

# COMMERCIAL SPONSORSHIP

— *opportunities at* —

**LOS ANGELES AIR FORCE BASE**

# ABOUT

## 61ST FORCE SUPPORT SQUADRON



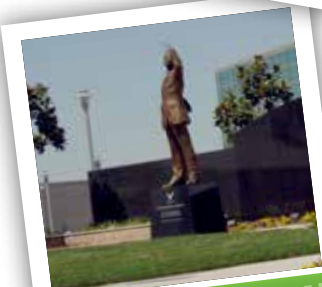
LOS ANGELES AFB



THE GLOBE



FORT MacARTHUR



SCHRIEVER MEMORIAL

The 61st Force Support Squadron (FSS) at Los Angeles Air Force Base contributes to the Air Force mission through programs supporting overall military readiness by enhancing quality of life for Air Force members and their families.

In addition to active duty personnel and families, many squadron programs, facilities and services are available to National Guard, Reserve personnel, Air Force civilian employees, and military retirees.

Our squadron is responsible for several facilities centrally located in El Segundo and Fort MacArthur, San Pedro.

- |                           |                               |
|---------------------------|-------------------------------|
| Airmen & Family Readiness | Harborview Lounge             |
| Child Development Center  | Information, Tickets & Travel |
| Club Food Service         | Lodging                       |
| Club Membership Services  | Orbiter Lounge                |
| Community Center          | Outdoor Equipment Rentals     |
| Family Child Care         | Pool                          |
| Fitness & Sports Centers  | Youth Programs                |

Our focus is to help the war fighters and their families find ways to relax and enjoy the Los Angeles area.



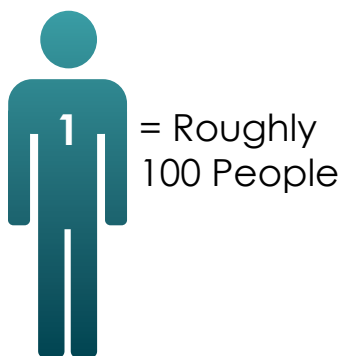
# ECONOMIC IMPACT

## WHAT THE MILITARY BRINGS TO LOS ANGELES

The Space and Missile Systems Center has had a significant effect on the economy of the greater Los Angeles area for almost 60 years. In fiscal year 2011, our military community, along with their families, had an economic impact of over 1.1 billion dollars.

Through our sponsorship and advertising programs, your company has the distinct advantage of marketing directly to Los Angeles AFB military and civilian personnel and their families.

You will find our customers to be well-educated and brand loyal.



 Military  
1664

 Civilian  
1285

 Dependents  
929

 Total  
3878



Figures reflect base personnel only. Our military support community of retirees, National Guard and other military agencies include tens of thousands of additional potential consumers.

# WHAT IS \_\_\_\_\_ COMMERCIAL SPONSORSHIP



FALL FESTIVAL

All FSS programs have a long and well-known reputation for contributing to the Air Force's "great way of life" through a spectrum of recreational and leisure time activities.

Commercial sponsorship provides an opportunity to enhance and expand these vital programs while offering your business a new avenue to increase visibility and awareness of products or services within the Los Angeles Air Force Base and the Southern California military community.



HEALTH & FITNESS FAIR

For more information on how to become a sponsor of Los Angeles Air Force Base, contact us!

**61\_FSS\_Marketing@us.af.mil**  
or visit our website at  
**www.LAAFBForceSupport.com**



HEALTH & FITNESS FAIR

61 FSS Marketing represents commercial sponsorship for Los Angeles AFB only. Air Force-wide level sponsorship is available through our corporate offices. Contact our regional department for details.

# **BENEFITS OF SPONSORSHIP**

## **WHAT'S IN IT FOR YOU AND YOUR COMPANY**

As a commercial sponsor of authorized programs, your business or organization can receive recognition at the event and in all related promotional material.

### ***Some benefits include:***

- Logo on event promotional media
- Recognition in FSS publications
- Sponsorship acknowledgement in event related base-wide emails
- Authorization to display banner and provide handout materials at event(s)

***Help be the power behind the force***



View sponsorship packages and upcoming events on pages 10 and 11

# **EVENT SPONSORSHIP LEVELS**

## **CONTRIBUTIONS AND DONATIONS**

Commercial sponsorship is an opportunity to connect your business with the highly desirable military community. As a sponsor, your company can take advantage of the promotional avenues afforded at a military installation.

