



UNITED STATES  
**AIR FORCE ACADEMY**

Commercial Sponsorship & Advertising Program

**SPECIAL EVENTS**  
**MILITARY FAMILIES**  
**AIR FORCE CADETS**

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# hello!

We are excited you have taken the first step towards becoming part of the USAFA family!

As USAFA is a distinctive military installation, we hope you will appreciate the diversity and reach of our programs, as well as the wide variety of activities we host for 73,000+ Airmen, Retirees, Cadets, DoD Civilians, and their Families.

The 10th Force Support Squadron would love the opportunity to collaborate with your company through sponsorship and advertising and to provide the opportunity to market your business with direct, targeted access to our unique demographic and exclusive audience.

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 connecting with local and national companies to payback as much as we can.

We are excited to begin a partnership with your team and believe it will flourish into a successful endeavor.

*We look forward to working with you and welcoming you into our USAFA family!*

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## **USAFA DEMOGRAPHICS**

Active Duty | 1652  
Active Duty Dependents | 2830  
DoD Civilians | 1332  
NAF Civilians | 462  
Reservists | 70  
Cadets + Prep School | 4432  
Retirees | 21,727  
Retiree Dependents | 39,939  
Contractors | 500

**TOTAL 72,944**

## **ECONOMIC IMPACT**

USAFA Economic Impact on Community  
**\$1 Billion**

## **BENEFITS OF COMMERCIAL SPONSORSHIP**

Front Range Military Community Direct Exposure  
Heightened Brand Visibility | Increased Brand Loyalty  
New + Expanded Database Development  
Onsite Event Exposure | Positive Publicity  
Product Sampling | Promotional Giveaways

## **SPONSORSHIP OPPORTUNITIES**

Academy Lanes | Arts + Crafts | Auto Skills Shop  
Cadet Activities | Eisenhower Golf | Equestrian Center  
Falcon Club | Fall VolksMarch | Fitness Center  
Half Marathon + 10K | Library | Monster Bash  
Outdoor Recreation | Santa's Workshop  
Spring Carnival | Spring VolksMarch | Youth Programs

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## ADVERTISING OPPORTUNITIES

### ACADEMY LANES

Place your logo or advertisement on USAFA's bowling lane sweeps.  
**\$200 per Month**

### BLAST MAGAZINE

*The Blast Magazine is the official magazine of the 10th Force Support Squadron.* This bimonthly 24 page, full color magazine contains all upcoming recreational events. USAFA prints 1000 copies to be distributed in all FSS Facilities, Base Exchange, Cadet Areas, Commissary, Lodging, Medical Clinic, and Shoppette. In addition to print, check out the magazine at [usafasupport.com](http://usafasupport.com).

Camera ready artwork should be submitted via EPS or PDF file. A \$35 initial setup fee will be charged unless original artwork 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-served basis, space is limited, and rates are subject to change without notice. 10% discount offered for multiple issues (3 issues). Please send all artwork to [10fss.marketing@us.af.mil](mailto:10fss.marketing@us.af.mil).

**Quarter Page 3.75" x 5.00" | \$500 per Issue**

**Half Page 7.625" x 5.00" | \$850 per Issue**

**Full Page 7.625" x 10.00" | \$1300 per Issue**

### CROSS MARKETING TVs

USAFA has 18 cross marketing TVs located throughout the installation. They are strategically placed in high traffic areas such as Arnold Hall, Bowling, Cadet Areas, CDC, Commissary, Exchange, Fitness Center, Library, Lodging, Medical Clinic, and Pharmacy.

**\$200 per Month**

**\$540 per Three Months**

### GOLF SCORECARDS

Place your logo or advertisement on our golf scorecards for great exposure for the entire season.

**\$3500 for 40,000 Scorecards | 3.50" x 1.50"**

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## ORC CALENDAR

The Outdoor Adventure Program Guide (Outdoor Recreation Center | ORC) 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. Reservations must be made three months prior to the advertising month and artwork must be submitted two weeks prior to the advertising month.

Please send all artwork to [10fss.marketing@us.af.mil](mailto:10fss.marketing@us.af.mil).

**Back Cover 2.00" x 4.00" | \$100 per Month**

**Back Cover 2.00" x 4.00" | \$250 per Three Months**

**Back Cover 2.00" x 4.00" | \$500 per Six Months**

**Back Cover 2.00" x 4.00" | \$1000 per Twelve Months**

## WEBSITE

Advertise on [usafasupport.com](http://usafasupport.com) and get 150,000 views per year.

**\$200 per Month**

**\$540 per Three Months**



UNITED STATES  
**AIR FORCE ACADEMY**

## COMMERCIAL SPONSORSHIP SPECIALIST

10th Force Support Squadron  
United States Air Force Academy

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USAF Academy, CO 80840

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