

## WHAT ARE YOUR BENEFITS?

Becoming a sponsor provides your business with market exposure to Keesler's military community and will generate increased awareness of your products and services. As a sponsor, your company will be recognized and promoted in a variety of ways to include name/logo on promotional materials and event signage, inclusion in press releases and event announcements, recognition in the base newspaper and in *The Scoop* (81 FSS monthly news publication, circulated to more than 6,000 people) and the opportunity to set up product displays and distribute product information. Benefits are commensurate with the level of support provided.

## EVENTS & PROGRAMS

Commercial Sponsorship permits businesses to sponsor events organized by the Force Support Squadron (FSS). These activities include a variety of fitness and sporting events, outdoor recreation activities, festivals, golf and bowling tournaments, military club functions, educational and youth programs. Sponsorship opportunities are also available for large scale events such as Tops in Blue performances or Air Shows.

## SUPPORT OPTIONS

Keesler FSS can accept direct financial support, in-kind products and services to enhance FSS events and programs. Donation examples include but are not limited to refreshments, merchandise, uniforms, medals, costumes, trophies, transportation equipment or services, musical services, sponsor product premium giveaways to reward participation, and grand prizes such as electronic equipment or new cars.

Sponsorship opportunities are limitless. Call us with your ideas and we'll customize a package to meet our mutual needs.

**81<sup>st</sup> Force  
Support Squadron  
Tel: (228) 377-1597  
Fax: (228) 377-5611**

**Keesler Air Force Base**

**For more information,  
contact Keesler's Commercial  
Sponsorship Coordinator:**

**Tanja Smith**

**81 FSS/FSK  
Locker House  
505 C St., Rm. 5409  
Keesler AFB, MS 39534**



**Federal endorsement of  
sponsors not intended.**

# Commercial Sponsorship Program

**Keesler Air Force Base**

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**SUPPORT  
YOUR  
LOCAL  
TROOPS!**

## WHAT IS COMMERCIAL SPONSORSHIP?

Commercial Sponsorship provides local businesses with an opportunity to expand their market, increase awareness, drive retail traffic and showcase community responsibility. It is an easy and effective way to reach more than 46,000 active duty military, reserve, guard, retiree, civilian, contractor, and family members in the Keesler AFB community; plus, the recognition and publicity your company will receive makes it a “win-win” for all involved.

# WIN-WIN!



**Sponsorship allows your business to reach the 46,000+ people in the military related market at Keesler.**

**PACKAGES CAN BE TAILORED TO MEET YOUR INDIVIDUAL NEEDS!**

**CALL TODAY TO BEGIN YOUR ALLIANCE AND PARTNERSHIP WITH THE KEESLER AFB COMMUNITY!**

# Commercial Sponsorship Reaches Customers!



## OPPORTUNITIES ABOUND

### CONTINUOUS PROGRAMS

- Weekly Dances
- Karaoke Nights
- Wall of Fame Competitions
- Wing Nights
- Contests

### YOUTH/FAMILY PROGRAMS

- Child Pride Day
- Summer/Holiday Camps
- Craft Classes
- Fishing Tournaments
- Family Days
- Story Time
- Talent Contests

### SPECIAL EVENTS

- Open House/Air Shows
- Sponsor Nights
- Cruisin' Keesler
- Outdoor Concerts
- Enlisted Appreciation Day
- Dinner Theaters
- Arts/Crafts/Photography Contests
- Air Force Club Membership Drives
- Professional Boxing Exhibitions
- Football Parties
- Base Picnics
- Base Birthday Bash
- Wrestling Events
- Tops in Blue
- Triathlon
- Slugfests

### SPORTS PROGRAMS

- Runs/Walks
- Leagues
- Tournaments
- May Fitness Month
- Weightloss Competitions
- Body Building Competitions
- Bowling Events
- Golf Events
- Golf T-Markers
- Football Frenzy

### SEASONAL/HOLIDAY PROGRAMS

- Easter Egg Hunt
- Seasonal Festivals
- Christmas in the Park
- New Year's Eve Parties
- St. Patrick's Day 5K
- Valentine Programs
- Halloween Parties
- Mardi Gras

**TOO MANY TO NAME!**