

“ Enhancing programs for  
Moody Airmen & families,  
while helping local  
businesses reach a unique,  
diverse, and loyal market”



MOODY SIR FORCE BASE  
23D FORCE SUPPORT SQUADRON  
**SPONSORSHIP  
& ADVERTISING**

# About Us

The Moody AFB community consists of U.S. active duty military personnel and civilians, as well as civilian employees that work in the military units and base services like dining facilities, recreation centers, the exchange and the commissary. The community also includes banks, credit unions, and local vendors.

As a part of the 23d Wing, the 23d Force Support Squadron is the “heart” of the Moody AFB community. We provide the very best in quality of life initiatives, programs, events, and activities for customers here at Moody.

## Our facilities include:

- Arts & Crafts
- Auto Hobby Shop
- Bowling Center
- Moody Inn
- Child Development Center
- Community Activities
- Information Learning Center
- Fitness Center
- Information, Tickets, & Tours Office
- Outdoor Adventures
- Moody Field Club
- Quiet Pines Golf Course & Grill
- Youth & Teen Centers



Our location provides a unique opportunity for prospective sponsors and advertisers because the majority of our military & civilian community members are relatively new to the area - some of their first base - and in search of information about off base services and activities.

Service members and their families are used to a life of constant upheaval - starting over every few years with everything from new houses, stores, and hairdressers to new recreational activities, schools, and restaurants. And when stationed away from home, they tend to look to the base to provide information on the local community. Our sponsorship and advertising opportunities can help you get your message to this captive audience of thousands of diverse and loyal customers who are using our high-traffic facilities and attending our events.

If you want to be known as a business that welcomes the military, the 23d FSS Sponsorship & Advertising program is the most direct way to reach potential customers and promote your business or service to the lucrative military market. Let us know what your goals are and we can tailor a comprehensive plan to meet your needs.

# Commercial Sponsorship

## WHAT IS SPONSORSHIP?

The Commercial Sponsorship Program\* provides your business with the opportunity to increase visibility and awareness of your product and services within the Moody AFB community while enhancing and expanding the vital programs that contribute to the quality of life for Air Force members and their families.

## BENEFITS OF SPONSORSHIP

As a commercial sponsor, your business will have high visibility and direct exposure to a large military community of over 11,000 personnel. Your business will be entitled to benefits which may include.

- *Direct exposure to the military market*
- *Pre-event promotion on signs displayed in prominent locations around the base, on the moodsyfss.com website, Facebook page, and electronic slides located in multiple FSS facilities*
- *Authorization to display banners, provide handouts & promote your business/products at sponsored base events*
- *Verbal recognition of contributions at the sponsored event*
- *Logo recognition on event signage*
- *Increased community relations and development of sponsor and product loyalties*



# Sponsorship Opportunities

The 23d Force Support Squadron provides over 400 different, specifically targeted events per year attended by a diverse array of potential customers. Let us know what your target market is and we can customize a sponsorship package to suit your needs!

## **ANNUAL EVENTS**

- Super Bowl (FEB)**
- Father Daughter Dance (FEB)**
- Mother Son Superhero Dance (FEB)**
- Grassy Pond Easter Egg Hunt (APR)**
- ITT Travel Show (APR)**
- Easter Brunch (APR)**
- Mother's Day Brunch (MAY)**
- Pool Grand Opening (MAY)**
- Summer Watersports (JUN-SEP)**
- End of Summer Splash Bash (SEP)**
- Trunk or Treat (OCT)**
- Fall Concert (OCT)**
- Indoor Turkey Shoot (NOV)**
- Outdoor Turkey Shoot (NOV)**
- Tree Lighting (DEC)**
- Indoor Ham Shoot (DEC)**
- Outdoor Ham Shoot (DEC)**
- Santa's Workshop (DEC)**



## **MONTHLY/QUARTERLY EVENTS**

- BINGO at the SPOT**
- Open Paintball**
- Cork and Crafts**
- Glow Golf**
- Archery**
- Fitness Center Runs**
- Live Music Nights**
- Bowling**
- Video Gaming Event**
- Pool Parties (Summer)**



# Sponsorship Opportunities

## HOW MUCH DO I INVEST?

*The amount and kind of support you provide, as well as the opportunities offered to you are negotiable and are based on a fair and equitable exchange of value. Sponsorship investment varies by events, as does the amount and type of exposure you receive. Your sponsorship may be in the form of cash, products or services, or a combination of all three. Sponsorship is NOT a charitable donation. We will do our part to ensure you receive the value you desire from your investment in Moody AFB. Our goal in every sponsor relationship is win-win!*

## SPONSORSHIP PACKAGE DESCRIPTIONS

### SUPPORTING

- ✓ Verbal recognition during the event.
- ✓ Logo recognition on fliers used to promote event throughout MAFB, on the 23 FSS Facebook page and website.
- ✓ Banner placement at the event (if sponsor provides banner).

### CONTRIBUTING

- ✓ Everything in the supporting package.
- ✓ Optional booth or display at event, to include table for informational materials and giveaway items provided by sponsor.
- ✓ Conduct a drawing with opportunity to gain customer contacts.

### PARTNER

- ✓ Everything in the supporting and contributing packages.
- ✓ Prime table location or large space at event for vehicle or product display.
- ✓ Logo inclusion on event t-shirt (if applicable).
- ✓ Snapchat filter (if applicable).

