

SPONSORSHIP & ADVERTISING

PARTNER WITH US

**HOLLOMAN AFB**





# FLY FIGHT WIN

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## **ABOUT HOLLOMAN AIR FORCE BASE**

The 49th Wing -- host wing at Holloman Air Force Base -- supports national security objectives by deploying worldwide to support peacetime and war time contingencies. The 49th Wing is the Air Force's premier MQ-9 Reaper (remotely piloted aircraft) and F-16 Fighting Falcon training wing for pilots & sensor operators. Additionally, the wing delivers Air Transportable Clinics and Basic Expeditionary Airfield Resources while providing support to more than 11,000 Active Duty, Guard, Reserve, retirees, DoD civilians and their family members. Holloman is home to the world's longest ( 50,788 feet, or almost 10 miles) and fastest (approaching 10,000 feet per second, or Mach 9) test track. The wing has a proud history of service in World War II, Korea, Southeast Asia, Southwest Asia, and NATO-led Operation Allied Force.

## **SPONSORSHIP & ADVERTISING PROGRAM**

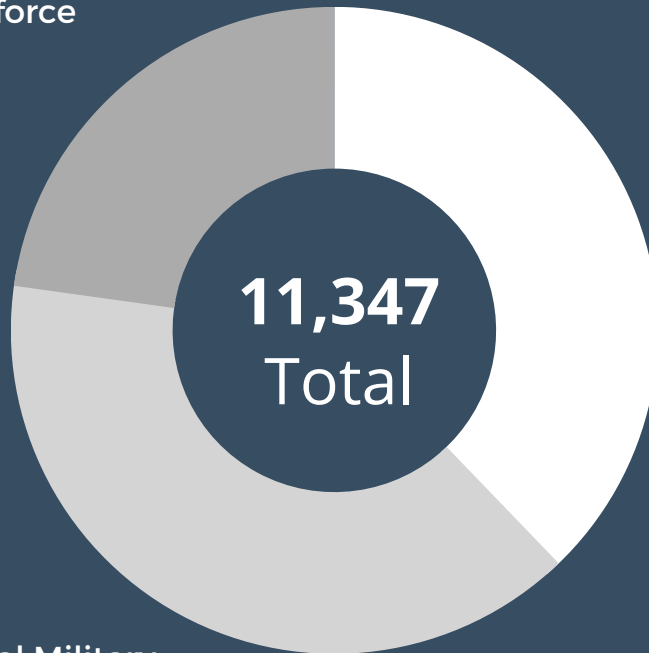
The Sponsorship & Advertising Program grants your business access and exposure to the entire Holloman Air Force Base population. Your support allows for programs & events to be provided free or at a discounted cost for Airmen and families to enjoy while stationed in Alamogordo, New Mexico.

# HOLLOMAN AIR FORCE BASE

## ECONOMIC IMPACT TO COMMUNITY

# \$400 MILLION

Total Civilian Workforce  
2,587



Total Dependents  
4,289

Total Military  
4,471

## CONTACT INFORMATION

### Jennifer Kordos

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49 FSS/FSK Marketing Office  
596 W. 4th St. Bldg 224, Holloman AFB, NM 88330

## COMMERCIAL SPONSORSHIP & ADVERTISING

The Commercial Sponsorship Program is a Department of Defense Program, which authorizes Force Support Squadrons to give public recognition and limited advertising in return for sponsorship, e.g., the sponsor name/logo printed on a flyer, program or banner, plus announced at the event. Other base agencies and unofficial organizations and activities may not solicit commercial sponsorship from on-base or off-base businesses. While you may choose to contribute to the Air Force through such organizations, you will lose much of the exposure you would gain through the official Commercial Sponsorship & Advertising Program.

## SPONSORSHIP OPTIONS

### Direct Financial Support

Cash to be used to offset the costs of events & programs

### In-Kind Support

Products or services to enhance events and programs

### Prizes

Products, gift certificates and service-related prizes of all types, none too small or large

### Program Support

Such as uniforms, equipment, medals, trophies, etc. for various sports programs

### Gifts & Donations

Gifts and donations in the form of cash, products & services are accepted and always appreciated. Publicity and recognition for gifts and donations are limited.