Sponsorship can be in the form of monies or in-kind products and serve to enhance events for our service men, women, retirees and their families. Contributions and donations are also accepted and appreciated. Ask about our package deals if you would like to be present at multiple events.

Contact [61\\_FSS\\_Marketing@us.af.mil](mailto:61_FSS_Marketing@us.af.mil) for more information.  
We look forward to seeing you here!

### ***Event Specific Contributions - Any Amount***

- Verbal acknowledgement at event over PA

### ***Other Donations - Any Amount***

- Ticket Donations
- Monies or in-kind products
- Alcohol and Tobacco products not accepted





# **EVENT SPONSORSHIP LEVELS**

## **SELECT YOUR PERFECT PACKAGE**

### ***Silver Level - \$500***

- Your logo on event promotional materials - logo size large
    - *The FORCE Magazine* (bi-monthly publication)
    - Event information on public . com website
    - All printed event media
    - Event information on centrally located base digital signage TVs
  - After action report with event bullets and pictures
- 

### ***Gold Level - \$750***

- Entire Silver Level Package included
  - Booth space at event in high traffic area
  - Business is mentioned at event to provide additional attention to service/product
- 

### ***Platinum Level - \$1,000***

- Entire Gold Level Package included
- Logo in appropriate sponsorship level category on website for up to a year (no links permitted)
- Introduced at event (representative, business and brief description)
- Business category exclusivity possible per event (call for details)

# UPCOMING EVENTS

MARK YOUR CALENDARS



EASTER EGGSTRAV



4TH OF JULY



FALL FESTIVAL



LIGHTING CEREMONY



5K FUN RUNS

## ***Easter Eggstravaganza***

Saturday, 30 March 2013

## ***4th of July***

Thursday, 4 July 2013

## ***Fall Festival***

Saturday, 26 October 2013

## ***Tree Lighting Ceremony***

TBD

## ***5K Fun Runs***

Every Month

## ***Sponsorship by Activity***

Youth Programs  
Fitness & Sports Center  
AF Clubs  
Outdoor Recreation  
Information, Tickets & Travel  
and more!

For Air Force-wide campaigns and programs, please visit [www.reachingtheairforce.com](http://www.reachingtheairforce.com) for more information.



# PAST SPONSORSHIP EVENTS

FRIENDS, FAMILY AND FUN



# “THE FORCE” MAGAZINE

ADVERTISING FOR SO CAL BUSINESSES



Commercial advertising with Los Angeles AFB permits your business to reach the entire base populace of approximately 3900 members of our military community plus thousands of retirees and other military agencies in the Los Angeles area passing through our base.

The *FORCE* magazine is an FSS publication distributed six times a year during alternating months and is used by LA AFB new and existing personnel. Approximately 4,000 printed copies are distributed among FSS facilities, high traffic areas, and over 600 base housing units. With online viewing through our website, [www.laafbforcesupport.com](http://www.laafbforcesupport.com), promotions can be viewed by the general public 24/7.



With a total focus on enjoyment and leisure time, placing your company name in our product will certainly be a positive move.



For more information on how to advertise in FSS publications, contact:

**61\_FSS\_Marketing@us.af.mil**  
or visit our website at  
**[www.LAAFBForceSupport.com](http://www.LAAFBForceSupport.com)**



# **BENEFITS OF ADVERTISING**

## **WHAT'S IN IT FOR YOU AND YOUR COMPANY**

Our customers are well-educated and brand loyal. Through our advertising program, your company has the distinct advantage of marketing directly to military and civilian personnel and their families who live on or near Los Angeles AFB.

