



U.S. AIR FORCE ACADEMY

Commercial Sponsorship & Advertising Program



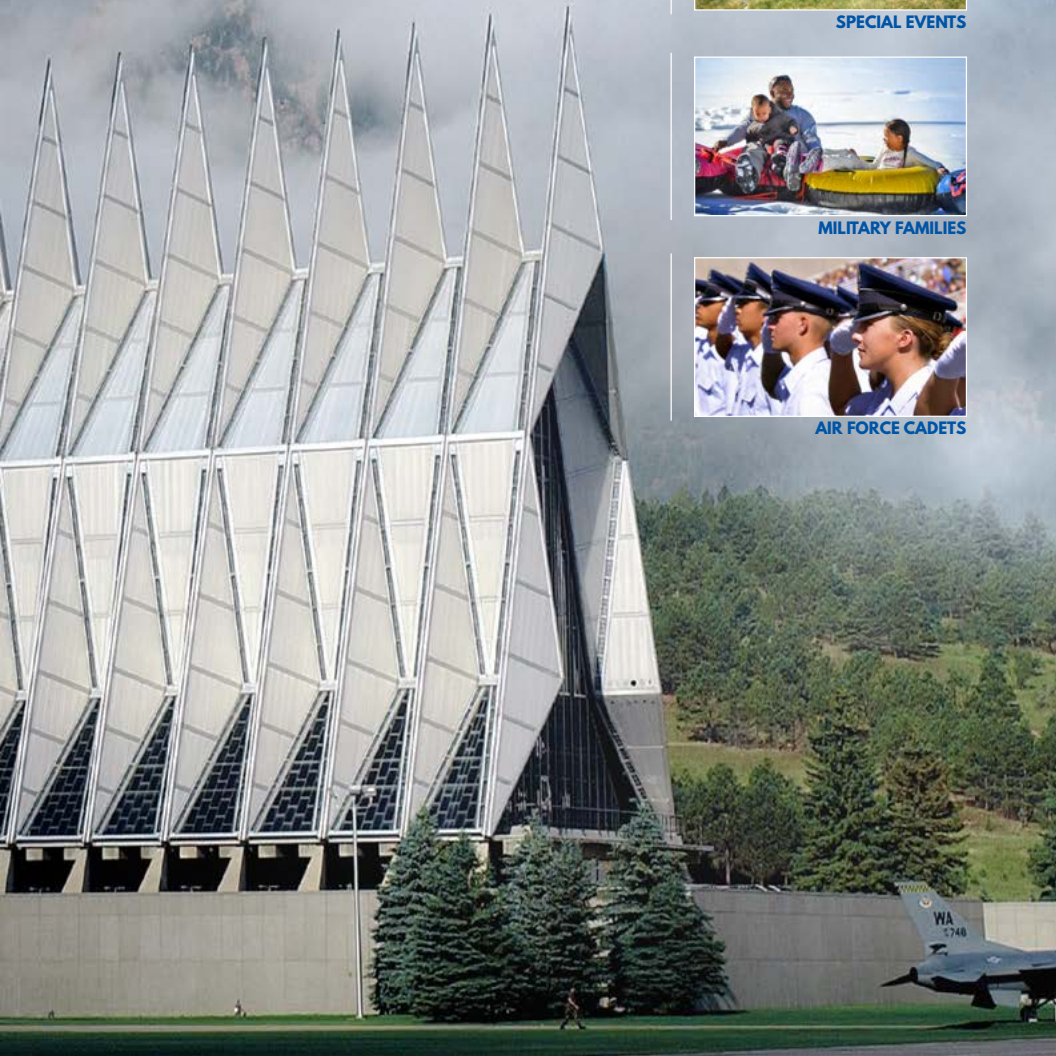
SPECIAL EVENTS



MILITARY FAMILIES



AIR FORCE CADETS



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**SUPPORT
OUR
MILITARY
COMMUNITY**



hello!

Thank you very much for taking that most important “first step” toward becoming a part of the USAFA family. We know you’ll be impressed with the diversity and reach of our programs while looking the pages of this book. It highlights a wide variety of activities USAFA hosts for over 73,000 Airmen, Retirees, Cadets, DoD Civilians and their families. The 10th Force Support Squadron wants to partner with you to provide a unique opportunity to market your company to our very exclusive audience. All of our events are designed to improve the quality of life of those who sacrifice so much on a daily basis. We understand those sacrifices and enjoy teaming up with local and national companies to pay back as much as we can. Please keep in mind, not all of our opportunities are listed in this book, and we have the ability to customize packages for your company. We are excited to begin a partnership with your company and help it flourish into a successful endeavor. We look forward to working with you and welcoming you into our USAFA family!



