

MILITARY IMPACT

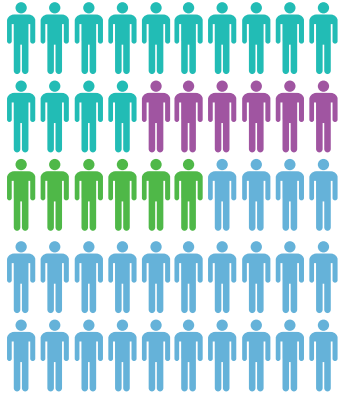


1. The military market is a large consumer group that is often overlooked.
2. Military families have at least one source of stable income.
* Average annual pay is \$33,927 (enlisted) & \$87,194 (officer).
3. The military community is a large and diverse melting pot.

POPULATION

OF PEOPLE WORKING/LIVING ON TAFB

26,000 STRONG



- ACTIVE DUTY
- RESERVE MILITARY
- CIVILIANS
- DEPENDENTS

TRAVIS AFB SUPPORTS AN ADDITIONAL

*ADDITIONAL PEOPLE IS DEFINED AS CIVILIAN RETIREES, MILITARY RETIREES & FAMILY WITHIN A 50 MILE RADIUS FROM TRAVIS AFB.

300,000 PEOPLE

TRAVIS AFB IS THE LARGEST EMPLOYER IN SOLANO COUNTY

FAM ADVERTISING OPTIONS

DIGITAL ADVERTISEMENTS



DIGITAL DISPLAY

DIGITAL ADS ARE DISPLAYED ON 36" - 40" LCD SCREENS IN 18 FACILITIES ACROSS TRAVIS AFB, 32 SCORE-KEEPING SCREENS AT OUR TRAVIS BOWL, AS WELL AS TV GREETING SCREENS IN 561 ROOMS AT OUR ON-BASE LODGING FACILITY, WESTWIND INN. THAT'S A TOTAL OF 611 VIEWING SCREENS FOR YOUR ADVERTISING.



E-NEWSLETTER

OUR WEEKLY ELECTRONIC NEWSLETTER, THE "E-SNAPSHOT," IS EMAILED TO EVERYONE AT TRAVIS AFB AND TO OUR ADDITIONAL 2,000 OPT-IN CUSTOMERS. ALSO, WE PUBLISH OUR NEWSLETTER ONLINE AND ON FACEBOOK FOR MAXIMUM COVERAGE.



WEBSITE

GAIN EXPOSURE THROUGH OUR WEBSITE (TRAVISFSS.COM) BY ADVERTISING WITH FULL ACCESS MARKETING. OUR WEBSITE GENERATES AN AVERAGE OF 10,000 USERS AND UPWARDS OF 40,000 VIEWS PER MONTH.

PRINTED ADVERTISEMENTS



ADVERTISING POSTERS

INCLUDES POSTERS RANGING FROM 11" X 17" TO 24" X 56" DISPLAYED AT 10 OF OUR HIGH TRAFFIC AREAS THROUGHOUT BASE. CAN ALSO INCLUDE DOOR POSTERS (8.5" X 14") DISPLAYED AT 18 OF OUR HIGH TRAFFIC AREA THROUGHOUT TRAVIS AFB.



BANNERS

EACH VINYL BANNER IS PLACED OUTSIDE A HIGH TRAFFIC LOCATION TO MAXIMIZE THE VISIBILITY OF YOUR AD.



MOST POPULAR

PUBLICATIONS/MAGAZINE

"THE ADVENTURE GUIDE" IS THE MOST RECOGNIZED PUBLICATION ON TRAVIS. THE ADVENTURE GUIDE HIGHLIGHTS ADVENTURE PROGRAMS, TRIPS, TOURS AND TICKETS OFFERED TO TRAVIS PERSONNEL AND THEIR FAMILIES. THIS MAGAZINE IS PRINTED QUARTERLY WITH 5,500 COPIES THAT ARE DISTRIBUTED AROUND BASE. AFTER THE FIRST MONTH OF DISTRIBUTION, COPIES ARE USUALLY GONE; THIS IS ONE OF THE HOTTEST ADVERTISING OPPORTUNITY AT TRAVIS!

