



2022

Joint Base San Antonio
The Great Texas Air Show

SPONSORSHIP
OPPORTUNITIES



BRAND LOYALTY.

DIRECT INTERACTION WITH THE MILITARY & CIVILIAN COMMUNITY.

RETURN ON INVESTMENT.

That's what being a sponsor for our open house/air show can bring to your business.

In return, your dollars or in-kind contributions allow the 502d Force Support Squadron (FSS) to provide outstanding support services to service members and their families. And with nearly 67,253 active-duty military personnel, 26,466 civilian employees, over 64,940 military retirees and 39,530 family members in our economic area, we need all the help we can get to provide them a quality of life commensurate with their service to our great nation.

To be clear: Sponsorship is an exchange of value for promotional opportunities. It's not a gift or donation --- it's a smart business decision that should be part of your company's marketing and advertising plan and budget.

In this packet, you'll find many levels of sponsorship opportunities available to your company in support of the 2022 JBSA Open House & Air Show. Impressions before crowds of between 75,000 and 125,000 per day cannot be overstated, get your company's name in front of consumers and establish your brand loyalty and grow your business!

Thank you in advance for your support.

Contact one of the Commercial Sponsorship Coordinators below for additional information.

JBSA - Lackland:

Mr. Al Conyers

Office Phone: (210) 925-1187

Cell Phone: (210) 241-8684

E-mail: alfred.conyers@us.af.mil

JBSA - Randolph:

Mr. Ed McDaniel

Office Phone: (210) 652-2940

Cell Phone: (210) 863-8109

E-mail: edward.mcdaniel.1@us.af.mil

JBSA - Fort Sam Houston:

Ms. Connie Szeszko

Office Phone: (210) 221-2307

Cell Phone: (210) 514-0455

E-mail: constance.m.szeszko.naf@mail.mil



Why Sponsorship?

Joint Base San Antonio (JBSA) is made up of 198,189 active-duty military, family members, civilians and military retirees who live and work in and around the JBSA metropolitan area. The 502d Force Support Squadron (FSS) provides community service programs that enhance the resiliency and well-being of our active-duty military members and their families as they deal with all the stress associated with the military way of life. Sponsorship dollars are an integral part of making our community events a success and contribute to improved morale, productivity and retention. By partnering with JBSA through the 502 FSS Commercial Sponsorship Program, you help us provide events that educate and instill confidence in our youth, entertain active-duty military members and their families and promote a sense of community. Think of the exposure your company could receive and the many chances of acquiring loyal patrons by being part of our 2022 Joint Base San Antonio Open House & Air Show!

Ten Benefits of Commercial Sponsorship

- Direct exposure to a large military community
- Display company name/logo on promotional material
- Event recognition: “Sponsored In Part By...”
- On-site signage, product displays, sampling & demonstrations
- Event sponsor booth
- Base and community news articles
- Pre-event publicity and advertising & direct mail
- Commissary and Army Air Force Exchange Service promotional displays
- VIP status at events for major sponsors

****502d Force Support Squadron is the ONLY organization on Joint Base San Antonio authorized to offer sponsorship benefits.**

JBSA Demographics (as of September 2018)	
Appropriated Fund Military	
Active Duty Permanent Party	38,284
Students/Basic training	15,084
Reserve/Air National Guard	13,885
Subtotal of Military	67,253
Civilian	
Civilian Population	23,458
Non-Appropriated Fund/AAFES	3,008
Subtotal of Civilians	26,466
Retirees	
Military Retirees within 50 mile radius of downtown San Antonio	64,940
Dependents	39,530
TOTAL POPULATION	198,189

For more information, contact of the 502 FSS Commercial Sponsorship POCs:

Mr. Al Conyers
 Office Phone: (210) 925-1187
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→ The **Power** Behind Our **Force** is **You**.

Joint Base San Antonio The Great Texas Air Show 2022

When: April 23 & 24, 2022 8 a.m. to 5 p.m.

Where: JBSA - Randolph AFB

Attendance: 75,000 up to 125,000 or more per day (open to the public)

Levels (Fee): \$1,000, \$3,000 \$6,000, \$12,000, \$18,000, \$25,000 cash or in-kind of equal value

Description: The JBSA Open House & Air Show will be headlined by the Air Force Thunderbird demonstration team. The show could also include premiere acts such as a parachute team, the Air Force's F-35, 12 FTW Composite of the T-1, T-6 and T-38 to highlight the Air Force's latest combat capabilities. There will also be many civilian air performance acts. The B-25 and C-47 along with many others may be there to represent the warbird family.

Available Benefits:

- **On-site tent & table**
- **Sponsor name or logo on event advertising with distribution to 30+ activities providing the potential impression of over 6,700 per day**
- **Opportunity to provide samples, trinkets (less than \$20) and prize drawings**
- **Verbal recognition**
- **FSS publicity - Name or logo included in bi-monthly JBSAtoday magazine, bi-weekly electronic newsletter and the JBSA paper... combined circulation of over 50,000 copies**



Solicitation # RND-FSS-2021-001

This is a solicitation for commercial sponsorship by a Nonappropriated Fund Instrumentality of the United States Government. It does not obligate appropriated funds or nonappropriated funds of the Government.

