



TRAVIS AFB SPONSORSHIP AND ADVERTISING



**THE MARKETING
TEAM**
#WEGOTYOU

SPONSORSHIP + ADVERTISING COORDINATOR

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MARKETING DIRECTOR

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EXPAND YOUR REACH

OUR REACH



PRINT ADS



DIGITAL ADS



QUARTERLY MAGAZINE



E-NEWSLETTER



BANNERS



SOCIAL MEDIA



FSS FACILITIES

AERO CLUB
AIRMAN + FAMILY READINESS
ARTS + CRAFTS / AUTO HOBBY
TRAVIS BOWL
DB400
CYPRESS LAKES GOLF COURSE
EDUCATION CENTER

FITNESS CENTER
HUMAN RESOURCES
MITCHELL MEMORIAL LIBRARY
OUTDOOR RECREATION
TRAVIS MARINA
WESTWIND INN
YOUTH CENTER / CDC / TEEN ZONE

BENEFITS OF SPONSORSHIP



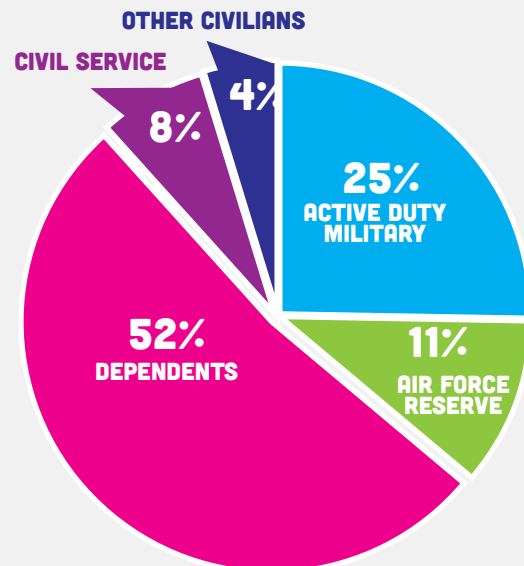
Travis AFB is nestled in East Fairfield, about 52 miles from San Francisco and 40 miles from Sacramento. Full Access Marketing (FAM) is part of the Force Support Squadron (FSS) in Travis AFB. FAM is responsible for marketing events and promotions to our local military population. If your company is looking 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.

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.
- 3 The military community is a large and diverse melting pot.

DEMOGRAPHICS

TRAVIS AFB PERSONNEL: 26,205*



*Demographics provided by Travis AFB 2016 Economic Impact Analysis

HOW TO BECOME A SPONSOR

1

CHOOSE YOUR EVENT

Decide which FSS event(s) you are interested in and get in touch with our Sponsorship Coordinator.

2

PROVIDE SPONSORSHIP INFO

Tell us what type of sponsorship you'd like to offer.
Examples: monetary or monetary + in-kind.

3

REVIEW AND SIGN AGREEMENT

You will receive an agreement after our legal review is complete. Once received, please review agreement and notify us of errors or changes that need to be made. Then sign and send the agreement back to us.

4

FINAL APPROVAL

You will receive the final approval from the Commander within approximately 2-3 weeks. Please feel free to contact the Sponsorship Coordinator anytime for more information.

SPONSORSHIP OPPORTUNITIES

<i>SEASON</i>	<i>EVENT</i>	<i>EVENT DATE*</i>	<i>LOCATION</i>	<i>SPONSORSHIP**</i>
SPRING	3-on-3 Tournament	Mar 21, 2020	Fitness Center	\$500
	Easter Eggstravaganza	Apr 10, 2020	Baseball Field	\$500
	Fishing Derby	May 2, 2020	Duck Pond	\$500
	5K Color Run	May 30, 2020	Fitness Center	\$500
SUMMER	Father's Day Ugly Tie Run	Jun 20, 2020	Fitness Center	\$500
	Travis AFB Triathlon	Jul 25, 2020	Fitness Center	\$500
FALL	POW/MIA 1/2 Marathon & 5K Family Run	Sep 26, 2020	Fitness Center	\$500
	Oktoberfest	Sep 2020	Delta Breeze Club	\$750
	Hot Chocolate 5K Run	Nov 14, 2020	Fitness Center	\$500
WINTER	Holiday Facebook Bingo	Nov 2020	Travis AFB	\$500
	Reindeer 5K Run	Dec 12, 2020	Fitness Center	\$500
FUTURE	Air Show/Open House	2021	Travis AFB	\$2,500+
	Designer Handbag Bingo	TBD	Cypress Lakes Golf Course	\$500

*Event names/dates are tentative and may change.

**Sponsorship minimum.

ADVERTISING OPPORTUNITIES

TRAVISFSS.COM \$1000/Month (250x250px) \$1500/Month (1280x720px)

- TravisFSS.com is mobile friendly
- Complimentary click-thru options
- Est. 40,000 visits per month
- Custom web pages are available (starts at \$2,000/month)

EXPERIENCE TRAVIS E-NEWSLETTER \$300/Issue (250x250px)

- Monthly newsletter
- Add-On: eNewsletter lead is \$150/issue
- Sent to Experience Travis Subscribers, all FSS .Mil accounts & Shared on Facebook.
- Artwork must be provided by advertiser

LED DISPLAY \$1200/Month (1280x720)

- NEW 5' x 9' Digital LED Display
- Located at high traffic intersection (North Gate Entrance.)
- Flexible Graphics (Static or Animated)
- Display is on a 10 second ad rotation*
- Artwork must be provided by advertiser (*Animated may last between 10-15 seconds upon request.)

DIGITAL DISPLAYS \$1400/Month (1280x720)

- 600+ Displays strategically placed around Travis AFB
- 32 Qubica Bowl Displays
- 562 In-Room TVs
- 19 HD TVs
- Display is on a 10 second ad rotation*
- Artwork must be provided by advertiser

ODR ADVENTURE GUIDE \$600/Issue (Half Page) \$1000/Issue (Full Page) \$1200/Issue (Inside Front Page) \$1600/Issue (Back Cover)

- Magazine Ad for The Adventure Guide are our quarterly publications (5.5 in. x 8.5 in.)
- Distributed to every high traffic facility
- The Adventure Guide is also available in an online format (TravisFSS.com & Travis-ODR.com)
- Artwork must be provided by advertiser on Travis AFB

EXPERIENCE TRAVIS \$450/Issue (Half Page) \$850/Issue (Full Page) \$1050/Issue (Inside Front Page) \$1450/Issue (Back Cover)

- Magazine Ad for the Experience Travis information booklet (6 in. x 6 in.)
- Distributed to every high traffic facility
- Experience Travis is also available in an online format (TravisFSS.com)
- Artwork must be provided by advertiser on Travis AFB

VINYL AND MESH BANNERS \$500/Month (3x6ft) \$800/Month (2 x 3x6ft)

- Banners can be placed at various indoor/outdoor locations
- Custom sizing and pricing are available
- Artwork and banner must be provided by advertiser

SPONSORSHIP REGISTRATION

Please complete the form and email to jason.elgar@us.af.mil

Company Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Name: _____ Title: _____

Phone: _____ Fax: _____ Email: _____

Event(s) interested in sponsoring: _____

Type of sponsorship (monetary, monetary + in-kind, etc.): _____

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