### ***Your business may see benefits from:***

- Increased recognition of your brand or service
- Competitive advantage over businesses who do not advertise in a sluggish economy
- Cross-media approach by constantly having your business name in front of potential customers
- Website advertising through an electronic copy of magazine on our website



All paid advertising must be accompanied by  
"No federal endorsement of advertiser intended" disclaimer.  
***View advertising rates on the next page***



# ADDITIONAL ADVERTISING RATES

PER ISSUE, HALF YEAR, FULL YEAR CONTRACTS

## Magazine Advertisements:

### Bi-monthly Issue Rates:

BACK COVER full page	\$700
FULL page	\$500
HALF page	\$300
QUARTER page	\$160

- 1/2 year contract enjoys a 5% discount per issue
- 1 year contract enjoys a 10% discount per issue

### Issue Rates with 1/2yr Contract:

FULL page	\$475
HALF page	\$285

### Issue Rates with 1yr Contract:

FULL page	\$450
HALF page	\$270



## Kiosk Poster Advertisements:

### Monthly Advertising Rate:

Size: 22" x 28"	1 Poster	\$200
	2 Posters	\$375
	3 Posters	\$550

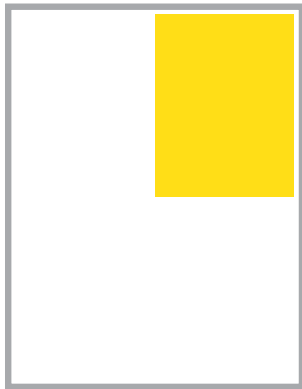
**•Ask us about website advertising!**

Advertising rates are established for camera-ready / full color artwork. All advertising is conditional upon content and available space. Non-contract prices are subject to change.

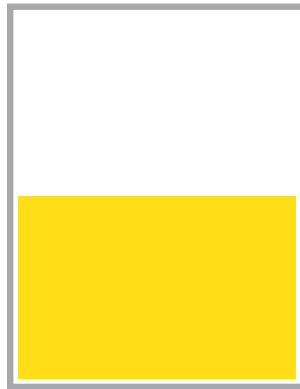
# ADVERTISING REQUIREMENTS

## AD DIMENSIONS, MEDIA & FORMAT REQUIREMENTS, SUBMISSION

### Dimensions:



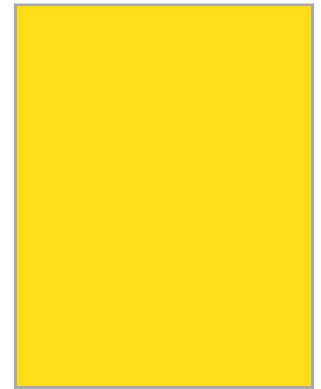
**Quarter Page**  
3.875"w x 5.125"h



**Half Page**  
8"w x 5.125"h



**Full Page**  
8"w x 10.5"h



**Back Cover**  
8.5"w x 11"h w/ 1/2" bleed

### Media & Format Requirements:

**HIGH QUALITY PDF is preferred.**

- PDF files must contain only 4-color process images (CMYK).
- All images provided for ads should be final, color corrected, hi-resolution (300dpi) CMYK files. Hi-Res images should not be scaled more than 115% to maintain image quality.

### Submission:

All ads submitted should be suitable to print as is. 61 FSS Marketing can not be responsible for any errors in content or PDF files prepared incorrectly. All paid advertising must be accompanied by "No federal endorsement of advertiser intended" disclaimer.

E-mail files to [61\\_fss\\_marketing@us.af.mil](mailto:61_fss_marketing@us.af.mil)

Mail to: 61 FSS Marketing  
483 N. Aviation Blvd.  
Bldg. 272, Rm. C2-350  
El Segundo, CA 90245

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**Design services are available. Call (310) 653-5333 for a quote.**

Questions or Concerns, contact (310) 653-5333.

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Ads are positioned in the layout at publisher's discretion with the exception of the back cover. All ads must meet these dimensions. If they do not, the ad will be resized to fit the designated space.

# **SPECIAL THANKS**

**WE APPRECIATE YOU AND ALL YOU GIVE**

***To our sponsors and donators,***

On behalf of the men, woman and families at Los Angeles AFB, as well as the supporting community government members that work and visit here, we would like to give a big thanks to all of you who provide donations and contributions to enhance the morale, welfare and recreation programs and activities offered at LAAFB.



***Thank you for your support!***



# PAST SPONSORSHIP EVENTS

FRIENDS, FAMILY AND FUN



61st Force Support Squadron  
**Commercial  
Sponsorship**

LOS ANGELES AIR FORCE BASE  
**FORCE**  
SUPPORT SQUADRON