SPONSORSHIP

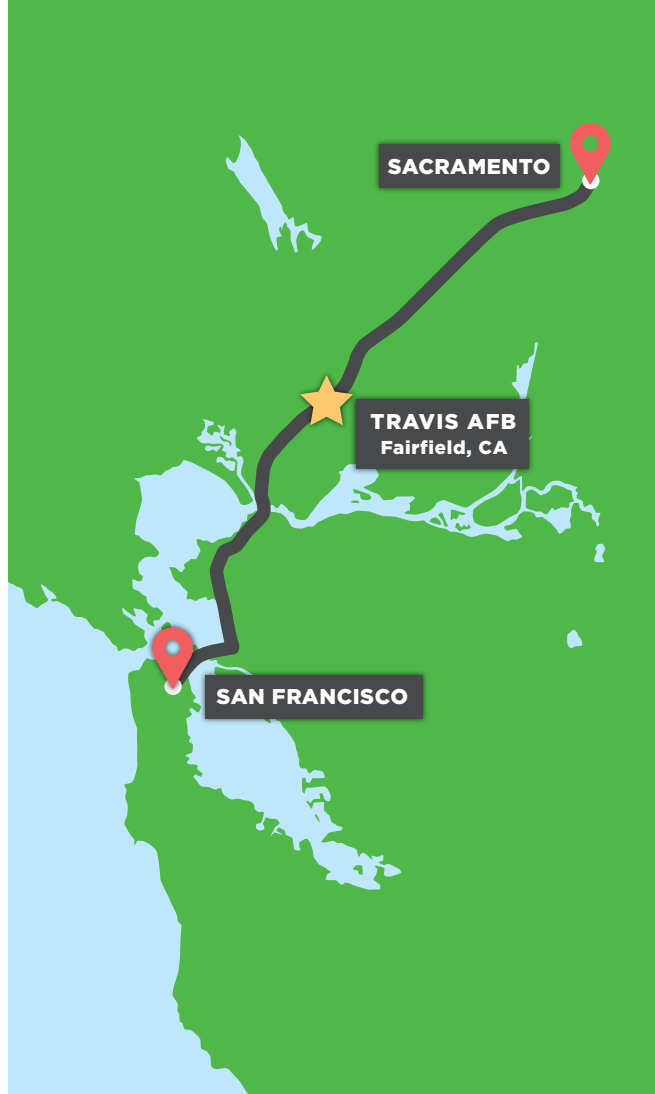
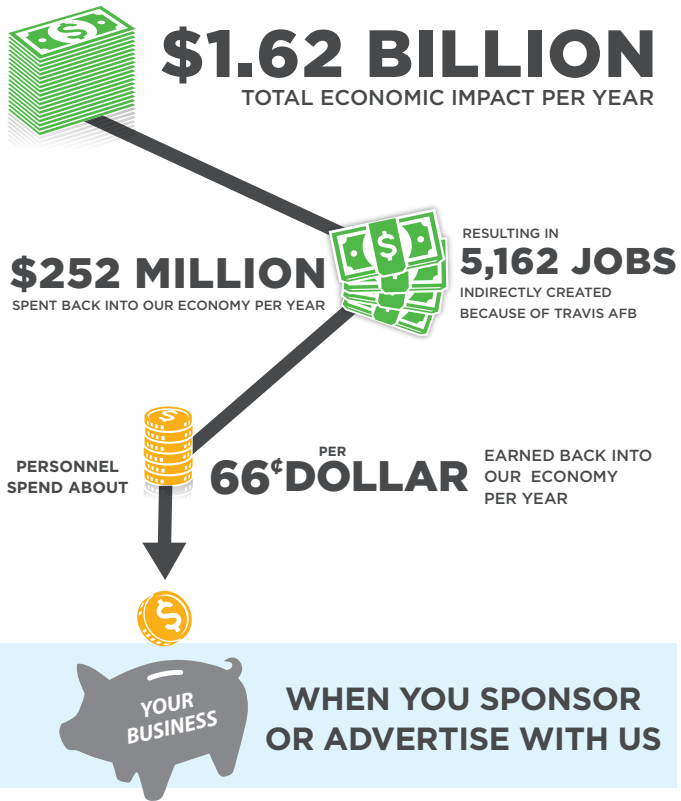
FULL ACCESS MARKETING (FAM) IS A PART OF THE TRAVIS FORCE SUPPORT SQUADRON (FSS). FOR MANY YEARS, FAM HAS BEEN A LEADER IN DEVELOPING PROGRAMS AND EVENTS FOR MILITARY PERSONNEL AND THEIR FAMILIES. THESE EVENTS & PROGRAMS PROVIDE A WIDE RANGE OF OPPORTUNITIES TO SHOWCASE YOUR BUSINESS, WHILE CREATING PRODUCT AWARENESS AND BRAND LOYALTY TO AUDIENCES RANGING FROM HUNDREDS TO THOUSANDS. PLEASE ALLOW US TO FACILITATE YOUR DIRECT ACCESS TO THE MILITARY MARKET AND OFFER A SOLID RETURN ON YOUR INVESTMENT. ALL EVENTS HAVE CUSTOM PARTNERSHIP LEVELS TO SUIT YOUR BUSINESS NEEDS. TO LEARN HOW WE CAN DRIVE TRAFFIC FOR YOUR BUSINESS, **CALL (707) 424-5892.**

