Sponsorship is a very simple idea, but the results are amazing! We can offer your business invaluable exposure to the Ellsworth community, allowing you to reach a specifically targeted niche market that may have otherwise been unavailable.
WHAT IS COMMERCIAL SPONSORSHIP?
Commercial sponsorship is a monetary and/or in-kind donation paid to an event. In return, sponsors receive access to exclusive commercial potential, such as public recognition or advertising promotions associated with the property, event and so forth. The goal of the program is to build a link in the target audiences’ minds between the sponsor and the event or series.

BENEFITS OF BEING A SPONSOR
- Pre-event publicity and advertising
- Sponsor logo on signage, posters, banners, etc.
- On-site presence at events with product displays, demonstrations and sampling opportunities (No alcohol/tobacco)
- Event recognition: “Sponsored in part by . . .”
- Sponsor logos on sports uniforms
- Exposure to civilian communities if events are open to public
- Satisfaction of knowing all money goes towards Airmen and their families

SPONSORSHIP OPTIONS
- Monetary support
- Prizes (Resort stays, overnight accommodations, electronics, etc.)
- Transportation services or equipment
- Entertainment
## DEMOGRAPHICS

### BASE PERSONNEL

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active-Duty</td>
<td>3,105</td>
</tr>
<tr>
<td>Active-duty Military Dependants</td>
<td>3,696</td>
</tr>
<tr>
<td>(Spouses &amp; Children)</td>
<td></td>
</tr>
<tr>
<td>DoD Civilians</td>
<td>1,147</td>
</tr>
</tbody>
</table>

**Total**: 7,948

**Economic Impact**: $300 MILLION
2018 major EVENTS

October - December

Breakfast with Santa
This event takes place at the Dakota’s ballroom. Attending military families have breakfast, take pictures with Santa, and make ornaments for their trees. Children who attend the breakfast receive stockings full of goodies.
Estimated Attendance: 150 - 200

Fall Festival
A festival hosted by Bandit Lanes Recreation Center including bowling, games, and fun seasonal themed activities focused toward military families.
This is a new event this year.

January - March

New Year’s Eve Party
Bandit Lanes Recreation Center hosts the annual New Year’s Eve Party. The evening includes bowling, prizes, and a balloon drop at midnight. The snack bar and the game room are also open for military personnel to hang out and ring in the New Year.
Estimated Attendance: 80 - 100

Super Bowl Party
This event takes place at Dakota’s. A huge tailgating party that includes drink specials, a buffet, and giveaways! The Super Bowl game will be playing on 17 television screens throughout the facility.
Estimated Attendance: 100
March Madness & Final Four
Hosted by Dakota’s, March Madness, also known as the NCAA Division I men’s basketball tournament, traditionally begins on Selection Sunday when the field of 68 teams are announced. Individuals will pick teams that they hope will win each round and prizes are awarded to those in each round who scores the most points. A grand prize is given to the individual with the highest points after the final round.
Estimated Participation: 70+

Cabin Fever
A winter festival with activities that include jumpy castles, bubble soccer, an obstacle course, climbing wall, face painting, planetarium and more.
Estimated Participation: 750

April - June

Month of the Military Child & Parent/Child Dance
A dance which encourages relationship building between military parents and their children.

Month of the Military Child Kids Run
A family run that encourages building healthy realtionships and lifestyles.

July - September

Base Picnic
A base wide picnic for all military personnel and their families which features food and activities such as jumpy castles, bubble soccer, paintball, facepainting and more.
Estimated Attendance: 2500

Additional small scale events will be scheduled throughout the year and will have sponsorship opportunities.
• **GOLF TOURNAMENTS**
  Tee off at the Prairie Ridge Gold Course. Sponsors will enjoy up to eleven tournaments per year. Open to the public.
  Estimated attendance: 72 per tournament

• **GAME NIGHT SERIES**
  Texas Hold 'Em Poker Series and Trivia Night Series at Ellsworth AFB Dakota's.
  Estimated attendance: 15 per event

• **5K SERIES**
  Monthly 5K Fun Run's at the Bellamy Fitness Center.
  Estimated attendance: 40 per event

• **BANDIT LANE TOURNAMENTS**
  Ping Pong, Pool, and 9 pin Tournaments.
  Estimated Attendance: 10 - 35 per tournament

• **HOLIDAY BOWLING**
  Special Bowling events and prize give aways for select holidays such as Mother's Day, Father's Day, Valentine's Day, etc.
  New this year!

• **INTRAMURALS**
  Stay active with the Ellsworth AFB athletes! Intramural leagues run yearly, pick your sport and grab your team for some competitive action!
  Estimated attendance: 40 per event

• **YOUTH SPORTS**
  Youth sports offers a safe and non-threatening environment for young athletes to learn different skills and sportsmanship.
  Estimated attendance: 150 per sport
Advertising

Base Theater
Quarterly Newsletter
Qubicas
Electronic Screens
Ellsworth FSS Website
Recreational Lodging
and FamCamp
Advertising RATES

**Website Advertising:** On www.EllsworthFSS.com homepage in the “Flash” section. Advertiser will provide image as a JPEG with dimensions 900x425 (pixels).
$30 per month *(Add a link to your business for an additional $50 per month)*

**Qubica Advertising:** Located on 16 screens in the Bandit Lanes Recreation Center. Advertiser will provide image as a JPEG with dimensions 1280x720 (pixels).
$30 per month

**Website AND Qubica Advertising Package:**
Advertiser will provide images based on the dimensions/requirements above.
$45 per month

**Ellsworth Happenings Packet:**
Distributed at Happy Landings and Heart Link.
Advertiser will provide inserts to Marketing for assembly.
$75 for 3 months   $150 for 6 months   $275 for 1 year

**Electronic Screen Advertising:**
Located in the Skills Complex, Dakota’s Club, Bandit Lanes Recreation Center, Outdoor Recreation, the Bellamy Fitness Center, the Rushmore Center, the Raider’s Cafe, and the Fuel Pit Cafe.
Advertiser will provide image as JPEG with dimensions 1920x1240 (pixels)
$30 per month

**Lodging Booklet:** Distributed to FamCamp and Rec Lodging guests during peak season. Advertiser will provide inserts to Marketing for assembly.
$75 for June, July, and August of the calendar year

**Base Theater:** Non-animated creative will run in a loop prior to each movie screening.
$25 per month *(Movies are shown Fridays and Saturdays)*
Studio B1 Graphics

IN-HOUSE GRAPHICS & PRINTING SHOP
Located in the Marketing Department in the Skills Complex Building
Call or email to request a quote! • Use your design or have us design for you!

Phone: 385-2899 or Email: marketing1@us.af.mil

BANNERS • INVITATIONS • POSTERS • BROCHURES
COLOR COPIES • LAMINATION • BINDING • AND MORE

Design/ Hourly (minimum 1 hour) ...... $20 per hour

WEB RATES
EllsworthFSS.com

Web Banner. ......... $30 per Month
$80 per Month with link
Bundles

**Bundle 1**
Base Theater, Electronic Screens, and Qubiccas
$70 per month ($15 in Savings)

**Bundle 2**
Website and Qubiccas
$45 per month ($15 in Savings)

**Bundle 3**
Website and Electronic Screens
$45 per month ($15 in Savings)

* Bundles are customizable