

Seymour Johnson

AIR FORCE BASE

SPONSORSHIP & ADVERTISING



SEYMOUR JOHNSON AIR FORCE BASE

FORCE
SUPPORT SQUADRON

CURRENT AS OF DECEMBER 12, 2023



Anna Prezbindowski

Advertising & Commercial Sponsorship

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No Federal endorsement of event sponsor(s) intended.

Welcome to Team Seymour!

Thank you for considering a partnership through the 4th Force Support Squadron (4 FSS) Commercial Sponsorship & Advertising Program! This package details a variety of opportunities to allow your business to get involved and reach your military community. The Morale, Welfare and Recreation (MWR) program at Seymour Johnson Air Force Base (SJAFB) operates activities and programs that are open to Active Duty Military, DoD Civilian Employees, Military Retirees, and their families.

Through event and program sponsorship, you will find focused avenues to showcase your business to an economically stable and premier audience. Our events are tailored to improve the quality of life for our brave men and women who sacrifice so much on a daily basis.

Advertising generates revenue for the SJAFB military community and as an advertiser, you are guaranteed promotion of your products, services, and businesses directly to an otherwise hard-to-reach military market.

While you will find information on many of Seymour Johnson's sponsorship opportunities, this package is not all-inclusive. We can customize our partnership based on your company's needs to help you achieve success.

Reach more than 15,000* local customers

With the buying power of more than **\$726,000,000*** Air Force Morale, Welfare & Recreation (MWR) Programs directly contribute to the quality of life of Airmen & their families.

The 4 FSS Sponsorship & Advertising Program is the only entity authorized to offer sponsorship and advertising privileges associated with MWR activities at SJAFB.

Follow our easy 4 step process to get started today!

1 Maximize your Opportunities
Reach out to us to discuss sponsorship opportunities that are right for your business with our Sponsorship Coordinator.

Target Date: 3 months prior to the event

For example, if you would like to sponsor an event in July, please contact us by the end of April.

2 Determine Sponsorship Tier
See the next page to learn about our sponsorship tiers and the benefits afforded to you. Let's work together to support our Airmen and their families! Support can be:

- In-kind: Items, goods or services
- Monetary: Payment accepted via credit, debit, check or cash!

3 Legal Review/Final Approval
After discussing your options with our Sponsorship Coordinator, the agreement is drafted and sent to our Legal Department for review. Once the Legal review is complete, it is sent to the Commander for final approval. Please feel free to contact the Sponsorship Coordinator anytime for more information.

4 Review/Sign Agreement
After the Commander's approval, you will receive an emailed copy of the agreement. Please review the agreement and notify us if there are any adjustments needed. Please sign and return it by email to finalize the agreement.

Discounted rates for multi-event sponsorship!

Custom packages available

Contact us today to see how you can get started

**Anna
Prezbindowski**

**Commercial
Sponsorship
Coordinator**

Email:

udg_4fss_marketing@us.af.mil

Call/Text:

919.722.7154/919.396.2843

Base-Wide Events

Eggstravaganza Easter Event
Independence Day Celebration
Military Family Appreciation
Month of the Military Child
Spouse Appreciation Events
Seymour's Holiday Village
Halloween Spooktacular
Air Force Birthday



Monthly Events

Hearts Apart Dinners
Fitness Fun Runs
Fitness Challenges Library
Storytime



Fun & Family Events

Summer Reading Program Kickoff/Celebration
Mother/Son & Daddy/Daughter Events St
Patrick's Scavenger Hunt
Family Camp Out
Back to School Bash
Purple Up Day
Not So Spooky Storytime
Polar Express Storytime



...and many more!

This is not an exhaustive list. Events may be added or modified to meet the needs of the Team Seymour community. No Federal endorsement of event sponsor(s) intended.

Sponsorship



Benefits*

- Logo on ALL ad materials (Posters, TV ads, Digital, Print, etc.)
- Business name on "Thank You Sponsors" announcement on Strike Eagle Radio ads
- Logo on "Thank You Sponsors" 6 ft banner at event
- Facebook Tag of business page on posts promoting event (must provide Facebook page link)
- Logo recognition on official event photos (will be added to a Facebook album after event)
- Advertising on Digital & Bowling monitors (sponsor must provide ads)
- Sponsor provided Web ad on Home Page w/link (358 x 200 pixels, must provide link)
- Sponsor provided Banner (1) in a high-traffic location on base (3 x 5 feet, horizontal only)
- Ability to attend event & set up an information table (6 ft) with representatives at event
- 30-second radio ad on Strike Eagle Radio (must provide script)
- Certificate of Appreciation signed by the FSS Leadership & Marketing Director (to be received during the event)

We look forward to your partnership!