EVENTS AT TRAVIS AFB INCLUDE:



OKTOBERFEST, FAMILY FUN NIGHT, FISHING DERBY, GOLF TOURNAMENTS, CLUB MEMBERSHIP DRIVE, FACEBOOK BINGO, SUMMER READING PROGRAM, OUTDOOR ADVENTURE PROGRAMS, HALF MARATHON, GLOW GOLF AND SO MUCH MORE. TO FIND OUT ABOUT UPCOMING EVENTS, **CALL (707) 424-5892.**

TRAVIS AIR FORCE BASE'S TOTAL ECONOMIC IMPACT



CONNECT WITH US

- (707) 424-5892
- 540 AIRLIFT CIRCLE BLDG. 381 F100
TRAVIS AFB, CA 94535
- [INSTAGRAM.COM/TRAVISFSS](https://www.instagram.com/travisfss)
- TRAVIS FORCE SUPPORT SQUADRON

WWW.TRAVISFSS.COM



★ **ON TARGET** ★
ENGAGING YOUR MILITARY COMMUNITY



**SPONSORSHIP &
ADVERTISING**

**TRAVIS AIR FORCE BASE
FORCE SUPPORT SQUADRON**

FAIRFIELD, CALIFORNIA

ABOUT US

TRAVIS AIR FORCE BASE

IS NESTLED IN EAST FAIRFIELD, ABOUT 52 MILES FROM SAN FRANCISCO & 40 MILES FROM SACRAMENTO. FULL ACCESS MARKETING (FAM) IS A PART OF THE FORCE SUPPORT SQUADRON (FSS) IN TRAVIS AFB, FAM IS RESPONSIBLE FOR MARKETING EVENTS AND PROMOTIONS TO OUR LOCAL MILITARY POPULATION. IF YOUR COMPANY IS LOOKING TO TAP INTO THE MILITARY MARKET AND WOULD LIKE ACCESS TO OUR EXCLUSIVE AND LOYAL MILITARY CUSTOMER BASE PARTNER WITH FULL ACCESS MARKETING. WITH THIS PARTNERSHIP, YOUR COMPANY CAN DIRECTLY MAKE A DIFFERENCE TO YOUR LOCAL MILITARY COMMUNITY. IN ADDITION, TRAVIS' ECONOMIC IMPACT CAN MAKE A HUGE IMPACT ON YOUR BUSINESS.

