

Commercial Sponsorship:

The civilian world calls it event marketing or special event sponsorship. Commercial Sponsorship is a "partnership" between an individual agency, company, corporation, or other entity and the 82d SERVICES Squadron, Sheppard AFB.

The sponsor provides products, funds, and/or in-kind services to offset expensed or enhance an event which otherwise may be cost-prohibitive. In return, the sponsors receive public recognition and/or limited advertising, and merchandising benefits.

Types of Sponsorship:

- Direct financial support
- In-kind products, including refreshments
- Transportation services or equipment
- Music instruments, video, audio recording and lighting equipment
- Uniforms, costumes, sports and leisure apparel, medals and Trophies
- Sponsors product premium giveaways to reward participation. Grand prizes such as new cars, recreational vehicles, or home electronics shopping sprees, etc.

• What Can I Sponsor?

AIR SHOW The annual Air Show is open to the public. Attendance averages 33,000 people. SERVICES activities during these events involve providing food, beverages and entertainment for the public attending the event. Commercial sponsors may support SERVICES activities during the Air Show. Sponsors may display banners and receive other types of recognition for the support of the event.

FITNESS PROGRAM Participants take part in fitness programs and athletic events such as 5K run/walks and sports tournaments. Fitness centers have some of the highest usage rates of any facility on the base. May is Fitness Month.

YOUTH CENTER PROGRAM The Youth Center is associated with the Boys & Girls Clubs of America. Recreational programs include dances, parties, sports, arts and crafts, and other cultural activities. April is the Month of the Military Child.

CHILD DEVELOPMENT CENTER has highly qualified staff with age-appropriate developmental programs, including preschool programs and family home day care facilities. The Child Development Centers in the military are rated as some of the best in the nation.

GOLF TOURNAMENTS Excellent 18-hole course with pro shop, driving range, and snack bar. Frequent tournaments are suitable for sponsorship.

BOWLING TOURNAMENTS Sheppard AFB has two Bowling Centers. Each center has 16 lanes, a pro shop, snack bar, and very popular recreational events with high usage rates to include Glow- Bowling. The Bowling Centers provide open and league bowling, instructions, shoe rentals, locker storage, and special events such as tournaments. The Bowling centers have league play and frequent tournaments suitable for sponsorship.

LIBRARY provides reference, research, study materials, and services essential to the Air Force mission. In addition, it supports professional military and voluntary education programs, and the productive use of leisure time. Family activities include various age group reading and cultural awareness programs.

AUTO SKILL CENTER provides equipment and instruction in general car repair and preventive maintenance.

COMMUNITY ACTIVITIES CENTER Community Activities Center offers leisure activities such as theatre groups, dances, personal enrichment classes, talent shows, and cultural heritage programs. The Community Activities Center also arranges the Air Force Tops In Blue talent show. Programs which concentrate on social, educational, cultural and competitive events. These programs include, leisure education, dances, little theater, classical arts, musicals, talent contests, competitive table games, self-directed activities such as music listening, and family-oriented programs. Special programs suitable for sponsorship include seasonal and holiday activities, annual photo and artistic contests, and family involvement programs.

OUTDOOR RECREATION PROGRAM consists of park and picnic areas, water marinas, fishing, hunting, horseback riding, canoeing, camping and cycling. Many other activities including field trips.

INFORMATION TICKETS AND TRAVEL offer discount ticket services for shows, concerts, sporting events, movies, amusement parks, skiing trips and other entertainment activities for travel, leave and vacation plans.

CLUBS FOR ENLISTED AND OFFICERS Offer various types of food and beverage services: Entertainment, catering, game rooms and other special programs. Club membership at AETC facilities is expanded to DoD

federal employees as well. Sponsorship opportunities include membership appreciation programs, Football programs, Holiday Designated Driver, and entertainment shows.

LODGING facilities on AETC Bases comprise one-third of the Air Force's temporary stay rooms. Sheppard AFB has 1347 rooms. An excellent location for sponsors' messages to traveling or newly arriving personnel. Sponsors may be recognized for their support to SERVICES programs in lodging facilities.

DINING facilities provide an excellent atmosphere for enlisted personnel to enjoy meals. Sponsors may be recognized for their support to SERVICES programs in dining facilities.

SPECIAL EVENTS Individual bases may host special events that are open to the public. Examples include fairs, concerts, festivals, athletic competitions and holiday celebrations such as 4th of July Freedom Fest. Sponsorship support to these types of events may be arranged.

SPONSOR ORGANIZED EVENTS – Unsolicited Sponsorships Corporations may develop programs that enhance the morale and welfare of military personnel and their families. Corporations providing programs such as concerts, theatrical productions, tournaments, and tickets to community events may be eligible for recognition as commercial sponsors.