*Sponsorship benefits vary based on event and sponsorship package. Contact us today to get started.

Strike Eagle Radio

This is not your typical radio station. Strike Eagle Radio is an FSS-branded radio station that is only available on base. Cut out all the other noise and expand your reach with sound marketing!

Every song and every ad played on this radio station is created, operated, and monitored by the 4th Force Support Squadron - so you can be sure your target audience is hearing you. Strike Eagle Radio is an innovative custom music solution that includes family-friendly music, custom messaging and commercial advertising opportunities for businesses and organizations like yours.

1 Do I need to create my own commercial?

Strike Eagle Radio commercials are 30-second ad spots that rotate during our hours of operation. Professionally produced commercials, just like you would hear on a nationally syndicated radio station. You do not need to create your own commercial, unless you want to! We have two options available:

Commercial Production

- If necessary, we'll write/produce one 30-second radio commercial at no extra charge. The produced commercial belongs to you, and is free to use on other platforms. *This is a Production Value of \$150!*

Pre-Produced Commercial

- If you already have a 30-second pre-produced commercial you prefer to use, it can be provided to us in an MP3 format for use on our Strike Eagle Radio station.

2 How much does it cost?

You can advertise on a monthly basis, up to 3-months at a time. To keep things fresh, and your audience engaged, there is a 3-month maximum for each ad placement.

\$100 /month **\$285**/ 3 months

- » 2 commercials/hour; 16/day
- » 3 month maximum
- » Ads must be submitted 14 business days prior to circulation date

3 Why should I invest in a commercial?

Your business or organization will be able to gain valuable exposure to the estimated 1,600+ guests who will spend time at Seymour Johnson Air Force Base every month. Benefits include:

- Create community connections
- Reach a captive audience
- Increase your exposure
- Generate goodwill
- Support a local business

4 I'm ready! How do I secure my spot?

Strike Eagle Radio commercials are affordable and effective, but are only available on a very limited first-come, first-served basis. As a valued partner of Seymour Johnson Air Force Base, we wanted to give your business/organization the first opportunity to participate. Please reach out to our Commercial Sponsorship Coordinator by email at sponsor4fss@gmail.com to get started today!

Scan to hear
a sample ad!



Or visit

<https://bit.ly/3M58Vw3>

Digital Advertising

Continuous advertising in various locations
- Every Day, Each Month, All Year!



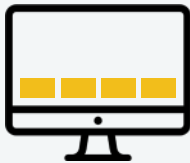
TV Monitors

Must provide ad in a JPG or PDF format.

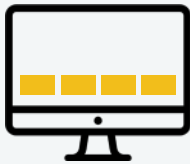
- **\$200** /month **\$570** /3 months **\$1080** /6 months
 - » 24 monitors located in customer-facing, high-traffic locations
 - » Updated weekly
 - » Requirements: 1920 x 1080 pixels, landscape only
 - » 6 month maximum

SJFSS Website

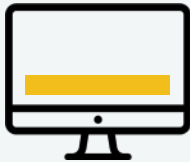
Must provide link and ad in a JPG or PDF format.



- **\$50** /month
 - » Block Ad
 - » Requirements: 358 x 200 px, landscape only
 - » Landing Page Only
(Placed above the contact information on the individual facility pages. For example, Youth Center's page: www.sjfss.com/youth-center)



- **\$75** /month
 - » Block Ad
 - » Requirements: 358 x 200 px, landscape only
 - » Home Page Only
(Placed under the calendar on the home page: www.sjfss.com)



- **\$150** /month
 - » Banner Ad
 - » Requirements: 1200 x 250 px, landscape only
 - » Landing Page Only
(Placed above the contact information on the individual facility pages. For example, Youth Center's page: www.sjfss.com/youth-center)



- » **\$200** /month
 - » Banner Ad
 - » Requirements: 1200 x 250 px, landscape only
 - » Home Page Only
(Placed under the calendar on the home page: www.sjfss.com)

Bowling Lane Monitors

Must provide ad in a JPG or PDF format.