USAFA DEMOGRAPHICS

Military:	1,652
Active Duty Dependents:	2,831
DOD Civilians:	1,333
NAF Civilians:	462
Reserve/ANG:	70
Cadets & Prep School	4,432
Retirees:	21,727
Retiree Dependents:	39,939
Contractor Employees:	500
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Total:	72,946

ECONOMIC IMPACT

USAFA economic impact on the community **\$1 billion**

BENEFITS OF COMMERCIAL SPONSORSHIP

Our sponsorship program provides you the opportunities to have:

- Direct exposure to the Front Range Military Community
- Heightened brand visibility and increased brand loyalty
- On-site event exposure
- Positive publicity
- Retail traffic at your doorstep
- New/expanded database development
- Product samples at sponsored events

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SPECIAL EVENTS



SNOFEST

Annual three-day event, is a premier outing with over 1,500 attendees!

When all is said and done, SnoFest features more than just world-class skiing and snowboarding! We offer fabulous lodging, a party, giveaways, a hilarious cardboard derby, tubing, non-skier activities and more. All at heavily discounted prices for the military community! You won't want to miss this spectacular event hosted by the five Front Range Military Bases at a top-notch ski resort.

Packages and pricing available upon request.

PARENTS WEEKEND INFO FAIR

In conjunction with Parents Weekend, this event is held at Arnold Hall and draws parents of all 4,000 cadets, as well as base personnel.



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OUR FACILITIES

EISENHOWER GOLF COURSE

One of the most popular sites at the Academy is the golf course. A modern scenic facility with two 18-hole courses: the championship Blue, and the stunning Silver. Named the top golf course in the Department of Defense by Travel and Leisure Golf magazine, and a member of USA Today's Top 100 courses in the nation, Eisenhower Golf Course is a great value.

In addition to open play, a full tournament schedule is slated for spring, summer and fall months. Eisenhower Golf Course offers golf instruction, golf clinics and a summer junior golf program, all of which are conducted by the PGA staff. Eisenhower is also the home course for the Academy's perennial league champion intercollegiate golf team. The clubhouse features Ike's Grill, which serves up excellent breakfast and lunch fare, the Eisenhower Room, the Pro Shop and locker rooms. Golf clubs, power and hand carts are available to rent from the Pro Shop.

SPONSORSHIP OPPORTUNITIES

Open Day Divot Derby | The Masters Tournament | USAFA Cup | 1800 | Castle | Post Castle Member | Parent/Child Tournament | Club Championship | Member/Guest Tournament | Senior Club Championship | Member/Member | Eisenhower Cup Championship | Eisenhower Challenge | Turkey Shootout.



OUTDOOR RECREATION

ORC runs a complete retail sporting goods store with a variety of sports items from equipment to apparel.

ORC has a ski shop with sales, rentals and repairs, along with fishing, camping gear, mountain bikes and a RV storage lot are available.

SPONSORSHIP OPPORTUNITIES

- Winter Expo (Oct)
- Family Adventure Days (Sep)
- BRAT Camps (Jun-Aug)



FARISH

Exclusive Mountain Resort comes to mind when describing Farish Recreation Area, a 650-acre paradise nestled in the mountains west of the Academy at an altitude of 9,000 feet.

Farish is in perpetual motion with fun activities going on all the time. Summertime finds hiking, mountain biking, fishing and camping.

SPONSORSHIP OPPORTUNITIES

- Volksmarch (Oct)
- Kids Camps/Programs (Jun-Sep)

BASE LIBRARY

The USAFA Library offers more than just book rentals and information to over 60,000 customers annually. In addition to the day-to-day activities they host a variety of events throughout the year to encourage reading, information literacy, and broadening horizons..

Events like Children’s Story Time, Senior Citizens Social Saturday, and Summer Reading Program for adults and children, are a big hit. The library also supports the USAFA Prep School. The Cadet Candidates use the library resources and support the library by volunteering at library programs.