## AVAILABLE BENEFITS

\*Varies per package

- Brand Exposure and Recognition
- Support Military Families & Service Members
- Advertising Opportunities
- Product Placement
- Verbal Recognition at Event
- Logo/Brand on All Pre-Event Advertisements
- Facebook Ads - Event Posters Only
- Booth Space with Ability to Attend Event & Display Banners, Provide Handouts & Promote your Business/Products
- Logo on Premium Giveaways
- VIP access to Entertainment & Base Leadership

# EVENTS AT A GLANCE

**SUBJECT TO CHANGE**

## January

- Winter Reading Program (S)
- Motivation is Power (S)

## February

- Chocolate STEM (S)
- World Nutella Day Contest (S)
- The Big Game @ Oasis (S)
- Daddy-Daughter Dance (S)
- Valentine Bowling Tournament (S)

## March

- Car Show (S)
- Hot Wing Panel (S)
- Easter Eggstravaganza (XL)
- Swim Club (S)
- eSports Tournament (S)
- St. Patty's Party (M)

## April

- Backyard Blowout (L)
- Tennis Tournament (S)
- Wine Fest (M)

## May

- Top Chef Challenge (S)
- Salsa Contest (S)
- Kids Color Run (S)
- Tacos & Tequila (S)
- Lupus March (S)

## June

- Legacy of Liberty Air Show
- Summer Reading Program (M)
- Powerlift Club (S)

## July

- Summer Reading Program Party
- Run Club (S)
- Bike Race (S)

## August

- Hot Wing Panel (S)
- Potato Recipe Contest (S)
- Back to School Bash (L)
- Powerlift Meet (S)

## September

- Pickleball Tournament (S)
- Oktoberfest (L)

## October

- Spicy Guacamole Recipe Contest (S)
- Fall Fest (XL)
- Halloween Run (S)
- Sports Day (M)

## November

- Thanksgiving Buffet (S/M)
- Beer, Bacon, and Bourbon (M)
- Turkey Shoot (S)
- HBA All-Star Weekend (S)

## December

- Christmas Dinner Buffet (M)
- Holiday Reading Program (S)
- Holloman Holidays (XL)
- Ace of Races (L)

## Ongoing

- Arts & Crafts (S)
- Bingo (S)
- Laser Tag (S)
- Murder Mystery Dinner (S)
- Control Room Gaming Tournaments (S)

Event Size	XL (>1,000)	L (500-1,000)	M (250-500)	S (+/-100)
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# 2024 Sponsorship Tiers

***SUBJECT TO CHANGE***

## **TITLE SPONSOR**

- After Action Report on event
- Logo on all digital and print event marketing materials
- Public address announcement during event
- Booth space, subject to event space (10x10 tent, 6 ft table, 2 chairs)
- Two social media posts
- Logo on event novelty item
- Company advertisement on large video wall during event (outdoor events only)
- Quarter page company advertisement in FSS 'Break' monthly magazine for 1 month
- Digital display ad for 1 month

## **ASSOCIATE SPONSOR**

- After Action Report on event
- Logo on all digital and print event marketing materials
- Public address announcement during event
- Event access for up to 4 people
- One social media post
- Company advertisement on large video wall during event (outdoor events only)
- Quarter page company advertisement in FSS 'Break' monthly magazine for 1 month
- Digital display ad for 1 month

## **SUPPORTING SPONSOR**

- After Action Report on event
- Logo on all digital and print event marketing materials
- Public address announcement during event
- Company advertisement on large video wall during event (outdoor events only)
- Digital display ad for 1 month

## **HYDRATION SPONSORSHIP**

- Logo on water station banner
- Limit 1 sponsor allowed per event

## **VEHICLE PRESENTATION**

- Allows 2 vehicles to be displayed during an event
- Must be in conjunction with sponsorship

# 2024 Sponsorship Packages

*SUBJECT TO CHANGE*

## A LA CARTÉ OPTIONS

Event Size	Title Sponsor	Associate Sponsor	Supporting Sponsor	Hydration Sponsor
XL (1000+)	\$2,200	\$2,000	\$1,000	\$800 - \$1,000
L (500 - 1,000)	\$1,200	\$1,000	\$500	\$400
M (250-500)	\$700	\$500	\$250	\$200
S (+/- 100)	\$500	\$300	\$150	\$75

## BUNDLE OPTIONS

**TITLE BUNDLE: \$6,000**  
 (\$100 SAVINGS)

- 1 Extra Large Event
- 1 Large Event
- 1 Medium Event
- 4 Small Events

**SUPPORTING BUNDLE: \$2,000**  
 (\$350 SAVINGS)

- 1 Extra Large Event
- 1 Large Event
- 1 Medium Event
- 4 Small Events

**ASSOC. BUNDLE: \$4,500**  
 (\$200 SAVINGS)

- 1 Extra Large Event
- 1 Large Event
- 1 Medium Event
- 4 Small Events

**HYDRATION BUNDLE: \$1,800**  
 (\$100 SAVINGS)

- 1 Extra Large Event
- 1 Large Event
- 1 Medium Event
- 4 Small Events

# GROW YOUR BUSINESS

## On Base Digital Advertising

### Digital Screens

**Weekly Monthly 3 Month 6 Month**

**\$40 \$160 \$456 \$864**

- 20+ Monitors in High-Traffic Locations
- Updated Weekly
- Specifications:
  - 1080x1920 pixels & 1920 x 1080 pixels
  - Portrait & Landscape Orientation