EVENT DEMOGRAPHICS

The air show industry represents one of the largest outdoor entertainments in North America. Millions of people attend more than 325 - 350 air shows annually. Based on the volume of spectators alone, air shows represent a significant marketing/sponsorship opportunity for companies at the local and national level. Opportunities become even more attractive when you start looking at the attractive demographics of the audience of well-educated, affluent families. No matter your marketing objective air shows can help you accomplish your goals.

Gender	Male (18+)	57%
	Female (18+)	43%
Age	Under 25	12%
	26 - 34	20%
	35 - 44	24%
	45 - 54	20%
	55 - 59	8%
	60+	16%
Household Income	Under \$25k	9%
	\$25K - \$35K	9%
	\$35K - \$50K	10%
	\$50K - \$75K	20%
	\$75K - 100K	18%
	Over \$100K	35%
Own Home	Own	64%
	Rent	27%
	Other	9%
Education	Some High School	4%
	High School Graduate	16%
	Some College	37%
	College Graduate	27%
	Post Graduate	16%
Distance Traveled	less then 10 miles	23%
	10 - 20 miles	23%
	20 - 40 miles	21%
	40 - 60 miles	10%
	60 - 100 miles	10%
	100+ miles	13%

Statistics above base on International Council of Air Shows (ICAS) exit survey of 1,715 responses from adults over 18 gathered at ten North American air shows sites throughout the 2018 air show season.

WARBIRD SPONSORSHIP

Such as: B-17 (WW II Bomber) P-51 (WW II Fighter)
P-40 (WW II Fighter) MiG-17 (Russian Fighter)
A-26 (WW II Attack Plane) B-29 (WW II Bomber)
B-25 (WW II Bomber) B-24 (WW II Bomber)
C-47 (WW II Cargo Plane)

Please call for pricing.

PROMOTING SPONSOR

BENEFITS

ON-SITE EXPOSURE:

* Company name on Community Fence banner created by JBSA Marketing supporting the MWR elements of the Air Show

\$1,000 Investment

OR

* Company name on Community Fence banner created by JBSA Marketing supporting the MWR elements of the Air Show

* Printed name on FSS web site

\$3,000 Investment

Sponsorship dollars help us enhance resiliency and improve morale, productivity and retention.

502d Force Support Squadron - 415 B Street East - JBSA-Randolph TX 78150

Al Conyers (210) 925-1187 - Ed McDaniel (210) 652-2940 - Connie Szeszko (210) 221-2307 - www.jbsatoday.com

CONTRIBUTING SPONSOR

SPONSORSHIP BENEFITS

ADVERTISING-PUBLICITY

- * Company logo on all 502d Force Support Squadron (FSS) air show posters
- * Company name included in the FSS insert of the JBSA Legacy Newspaper
- * Company name included in ad in the special Air Show edition of Legacy Newspaper

ON-SITE ACTIVATION

- * Interaction with 75,000-125,000 Air Show attendees per day
- * Product display space on the flight line
 - ** One (1) 10' x 10' space on the flightline (canopy, tables, chairs and weights must be provided by sponsor)
- * Sponsor mentions over public address system
 - ** Two (2) over event weekend

HOSPITALITY

- * Invitations to 502 FSS Sponsorship Hospitality Chalet
 - ** Located on flight line with seating, food and beverages
 - ** Ten (10) per day for two shows (20 total)

\$6,000 Investment

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ASSOCIATE SPONSOR

SPONSORSHIP BENEFITS

ADVERTISING-PUBLICITY

- * Company logo on all 502d Force Support Squadron (FSS) air show publicity (posters, flyers, etc.)
- * Company logo included in the FSS insert of the JBSA Legacy Newspaper and the Bi-Weekly FSS Email
- * Company logo on JBSA website and all FSS digital marketing platforms
- * Company name included in ad in the special Air Show edition of Legacy Newspaper
- * Business card size company advertisement in March/April 2022 JBSAtoday Magazine
- * Social media posts (2)

ON-SITE ACTIVATION

- * Interaction with 75,000-125,000 Air Show attendees per day
- * Product display space on the flight line
 - ** One (1) 20' x 20' space with canopy on the flightline (table and chairs included)
- * Sponsor mentions over public address system
 - ** Six (6) over event weekend
 - ** Two Sponsor provided banners up to 3' x 10' (Banner must be provided by the sponsor)
 - ** Sampling, couponing or a mutually agreed upon activation activity

HOSPITALITY

- * Invitations to 502 FSS Sponsorship Hospitality Chalet
 - ** Located on flight line with seating, food and beverages
 - ** Twenty-five (25) invitations per day for two shows (50 total)