- **\$35** /month **\$189** /6 months **\$336** /year
 - » 16 monitors located inside the bowling alley
 - » Updated weekly
 - » Ads play on a continuous loop while no games are on
 - » Requirements: 512 x 256 pixels, landscape only

The yellow is a representation of the ad size.
Design service available starting at \$25 by
professional graphic designers.

Advertising Avenues

Targeted advertising in high-traffic, locations on base
Design service available starting at \$25.

Outdoors

Fitness Track Banner

- **\$80** /month
 - » Year-Round
 - » Requirements: 2.5 x 5 feet, landscape only
 - » Must provide banner

Fence Banners

- **\$100** /month/location
 - » Various locations to choose from: Mustang Taproom, Dog Park, Tennis Court, Tinker Baseball Field, Youth Center Baseball Field
 - » Year-Round
 - » Requirements: 3 x 5 feet, landscape only
 - » Must provide banner

Splash Pad Banner

- **\$80** /month
 - » Located at the Splash Pad
 - » Seasonal
 - » Requirements: 3 x 5 feet, landscape only
 - » 5 month maximum (May - Sept)
 - » Must provide banner

Pool Banner

- **\$65** /month
 - » Located at the on-base Olympic Pool behind the Fitness Center
 - » Seasonal
 - » Requirements: 3 x 5 feet, landscape only
 - » 5 month maximum (May - Sept)
 - » Must provide banner

Yard Signs

- **\$50** /month/location
 - » Various outdoor locations to choose from: Main Gate, Housing Entrance, Fitness Center, Commissary/Exchange, Dining Facility, Base Theater, Oak Forest Gate, Outdoor Recreation & Compass Café, Bowling Center, Eagles Landing, Mustang Taproom, Slocum Gate
 - » Year-Round
 - » Requirements: 24 x 36 inches, portrait orientation only

Indoors

Flyers

- **\$25** /month/location
 - » Various locations to choose from: Bowling Center, Fitness Center, Outdoor Recreation, Compass Café, Youth Center, Eagles Landing, Kiddie Hawk Playground
 - » Year-Round
 - » Requirements: 8.5 x 11 inches, portrait orientation only
 - » 50 flyer minimum

Posters

- **\$40** /month/location
 - » Various locations to choose from: Bowling Center, Fitness Center, Outdoor Recreation, Compass Café, Youth Center, Eagles Landing, Kiddie Hawk Playground
 - » Year-Round
 - » Requirements: 22 x 28 inches, portrait orientation only

Bowling Tall Tables

- **\$45** /table/month
 - » Year-Round
 - » 6 tables
 - » Requirements: 3 x 3 feet, portrait orientation only

Bowling Trash Receptacles

- **\$30** /receptacle/month
 - » Year-Round
 - » 5 receptacles
 - » Requirements: 27 x 42 inches, portrait orientation only

*We can print your advertising!
Refer to cost sheet on last
page. Discounts available for
multiple prints.*

**All advertisements must include the approved disclaimer:
“No Federal endorsement of advertiser(s) intended.”**

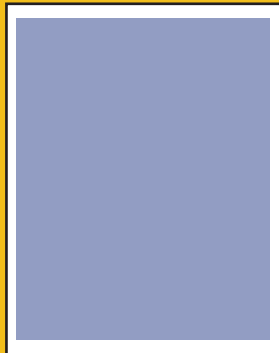
Disclaimer must be one-half the ad text size. We reserve the right to deny any advertisement at any time. Flyer and poster images should be in a PDF or JPG file format with sizing of 150-300 dpi depending on size with no bleeds.

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If needed, print service is available at the rates listed in the “4 FSS Marketing Print Shop Price List” on the last page of this document. Print shop turnaround time depends on the type/amount of the request and the Marketing Department’s workload.

Seymour, Explore More Magazine Advertising

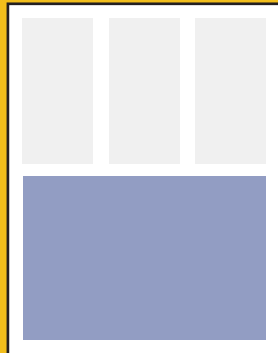
Monthly magazine highlighting FSS events around the base. Discounts available for long-term commitments!