### Bowling Monitors & Mini Scoreboards

**Weekly Monthly 3 Month 6 Month**

**\$35 \$140 \$399 \$756**

- 24 Monitors & 24 Mini Scoreboards located in the Striker's Bowling Center
- Updated Weekly
- Specifications:
  - 1920x1080 pixels
  - Landscape Orientation

### Base Theater Preview Ad

**Weekly Monthly 3 Month 6 Month**

**\$20 \$80 \$228 \$432**

- Show your ad before the screening of each movie. Your ad displays for 10 seconds on a continuous loop before the movie starts. Showings on Fri & Sat.
- Theater Capacity of 250
- Updated Weekly
- Specifications:
  - 1920 x 1080 pixels
  - Landscape Orientation

## Website Advertising

- Placed on High-Traffic Pages on [www.HollomanFSS.com](http://www.HollomanFSS.com)
- Averaging over 2,200 hits daily

### Website Block Ad - Home Page

**Weekly Monthly 3 Month 6 Month**

**\$35 \$140 \$399 \$756**

- Specifications:
  - 320x180 pixels
  - Landscape Orientation

## Video Wall Advertisement

### Outdoor Base Events

#### Price varies per event

- Your ad displayed on a continuous loop for 10 seconds on our large video wall, used for our outdoor events
- Updated for each event
- Price varies based on expected attendance
- Specifications:
  - 1920 x 1080 pixels
  - Landscape Orientation

Get started today!

**Jennifer Kordos**

Sponsorship & Advertising Coordinator

**Sponsor49FSS@gmail.com**

Office: 575-572-3555

Cell: 405-808-2715



# EXPAND YOUR AUDIENCE

## On Base Indoor Print Advertising Indoor Posters (3-Tier)

**Weekly Monthly 3 Month 6 Month**  
**\$15 \$60 \$171 \$324**

- Various high-traffic, indoor locations to choose from: Arts & Crafts, Fitness Center, Oasis Bar & Grill, Outdoor Recreation, Club Holloman, FSS HQ, ID Waiting Area, Education Center
- Specifications:
  - 22x28 inches or 24x36 inches
  - Portrait Orientation
  - Cost is per poster, per location

## On Base Outdoor Print Advertising Outdoor Posters

**Monthly 3 Month 6 Month**  
**\$80 \$228 \$432**

- Various high-traffic, outdoor locations to choose from: Base Exchange, Child & Youth Campus, Commissary, Fitness Center, Bowling Center, FSS HQ
- Specifications:
  - 24x36 inches
  - Portrait Orientation
  - Cost is per poster, per location

## Banner

**Monthly 3 Month 6 Month**  
**\$100 \$285 \$540**

- Various locations to choose from
- Specifications:
  - 6x3 feet
  - Landscape Orientation

DESIGN & PRINT  
SERVICES  
AVAILABLE! SEE  
PAGE 11 FOR MORE  
INFORMATION



# BREAK MAGAZINE

Sizes	Monthly	3 Month	6 Month
<b>Back Cover</b> Size: 8.5 (H) x 5.5 (W) inches (1/4" margin) + (1/8" bleed)	<b>\$400</b>	<b>\$1140</b>	<b>\$2160</b>
<b>Inside Front or Inside Back Cover</b> Size: 8.1 (H) x 5.5 (W) inches (1/4" margin)	<b>\$315</b>	<b>\$897.75</b>	<b>\$1701</b>
<b>Full Page</b> Ads Section Size: 8.1 (H) x 5.5 (W) inches (1/4" margin)	<b>\$225</b>	<b>\$641.25</b>	<b>\$1215</b>
<b>Half Page</b> Ads Section or Category Section Size: 4 (H) x 5.5 (W) inches (1/4" margin)	<b>\$150</b>	<b>\$427.50</b>	<b>\$810</b>
<b>Quarter Page</b> Ads Section or Category Section Size: 3 (H) x 2 (W) inches	<b>\$85</b>	<b>\$242.25</b>	<b>\$459</b>

Images should be in a PDF or JPG, high quality file format with sizing of 300 dpi. 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."