\*Sponsorship packages pricing varies by event.

# Advertising Opportunities

The Commercial Advertising Program offers the opportunity to display your company's information in a variety of print publications and materials, as well as within the facilities. Advertising gives you the opportunity to target our community. Brand awareness is powerful; by partnering with Little Rock AFB you will quickly see the return on your investment.

## MOODYFSS WEBSITE

An ad on the Moody FSS Website is a site link to your website from ours, directly connecting our visitors to your website. Your ad will be visible throughout the entire website which receives an average of 16,000 unique impressions per month.



## PLUG INTO MOODY (E-NEWSLETTER)

An ad on the Plug Into Moody Weekly email gets you exposure to over 18,000 military including Active Duty, Reserves, National Guard, Retirees and civilians at Moody AFB and their spouses on a weekly basis.



## DIGITAL MONITORS

Throughout Moody AFB, the 23rd Force Support Squadron maintains full-color digital display monitors that constantly rotate our programs and events in high-traffic areas. These monitors are open to a limited number of advertisers to ensure maximum exposure. You can expect your advertisement to be seen by hundreds of patrons on a daily basis.

### DIGITAL MONITOR LOCATIONS:

the SPOT (ITT/Community), GA Pines Dining Facility, Fitness Center, Moody Field Club, Golf Course Pro Shop and Cafe.

Moody Inn, the SHOP (Arts & Crafts, Auto, Equipment rental), Youth Center, CDC, Library coming soon.



## BOWLING CENTER

the SPOT Bowling Center features 11 lanes and is equipped with new, state-of-the-art monitors and an interactive bowling entertainment system.

### ADVERTISING OPPORTUNITIES:

Your ad is above it all at the SPOT Bowling Center. Your advertisements rotate on the monitors that are not in play, providing coverage across the entire bowling center.



## BANNER PLACEMENT

If you're looking for longevity, we offer numerous high-traffic banner locations throughout Moody AFB allowing for maximum consumer exposure.

### BANNER PLACEMENT LOCATIONS:

Softball fields, Outdoor Recreation, Grassy Pond, Base Pool, Fitness Center and more

# Advertising Pricing

	One Time	3 Months	6 Months	Annual
Website Skyliner Ad (MoodyFSS.com) <i>Costs per month (additional \$40 per graphic design)</i> <b>3 month commitment required</b>	N/A	\$350 per month	\$300 per month	\$250 per month
Plug into Moody, Premium Highlights Header Ad <i>(Only one ad slot available, additional \$40 per graphic design)</i> <b>3 month commitment required</b>	\$500	\$350 per month	\$300 per month	N/A
Plug into Moody, Weekly Footer Ad <i>(Only one ad slot available, additional \$40 per graphic design)</i> <b>3 month commitment required</b>	N/A	\$250 per month	\$200 per month	N/A
<b>Digital Monitors ITT/Community</b> <b>3 month commitment required</b>	N/A	N/A	\$125 per month	N/A
<b>Digital Monitors GA Pines Dining Facility, Fitness Center</b> <b>3 month commitment required</b>	N/A	N/A	\$250 per month	N/A
<b>Digital Monitors Moody Field Club</b> <b>3 month commitment required</b>	N/A	N/A	\$175 per month	N/A
<b>Digital Monitors Lucy's Corner (in Parker Green Wing Building)</b> <b>3 month commitment required</b>	N/A	N/A	\$125 per month	N/A
<b>Digital Monitors Golf Course Pro Shop and Café</b> <b>3 month commitment required</b>	N/A	N/A	\$125 per month	N/A
the SPOT (11 Bowling Qubica System Monitors) <b>3 month commitment required</b>	N/A	\$250 per month	\$200 per month	\$175 per month
Banner Placement <i>Softball fields, Outdoor Recreation, Grassy Pond, Base Pool, Fitness Center and more</i> <b>3 month commitment required</b>	N/A	\$450 per month	\$400 per month	\$350 per month
Fitness Center Banner (no larger than 8 x 3) <b>3 month commitment required</b>	N/A	\$450 per month	\$400 per month	\$350 per month
¼ Page Color, Potty Poster Ad, <i>Cost per Ad (includes graphic design)</i> <b>3 month commitment required</b>	N/A	\$400 per month	\$350 per month	\$300 per month



Medium	Circulation and Distribution
Plug into Moody (weekly email)	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

## ADVERTISING MATERIALS

- High Resolution PDF
- High Resolution JPG
- High Resolution TIFF
- EPS \*all content converted to curves (paths, outlines)
- Photoshop or InDesign Layouts
  - \* must be at least 300 dpi
  - \* all images must be embedded

## DIGITAL ADVERTISING

- High Resolution JPG
- Photoshop Layouts
  - \*must be at least 150 dpi
  - \*no more than 300 dpi
  - \*all images must be embedded

## LOGOS

- EPS \*all content converted to curves (paths, outlines)
- High Resolution JPG
- High Resolution PNG
  - \*both full color (CMYK) & black and white are needed
  - \*must be at least 300 dpi

## DISCLAIMER

All advertising materials must include the disclaimer,  
"Paid Advertisement. No Federal Endorsement Intended."