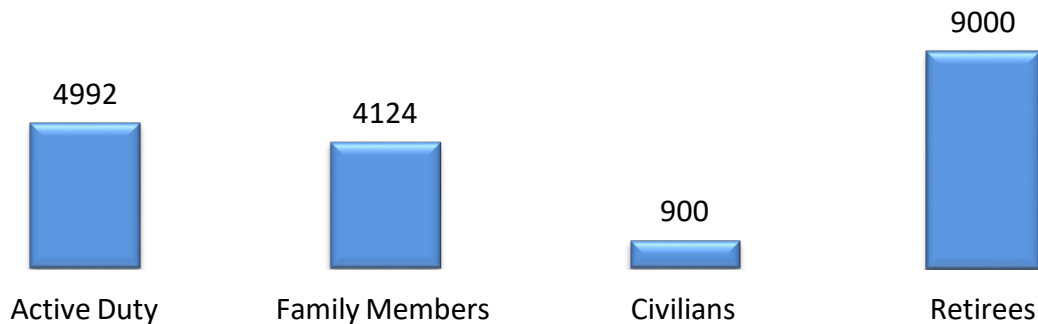


Commercial Sponsorship, Advertising and Donations at Moody AFB

WHO WE ARE

The 23d Wing's mission is to organize, train and equip Flying Tigers to rapidly deploy and execute the Global Precision Attack (GPA), Personnel Recovery (PR) and Agile Combat Support (ACS) service core functions to meet worldwide Combatant Commander requirements.

DEMOGRAPHICS



Total 19,016

Data Current Dec 2016

Economic Impact \$461M

Military Pay	\$279,523,667	
Civilian Pay	\$39,929,820	
Total Payroll		\$319, 453, 487
Local Contract Expenditures		\$77,306,523
Value of Job Creation		\$64,181,840
Total Economic Impact		\$460,941,850
Local Job Creation		1,811
Average Salary		\$35,440

Data Current Fiscal Year 2016

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BECOME A SPONSOR AND BUILD YOUR BRAND!

Commercial Sponsorship refers to the act of businesses providing cash, goods or services to off-set the cost or enhance MWR* events in exchange for a variety of benefits, and is only authorized through the Marketing department.

Benefits: Sponsors will receive publicity equivalent to their level of support to include: on-site displays, product sampling & demonstrations, event recognition, logo or name listed on promotional materials and apparel, event banners, print and digital media and more!

Financial Support

Cash Contribution – Company XYZ sponsors \$500 for Super Sports Day to offset costs of the event

In-Kind Support (goods or services)

Refreshments – Company XYZ provides drinks and food for the pool party valued at \$500

Prizes – Company XYZ sponsors prizes for the winners for the Club Membership Drive valued at \$500

Services – Company XYZ provides free massages for military personnel valued at \$500

Combination Package of Financial & In-Kind Support

Cash Contribution and
In-Kind Contribution as it relates to the event

* Morale, Welfare and Recreation

****Sponsorship benefits begin at \$250. Organizations wishing to support Moody AFB for a lesser dollar amount can make a donation. See page 4 for details.**

Commercial Sponsorship, Advertising and Donations at Moody AFB

ADVERTISE YOUR BUSINESS & GENERATE TRAFFIC!

Advertise on base: website, weekly email, flyer distribution, and more!

***Must sign an advertising agreement. All advertising will include the disclaimer
“Paid ad. No federal endorsement of advertiser intended.”**

	3 Months	6 Months	Annual
OH Yes! Weekly Page 1, Premium Highlights Ad, (3" x 3.92") <i>(Only one ad slot available, additional \$25 per graphic design)</i>	\$350 per month	\$325 per month	N/A
OH Yes! Weekly Page 2, Big Bang Ad, (3" x 3.92") <i>(Additional \$25 per graphic design)</i>	\$325 per month	\$300 per month	N/A
OH Yes! Weekly Page 3, Sidebar Branding Ad (2.71" x 3.48") <i>(Additional \$25 per graphic design)</i>	\$275 per month	\$250 per month	N/A
OH Yes! Weekly Game On Trivia, Page 3. Trivia prizes must be valued at \$25 or more. Game On Trivia includes a small logo ad. 4 week commitment required, \$100 total value	N/A	N/A	N/A
Website Skyliner Ad (MoodyFSS.com) <i>Costs per month (additional \$25 per graphic design)</i> 3 month commitment required	\$250 per month	\$225 per month	N/A
Website Homepage Slider Ad (MoodyFSS.com) <i>Costs per month (additional \$25 per graphic design)</i> 3 month commitment required	\$200 per month	\$175 per month	N/A
the SPOT (Bowling, Community Center, ITT, Outdoor Adventures) Bowling Sweep Arm Banners, 10 Lanes 3 month commitment required	\$200 per month	\$175 per month	N/A
the SPOT (Bowling, Community Center, ITT, Outdoor Adventures) Qubica System & Monitors 3 month commitment required, Annual commitment – 20% discount	\$175 per month	\$150 per month	\$125 per month
the SPOT (Bowling, Community Center, ITT, Outdoor Adventures) Banners (no larger than 8 x 3) (3 month commitment required)	\$175 per month	\$150 per month	\$125 per month
Fitness Center Banner (no larger than 8 x 3) 3 month commitment required	\$175 per month	\$150 per month	\$125 per month
The Club & Dining Facility Tray Liners (3 month commitment required)	\$675 per month	N/A	N/A
Single Sheet Flyer Distribution: Briefs, Tours, Info Packets, FSS Facilities and Strategic Placement <i>Costs per Flyer (minimum amount 300, maximum amount 600)</i>	\$.35	N/A	N/A
4 – 8 Page Tab Distribution: Briefs, Tours, Info Packets, FSS facilities and Strategic Placement <i>Costs per Flyer (minimum amount 300, maximum amount 600)</i>	\$.45	N/A	N/A
¼ Page Color, Potty Poster Ad, <i>Cost per Ad (includes graphic design)</i> 3 month commitment required	\$75 per month	\$50 per month	N/A

Commercial Sponsorship, Advertising and Donations at Moody AFB

Expose Your Business!

Medium	Circulation and Distribution
Weekly Email OH Yes! Weekly	Approximately 9000 emails per week, 36,000 per month
Potty Posters	150 per month
Website MoodyFSS.com	12,000+ page views per month
the SPOT	12,000+ visits per month
Fitness Center	20,000+ visits per month
Flyer or Tab Distribution: Briefs, Tours, Info Packets & Strategic Placement	300 – 600 in various locations around base

BECOME A DONOR: PROMOTE COMMUNITY RELATIONS & SOCIAL RESPONSIBILITY!

Businesses may donate cash and prizes including gift certificates, restaurant meals, hotel rooms, theme park admission, movie passes, t-shirts, school supplies, toys and more.

***Donation vs Commercial Sponsorship**

For organizations that do not have a sponsorship or advertising budget, you may show your support through a donation. Donor recognition is limited to a thank you letter and the appropriate “donated by” name plate if applicable. Donations valued more than \$20 must submit a donation letter to the appropriate commander prior to acceptance.

GET STARTED NOW!

- 1. Call Angela Ward at (229) 257-2578 to learn how to market your business to the Moody community. You are welcomed to visit the base or we will come to you.**
- 2. Ask for the 2018 calendar of events to see where you fit in.**
- 3. Get ready to reap the rewards of your investment.**