

The information provided below contains summaries, guidelines, important information and distinctions regarding the Marketing and Publicity program for FSS advertising, commercial advertising, commercial sponsorship, and donations to the MWR. These outlets exist to support the MWR elements of FSS programs, IAW AFI 34-104, AFI 34-108, and AFI 34-201.

Funding

Marketing promotes the FSS overall, and the cost for those expenditures are charged to the NAF marketing cost center IAW the AFSVA/FM memo *Proper method to Record Marketing Expenses* on 05 Aug 2015. These costs include, but are not limited to: magazines, .com websites, FSS promotional collateral, and digital screens.

NAF MWR elements should reimburse Marketing for costs to promote their specific activity. An example would be "Outdoor Rec" pens.

APF MWR elements should reimburse Marketing for any "hard" NAF costs (paper, ink and other supplies) used to promote their specific activity or program IAW AFI 34-104

Non-MWR elements should reimburse Marketing for both supplies and NAF labor, as they are completely APF funded and do not contribute to the funding of the Marketing office like NAF facilities IAW AFI 34-104

Publicity

Part of telling the overall FSS story includes putting all of the FSS programs and services on the FSS website, magazine and Facebook posts. Non-MWR programs such as Airman & Family Readiness, the ID Card section, etc. offer very relevant services to our military and their families. However, we will still provide limited publicity for these programs and services, to better serve you and engage our community.

We ask for assistance to better cross-market and facilitate an atmosphere where the MWR and Non-MWR elements work together. We want to do everything we can to work better for you, while remaining compliant to our governing regulations.

Priority for space in NAF funded printed materials, such as magazines, should go to the revenue generating facilities, as the profits from these facilities pay for the publication. When marketing sells advertising for their magazines, this revenue can help pay for the pages assigned to non-revenue generating facilities.

Sponsorship and Advertising

IAW AFI 34-108 (Commercial Sponsorship and Sale of Advertising)

Sponsorship is only for the MWR elements of the FSS; other offices on military installations may not receive sponsors and may not have commercial logos on marketing materials or provide other sponsorship benefits. IAW AFI 34-108 Air Force organizations, even non-MWR activities are not authorized to receive sponsorship benefits by 'partnering up' with an MWR activity, but is authorized to make donations and receive those benefits.

FSS Marketing does not give free advertising, or sponsorship to any of Airman & Family Readiness' referral companies, but they may purchase advertising, become sponsors, or donate to NAF. The same is for all commercial and other Air Force organizations, including the base Exchange. Please ensure you are exercising these options through the proper channels.

Donations

IAW AFI 34-201 (Use of Nonappropriated funds) and AFI 51-601 (Gifts to the Air Force)

Donations to the MWR should go through the Commercial Sponsorship Coordinator, to ensure documentation and a legal review is executed properly. Donations may come from individuals, commercial organizations, or other Air Force organizations. Any donation to the MRW may receive limited recognition IAW AFI 34-201. Donations may be given to offices and organizations outside of MWR, but must first provide details to Holloman's legal office and should receive no recognition without first going through the secretary of the Air Force, IAW AFI 51-601. Donations should not be solicited by anyone.

These are the MWR elements of the FSS:

NAF

- Aero Clubs
- Armed Forces Recreation Centers
- Arts & Crafts
- Automotive Skills Development
- Bowling Centers
- Cabins/Cottages/Cabanas/ Recreational Guest Houses/Family Camps
- Child Development Centers
- Clubs
- Family Day Care Programs
- Golf Courses
- Motion Pictures (Paid Admissions)
- Outdoor Recreation Programs
- Recreation Ticket And Tour
- Snack Bars, Restaurants, Catering
- Unofficial Commercial Travel Services
- Vehicle Storage
- Youth Programs

APF

- Community Center
- Gymnasium
- Fitness Center, Intramural Sports
- Libraries
- Parks And Picnic Areas
- Single Service Member Programs
- Sports/ Athletics (Self Directed, Unit Level, Intramural), Unit Level Programs And Activities



Office of Marketing and Publicity

- Common Support Services (NAF Accounting Office not related to resale, executive control and command supervision, Procurement not related to resale, Human Resources Office)

Here are the Non-MWR elements of the FSS:

- Airman & Family Readiness Center
- Dining Facility
- Flight Line Kitchen
- Linen Exchange
- Lodging Activities
- Manpower
- Military & Civilian Personnel
- Mortuary Affairs
- Post Office
- Prime Ribs