Additionally, the library offers free paperbacks and magazines, computers with internet access and color print capabilities, Audio Book Downloads (Overdrive), Audio Book Players (Playaways), Battle of the Books materials, Bestsellers, MP3 books, a well-stocked Children’s Room with a “Kid Friendly” computer, Best Selling DVD movies, Education Resources (CLEP, etc.), Electronic Books (Net Library), Games & Puzzles, Graphic Novels, Language Resources (Transparent Language), Magazines & Newspapers, Music CDs, Online Language, and Online Research Databases.



SPONSORSHIP OPPORTUNITIES

- Senior Citizen Social Saturdays
- Glow in the Dark Gala for Kids
- Summer Reading Program for all ages
- Summer Reading Program (end party)
- TREK pre-summer reading and hiking program
- Craft Meet Ups
- Language Meet Ups
- Posh parties
- Library Camp Out
- LEGO Builds
- Monthly Estimation Contest
- Month of the Military Child (cookies)
- Prep Study Break Nights (with healthy snacks)
- Dr. Seuss' Birthday Celebrations
- Dinosaur Stomp
- Geocaching on the USAFA grounds
- Couponing with the Experts
- Babies Night Out
- Weekly Story Time
- Tiny Talons (babies and toddlers)
- Board Game Day
- Scarecrows Night Out
- Super Hero Program
- Falcon Express





ACADEMY LANES

With 20 computerized lanes, a pro shop and the Wingman Lounge, Academy Lanes is a cornerstone of USAFA, serving 210,000 customers annually.

Academy Lanes offers Intramural & Varsity Bowling Leagues, Thunder Alley Bowling Friday and Saturdays from 7 until midnight, Special bowling parties for birthdays, retirements, etc. Our Pro Shop offers low prices on top-quality bowling balls, bags, shoes and accessories for sale, and ball drilling, custom fit bowling balls and other specialty. Wingman Lounge has four (4) big screen TVs for sporting events and a juke box and is a fully functional lounge serving beer/wine/mixed drinks. The lounge can also be reserved and opened any day of the week for office, squadron, family and promotion parties.

SPONSORSHIP OPPORTUNITIES

- Football Finale
- Month of the Military Child

USAFA FITNESS CENTER

The USAFA Fitness Center is the one-stop place to meet all daily fitness needs with state-of-the-art equipment, group classes as well as a swimming pool.

The Fitness Center offers classes for all skill levels instructed by certified professionals. The aquatics staff offers lap swimming, swim lessons, water aerobics programs and open swim. Intramural sports are based upon the five core sports of volleyball, softball, flag football, soccer and basketball.

SPONSORSHIP OPPORTUNITIES

- Fun Runs (Turkey Trot, Furry 5K and more!)
- Pickle Ball Tournaments
- Half Marathon and 10K
- 3 on 3 Basketball Tournaments and 3-point shooting contests
- Pool Parties
- Functional Fitness Competitions



FALCON CLUB

With scenic views of the Cadet Chapel and the majestic Rampart Range as a backdrop, the Falcon Club awaits to serve you with the finest foods, service and ambiance.



Open to all DoD card holders, retirees or reservists and federal civilian employees, NAF employees and base contractors, the Falcon Club is the place for fine dining, special parties, wedding receptions, coffee socials

and buffets for up to 500 guests. It also boasts one of the best catering facilities in the Colorado Springs area. The Club is open to everyone for lunch Tuesday through Friday, and special holiday brunches.

SPONSORSHIP OPPORTUNITIES

- Easter Brunch
- Mothers Day Brunch
- Fathers Day Brunch

ARTS & CRAFTS CENTER

The Arts & Crafts Center offers a wide variety of classes and custom matting and framing services.

The Center provides a fun work space, tools and plenty of inspiration for everyone to pursue new hobbies, skills and interests. We have a complete pottery studio with nine pottery wheels, glazes and five kilns. Pottery classes for hand-building and wheel-throwing are offered throughout the year. We also offer classes in stained glass, beading, mosaic, knitting, and a kids craft class. Custom Picture Framing services are provided. We have an extensive selection of framing materials to select and order from. We also keep a number of budget frame mouldings in stock for our customers. The Engraving Shop provides engraving and personalizing services for

awards and recognition. There are two laser engravers and one diamond-point engraver (for coins & metals) which allow us to accomplish just about every engraving task requested. Additionally, we have an extensive inventory of awards, plaques, figurines, shadow boxes, flag and cadet saber cases and gift items for resale. The Wood Shop at Arts and Crafts is open 15 hours per week for the wood worker to create projects. They can also take a beginner wood working class to get them more comfortable with the tools.