DIGITAL MAGAZINE AVAILABLE ON [WWW.HOLLOMANFSS.COM/BREAK](http://WWW.HOLLOMANFSS.COM/BREAK)  
 OVER 1,000 PRINTED MAGAZINES AVAILABLE IN VARIOUS FACILITIES ON BASE

DESIGN & PRINT SERVICES AVAILABLE! SEE PAGE 08 FOR MORE INFORMATION

STUDIO 49

# PRICE LIST & ORDER INSTRUCTIONS

## PRINTS & COPIES

### BLACK & WHITE

8.5x11 .....	\$0.25
11x17 .....	\$0.80

### COLOR

8.5x11 .....	\$0.75
11x17 .....	\$1.00

## Custom Sizes

### Type

Matte Paper
Photo/Sticker Paper
Scrim/Canvas

### Cost

\$6.00/sq ft
\$8.00/sq ft
\$10.00/sq ft

## PHOTOS, POSTERS & LITHOS

Size	Matte Paper	Photo/Sticker	Scrim/Canvas
4x6	\$1.00	\$1.50 <i>min 5</i>	n/a
5x7	\$1.50	\$2.00 <i>min 5</i>	n/a
8x10	\$3.00	\$4.50	\$6.00
11x17	\$8.00	\$10.00	\$13.00
12x18	\$9.00	\$12.00	\$15.00
18x20	\$15.00	\$20.00	\$25.00
18x24	\$18.00	\$24.00	\$30.00
22x28	\$25.00	\$35.00	\$45.00
24x36	\$36.00	\$48.00	\$60.00

---- For banners and sizes not listed, see "Custom Sizes" options ----  
 ---- Round up to the nearest square foot for sizes not listed ----

## SERVICES

### LAMINATION

8.5x11	\$1.00/sheet
11x17	\$1.50/sheet
Other	\$2.00/linear ft

### BOOK BINDING

*Spiral & Fast Tack Binding Available*

Narrow	\$1.00 + print fee
Medium	\$2.00 + print fee
Wide	\$3.00 + print fee

### FOAM BOARD

White Backing	\$3.00/sq ft
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### LABOR CHARGE

1 hour min.	\$40.00
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*Cutting, Laminating, Mounting, Graphic Design & Other Physical Labor*

### CUTTING

Up to 500 Sheets	\$1.00/cut
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## RUSH ORDERS

Average turnaround time for an order is 10-12 business days WITHOUT a rush

4-Day Turnaround	\$10.00
2-Day Turnaround	\$20.00
24 Hour Turnaround	\$40.00

*Please note, acceptance of a rush order is at the discretion of the Marketing Department and dependent on current workload.*

## HOW TO PLACE AN ORDER

1. Access our request portal by scanning the QR code or by visiting [www.HollomanFSS.Marketing](http://www.HollomanFSS.Marketing)
2. Select "Studio49 Outside Order" or "Rush Order"
3. Fill out all applicable categories and attach all necessary materials

Our system automatically generates a 14 business day turnaround, and requests must be dated to reflect this. \*If an order is required sooner please select rush order.

Payment is due at pickup. We accept cash, credit/debit card & checks.



Email [49FSSmarketing@gmail.com](mailto:49FSSmarketing@gmail.com) for assistance with our ticketing system and the ordering process, or scan the QR for a direct link to the order form.



# DESIGN SPECIFICATIONS

## Digital Display

- 1080x1920 pixels & 1920 x 1080 pixels
- Portrait & Landscape Orientation

## Bowling Monitors & Mini Scoreboards

- 1920x1080 pixels
- Landscape Orientation

## Base Theater Preview

- 1920 x 1080 pixels
- Landscape Orientation

## Website Block

- 320x180 pixels

## Video Wall

- 1920 x 1080 pixels
- Landscape Orientation

## Indoor Poster

- 22x28 inches or 24x36 inches
- Portrait Orientation

## Outdoor Poster

- 24x36 inches
- Portrait Orientation

## Banner

- 6x3 feet
- Landscape Orientation

## Break Magazine

- **Back Cover**
  - 8.5" (H) x 5.5" (W)
  - 1/4" margin + 1/8" bleed
- **Inside Front/Back Cover**
  - 8.1" (H) x 5.5" (W)
  - 1/4" margin
- **Full Page**
  - 8.1" (H) x 5.5" (W)
  - 1/4" margin
- **Half-Page**
  - 4" (H) x 5.5" (W)
  - 1/4" margin
- **Quarter Page**
  - 3" (H) x 2" (W)

**All images should be in a PDF or JPG, high-quality file format with sizing of 300 dpi.**

**All ads must include the following disclaimer: "No Federal endorsement of advertiser intended."**

**Design services available at an hourly rate.**