Full Page

\$225/month

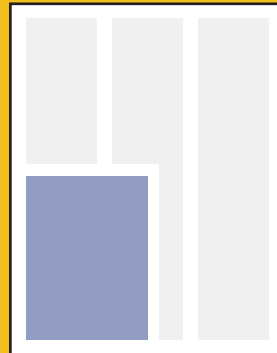
- » Excluding Inside & Back Covers
- » Size Specs: 8.5 x 10.5 in



Half Page

\$135/month

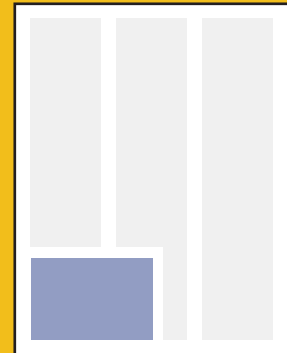
- » Excluding Inside & Back Covers
- » Size Specs: 8.5 x 5.25 in



Quarter Page

\$85/month

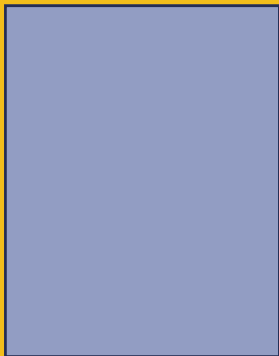
- » Excluding Inside & Back Covers
- » Size Specs: 4.25 x 5.25 in



Eighth Page

\$65/month

- » Excluding Inside & Back Covers
- » Size Specs: 4.25 x 2.5 in



Inside Cover

\$300/month

- » Size Specs: 8.5 x 11 in
- » Limited Availability



Back Cover

\$350/month

- » Size Specs: 8.5 x 11 in
- » Limited Availability

Month of the Military Child Discount

Get a business card-sized ad (3.5 x 2 inches) for only \$30! Only available for the month of April!

Ask how you can get in on this special offer.

Ads can be submitted or created by our graphic designer. Contact us by the 10th of the month prior.

Ads must be submitted by the 10th of prior publication month. Images should be in a PDF or JPG, high quality file format. No bleeds, ads are full color on all digital media and within the magazine. All signage must include the following disclaimer: "No Federal endorsement of advertiser(s) intended."

We can design your advertisement starting at \$25!

4 FSS Marketing Print Shop Price List

919-722-8532

udg_4fss_marketing@us.af.mil

www.sjfss.com

LASER PRINTING - FULL COLOR

Service	Size	1-Sided	2-Sided
Letter - Regular 20lb	8.5 x 11"	\$0.20	\$0.35
Letter - Cardstock 60lb	8.5 x 11"	\$0.30	\$0.55
Tabloid - Regular 20lb	11 x 17"	\$0.50	\$0.60
Tabloid - Cardstock 60lb	11 x 17"	\$0.60	\$0.70

PRINTED PICTURES - FULL COLOR

Service	Size	Price Per Photo	
4x6	4 x 6"	\$0.75	Minimum: 10
5x7	5 x 7"	\$2.00	Minimum: 10
8x10	8 x 10"	\$3.50	Minimum: 10

LARGE FORMAT PRINTING - FULL COLOR

Service	Size	Price Each
Small	16 x 20"	\$9.75
Medium	18 x 24"	\$13
Large	22 x 28"	\$18.50
X-Large	24 x 36"	\$26
XX-Large	36 x 48"	\$52
Small Banner	48 x 24"	\$34.75
Medium Banner	72 x 36"	\$78
Large Banner	96 x 48"	\$138.25

ADDITIONAL SERVICES

Service	Price	
Folding/Cutting	\$0.03 per page	Minimum: 20
Add Grommets	\$0.15 each	Minimum: 4
Programs	Stapled & Folded	\$0.25 per duplexed page Minimum: 25
Lamination	\$3 per square foot	
Stand Rental Fee	Poster, Banner, Yard Sign	\$2 per day
Design Fee	Starting at \$25	

We have additional print sizes available.

Images should be in a PDF or JPG file format with sizing of 150-300 dpi depending on size with no bleeds. Cost may vary depending on how extensive set up is. Turnaround time depends on the type/amount of the request and the Marketing Department's workload.