SPONSORSHIP OPPORTUNITIES

- Paint a Pig Contest
- Photo and Artist Craftsman Contests
- Summer community event with Auto Shop car show

YOUTH PROGRAMS

It is well known throughout our military society, that while parents serve their country in uniform, their children serve with them in some capacity. With that in mind, USAFA is home to a world class Youth/Teen Center that caters to children of Active Duty, Spouses, Dependents, Reservists, and DoD Civilians. This facility provides a home away from home for over 300 youth annually. The Youth Center provides a safe place for them to play, learn and have fun after school, participate in organized sports, leadership clubs, lock-ins, fun runs, and many other activities.

SPONSORSHIP OPPORTUNITIES

- Tri Wing Triathlon/America's Kids Run (June)
- End of Summer Bash (August)
- Monster Bash (October)
- Breakfast with Santa
- Spring Carnival
- Youth Sports

ADVERTISING OPPORTUNITIES

BANNERS

Hang your banner at the USAFA Ball Fields. Each location offers a unique set of customers that can see your company advertised. Attracting new customers has never been easier! June through August. \$500/three months for a 36" x 72".

BLAST MAGAZINE

The Blast Magazine is the official monthly magazine of the 10th Force Support Squadron.

This bi-monthly 24 page, full color, glossy magazine contains all upcoming recreational events. We print 4,500 copies which are distributed in all of our FSS facilities, Base Exchange, Commissary, shoppette, the hospital, lodging, and cadet areas. In addition to our printed version, you can see the magazine online at www.usafasupport.com

Formats:

Camera ready artwork should be submitted on EPS or PDF file. A \$35 initial set-up fee will be charged unless original art-work is supplied (one-time fee for multiple months). The FSS has the right for final review of content of all ad material. Ad space will be taken on a first-come-first-serve bases. Space is limited. Rates are subject to change without notice.

Ad Rates:

Ad Size ¼ page, (3.75"w x 5"h) - \$500

Ad Size ½ page, (7.625"w x 5"h) - \$850

Ad Size Full Page, (7.625"w x 10"h) - \$1300

*Multiple Issue Discounts (3 issues) minus 10%

Please send all art-work to: 10fss.marketing@us.af.mil

GOLF SCORECARDS

\$3,000 per 40,000 scorecards.

Want to get the most bang for your buck? Advertise on our scorecards! Place your logo or advertisement here on our 3.60" x 1.56" space for great exposure for the entire season!

ACADEMY LANES

- Bowling Lane Sweeps for \$200/month
- TV monitors

WEBSITE ADVERTISING

Looking for a new way to advertise to the USAFA community? Want to increase traffic to your website or business? Advertise with us on www.usafasupport.com and profit from 204,000 views per year! Get your logo and a link to your website for only \$200 per month. Three months for only \$540.

CROSS MARKETING TV ADVERTISING

We currently have 18 cross-marketing TVs located throughout USAFA! They are strategically placed in high traffic locations to include the Library, Commissary, BX, Thrift Store, Fitness Center, Medical Clinic, Pharmacy, and Lodging. Get your ad on the TVs for only \$200 per month. Three months for only \$540.

ORC CALENDAR

The Outdoor Adventure Program Guide is our monthly publication which contains all the trips and events we host throughout the year.

The guide is comprised of 350 copies and is printed and distributed around USAFA. Showcase your business by placing an advertisement today.

Back Cover Advertising Rates 2”x 4”

Monthly - \$100 | Quarterly - \$250 | Six month - \$500 | One Year - \$1,000. Reservations must be made 3 months prior to the advertising month. All artwork must be submitted two weeks prior to the advertising month. Please send all artwork to: 10fss.marketing@us.af.mil

CADET EVENTS

There are several cadet events that happen throughout the year. These events vary based on academic schedules and cadet planning. For more information on upcoming events, please contact our Commercial Sponsorship & Advertising coordinator.

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Help us help you!



10th Force Support Squadron | Commercial Sponsorship & Advertising | 719-333-6541

If you want over 70,000 military and family members, civilians and contractors living and working at and around USAFA to know your business, give us a call!

We'll introduce you to every one of them.

**10th Force Support Squadron
Commercial Sponsorship & Advertising
719-333-6541**