks
- Other Various Events!

## LARGE EVENTS FOR SPONSORSHIP

- Boo Bash
- Golf Tournaments
- Easter Eggstravaganza
- Independence Day Celebration
- Christmas Tree Lighting
- Bark in the Park
- Wings Over Whiteman Air Show

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# REOCCURRING EVENT



## TIERS OF SPONSORSHIP

*Don't see something that fits your budget? Contact us and we can help customize a package just for you!*

### **FRIEND.....\$100**

- Includes PA announcements at event
- Logo on event poster

### **SUPPORTER.....\$150**

- Includes Friend sponsorship package
- Table displayed at the event

### **PARTNER.....\$200**

- Includes supporter sponsorship package
- Recognition on Whiteman FSS Facebook Page

### **ADVOCATE.....\$300**

- Includes Partner sponsorship package
- Recognition on Whiteman FSS Website

### **TITLE SPONSOR.....\$500**

- Includes Advocate sponsorship package
- Recognition on 2 Marquees featured on WAFB
- Choice of sponsored area

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# WINGS OVER WHITEMAN

Every two years, Whiteman AFB hosts an open house air show available to the public. At this event, there are over 80,000 people in attendance throughout the event. At our air show we provide some sponsorship levels with the unique opportunity to enjoy the military only pre-show.

## MINUTEMAN MISSILE.....\$500

- o VIP Parking Passes
- o Verbal Recognition
- o Table at Event

## APACHE LONGBOW.....\$1000

- o Includes Minuteman Missile package PLUS
- o Logo on poster at event entrance
- o Additional Verbal Recognition
- o Sponsor Credit on Whiteman FSS Website

## MQ-9 REAPER.....\$2500

- o Includes Apache Longbow package PLUS
- o Logo on Wings Over Whiteman Sponsor Banner

## T-38 FALCON.....\$5000

- o Includes MQ-9 Reaper package PLUS
- o Banner on Main Seating Area
- o 2 Tickets to Performers Party

## A-10 WARTHOG.....\$10,000

- o Includes T-38 Falcon package PLUS
- o Selection from 1 item: Logo on Staff Shirt or Logo on Event Staff Golf Carts

## B-2 SPIRIT.....\$20,000

- o Includes A-10 Warthog package PLUS
- o Center Showcase in 5 Bay Hangar
- o 6 Tickets to Performers Party

**INTERESTED IN SPONSORING A CIVILIAN AERIAL ACT? CONTACT US!  
PRICES FOR THESE SPONSORSHIPS RANGE FROM \$5,000 - \$10,000.**

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# INDEPENDENCE DAY

*Sponsorship of the Independence Day Celebration demonstrates your commitment to the community and your outstanding support of the men and women of the armed forces. Whiteman AFB is America's premier bomber force and home of the stealth bomber - the B-2 Spirit. Our Independence Day Celebration draws a crowd of over 2,000 spectators and is our largest one day event of the year. This event includes a fireworks show, family activities such as inflatables, a petting zoo, and more!*

**PATRIOT.....\$250**

- o PA announcements
- o Logo on event poster

**LIBERTY.....\$500**

- o Includes Patriot package PLUS
- o Table at the event

**INDEPENDENCE.....\$1,000**

- o Includes Liberty package PLUS
- o Recognition on Whiteman FSS Website

**FREEDOM.....\$2500**

- o Includes Independence package PLUS
- o Recognition on Whiteman FSS Facebook

**STARS & STRIPES.....\$5,000**

- o Includes Freedom package PLUS
- o Choice of sponsored area

**AMERICA THE BEAUTIFUL.....\$10,000**

- o Includes Stars & Stripes package PLUS
- o Logo on child locator bracelets
- o Logo and link on Whiteman FSS

**ROCKETS RED GLARE.....\$20,000**

- o Includes America The Beautiful package PLUS
- o Fireworks Sponsor
- o Recognition on the Missions End Marquee

**FIREWORKS, MUSIC, INFLATABLES, PETTING ZOO, PONY RIDES, FOOD, AND FUN!**

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# ADVERTISING RATES

There are approximately 1,600 airmen that live on base and over 15,000 individuals that make up our unique market. Whitemanfss.com receives an average of 20,000 impressions each month. All advertisements are subject to approval by FSS leadership. Due to processing, a minimum of two weeks per advertising placement is required. Artwork can be created in-house for any of the above for \$25/hour or advertiser may submit their own sized artwork.

## STARS & STRIKES BOWLING CENTER

LOCATION	Price/mo	Price/3 mo	Price/6 mo	Price/YR
Overhead Monitors <i>1920x1080px</i>	\$125	\$360	\$725	\$1300
Table Top Napkin Holders (16)	\$50	\$140	\$250	\$425
Poster <i>22x28in</i>	\$75	N/A	N/A	N/A

## WHITEMAN AFB FITNESS CENTER

LOCATION	Price/mo	Price/3 mo	Price/6 mo	Price/YR
Posters <i>22x28in</i>	\$75	N/A	N/A	N/A
Marquee	\$60	\$175	\$345	\$675
Wall Clings <i>Advertiser is responsible for purchase and installation of vinyl wall clings</i>	\$150	\$425	\$800	\$1400

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## ROYAL OAKS GOLF COURSE

LOCATION	Price/mo	Price/3 mo	Price/6 mo	Price/YR
Tee Box/Hole Sponsor <i>18 holes available</i>	\$25/hole	N/A	N/A	\$250/hole
Benches <i>Additional cost for metal plaque</i>	\$50	N/A	N/A	\$425
*Golf Cart Clings <i>Advertiser is responsible for purchase and installation of clings. 20 golf carts in price</i>	*\$500/ tournament	N/A	N/A	N/A

## OZARK DINING FACILITY

LOCATION	Price/mo	Price/3 mo	Price/6 mo	Price/YR
Table Top Napkin Holders (20)	\$50	\$140	\$250	\$425
Poster <i>22x28in</i>	\$75	N/A	N/A	N/A

**ALL ADS MUST INCLUDE THE STATEMENT: "NO FEDERAL ENDORSEMENT INTENDED."**

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## OTHER 509TH FSS FACILITIES

LOCATION	Price/mo	Price/3 mo	Price/6 mo	Price/YR
Mission's End Table Top Napkin Holders (32)	\$50	\$140	\$250	\$425
Monitors <i>Located in four FSS buildings around WAFB</i>	\$50	N/A	N/A	\$500
Spirit Ave. Marquee <i>Located near commissary</i>	\$60	\$175	\$345	\$675
Mission's End Poster <i>22x28</i>	\$75	N/A	N/A	N/A
Mission's End Marquee <i>Located near main gate</i>	\$100	\$295	\$575	\$1000

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## OTHER OPPORTUNITIES

LOCATION	Price/mo	Price/3 mo	Price/6 mo	Price/YR
Whitemanforcesupport.com website logo	\$75	\$220	\$425	\$775
Whitemanforcesupport.com website logo + link	\$100	\$195	\$550	\$950
Hotel Guest Brochure <i>Stealth Life</i>	\$50	N/A	N/A	\$500

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