\$12,000 Investment

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PRESENTING SPONSOR

SPONSORSHIP BENEFITS

ADVERTISING-PUBLICITY

- * Company logo on all 502d Force Support Squadron (FSS) air show publicity (posters, flyers, etc.)
- * Company logo included in the FSS insert of the JBSA Legacy Newspaper, the Bi-Weekly FSS Email and the JBSAtoday Magazine
- * Company logo on JBSA website and all FSS digital marketing platforms
- * Company logo and name included in ad in the special Air Show edition of Legacy Newspaper
- * Company logo on welcome banners at all entrances
- * Quarter page size company advertisement in March/April 2022 JBSAtoday Magazine
- * Social media posts (3)

ON-SITE ACTIVATION

- * Interaction with 75,000 -125,000 Air Show attendees per day
- * Product display space on the flight line
 - ** One (1) 20' x 40' space with canopy on the flightline (table and chairs included)
- * Sponsor mentions over public address system
 - ** Nine (9) over event weekend
- * Four Sponsor provided banners up to 3' x 10' (Banner must be provided by the sponsor)
- * Sampling, couponing or a mutually agreed upon activation activity

HOSPITALITY

- * Invitations to 502 FSS Sponsorship Hospitality Chalet
 - ** Located on flight line with seating, food and beverages
 - ** Thirty-five (35) invitations per day for two shows (70 total)

\$18,000 Investment

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TITLE SPONSOR

SPONSORSHIP BENEFITS

ADVERTISING-PUBLICITY

- * **Permission to use Joint Base San Antonio Air Show logo (if approved by 502 ABW/CC) and Title Sponsor designation in advertising and promotion**
- * **Logo on 502d Force Support Squadron (FSS) Air Show publicity (posters, flyers, etc.)**
- * **Logo included in the FSS insert in the JBSA Legacy Newspaper, the FSS Bi-Weekly Email and in the “save the date” ad in our Jan/Feb 2022 JBSAtoday Magazine and in the air show ad in the March/April 2022 JBSAtoday Magazine**
- * **Company logo with active link to your company’s web site on FSS website and on all FSS digital marketing platforms**
- * **Company logo on printed copy of paid seating tickets**
- * **Company logo and name included in ad in the special Air Show edition of Legacy Newspaper**
- * **Company logo on welcome banners at all entrances**
- * **Half page size company advertisement in Nov./Dec. JBSAtoday Magazine**
- * **Social media posts (5)**
- * **Company business advertisement on the JBSA Website for three months prior to Air Show**

ON-SITE ACTIVATION

- * **Interaction with 75,000-125,000 Air Show attendees per day**
- * **Product display space on the flight line**
 - ** **One (1) 40’ x 40’ space with canopy on the flightline (table and chairs included)**
- * **Sponsor mentions over public address system**
 - ** **Twelve (12) over event weekend**
- * **Six Sponsor provided banners up to 3’ x 10’**
Banner must be provided by the sponsor
- * **Sampling, couponing or a mutually agreed upon activation activity**

HOSPITALITY

- * **Invitations to 502 FSS Sponsorship Hospitality Chalet**
 - ** **Located on flight line with seating, food and beverages**
 - ** **Fifty (50) invitations per day for two shows (100 total)**

\$25,000 Investment

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Sponsorship

BENEFITS SUMMARY

ADVERTISING AND PUBLICITY
ON-SITE ACTIVATION
HOSPITALITY

	Contributing Sponsor \$6,000	Associate Sponsor \$12,000	Presenting Sponsor \$18,000	Title Sponsor 25,000
Right of First Refusal	no	no	no	yes
Air Show Logo Use (If approved by 502 ABW/CC)	no	no	no	yes
Company Name/Logo on 502 FSS Air Show Poster	yes	yes	yes	yes
Company Name/Logo on 502 FSS Air Show publicity posters and flyers	no	yes	yes	yes
Company Name/Logo in FSS insert in JBSA Legacy Newspaper, Bi-Weekly FSS Email and JBSAtoday Magazine	Company Name in Legacy	Logo in Legacy & FSS Email	Logo in Legacy, FSS Email and JBSAToday	Logo in Legacy, FSS Email & JBSAToday
Company Logo in "save the date" ad in our Jan/Feb 2022 JBSAtoday magazine and in the air show ad of the Mar/Apr 2022 JBSAtoday magazine	no	no	no	yes
Company Name/Logo on JBSA website and all FSS digital marketing platforms	no	yes	yes	yes (with active link to their website)
Company Name/Logo included in ad of the special edition Air Show Legacy newspaper	yes (Name)	yes (Name)	yes (Logo)	yes (Logo)
Company logo on welcome banners at all available entrances	no	no	yes	yes
Company Advertisement in Nov/Dec JBSAtoday magazine	no	1/8 page size	1/4 page size	1/2 page size
JBSA (FSS) Social media posts	no	2	3	5
Logo recognition on paid seating tickets	no	no	no	yes
Display Space Footprint	10' x 10'	20' x 20'*	20' x 40'*	40' x 40'*
Public Address Mentions	2**	6**	9**	12**
Sponsor Banner (must be provided by sponsor)	0	2	4	6
Golf Cart Use	no	no	no	yes
Sponsorship Hospitality Invitations	10****	25****	35****	50****

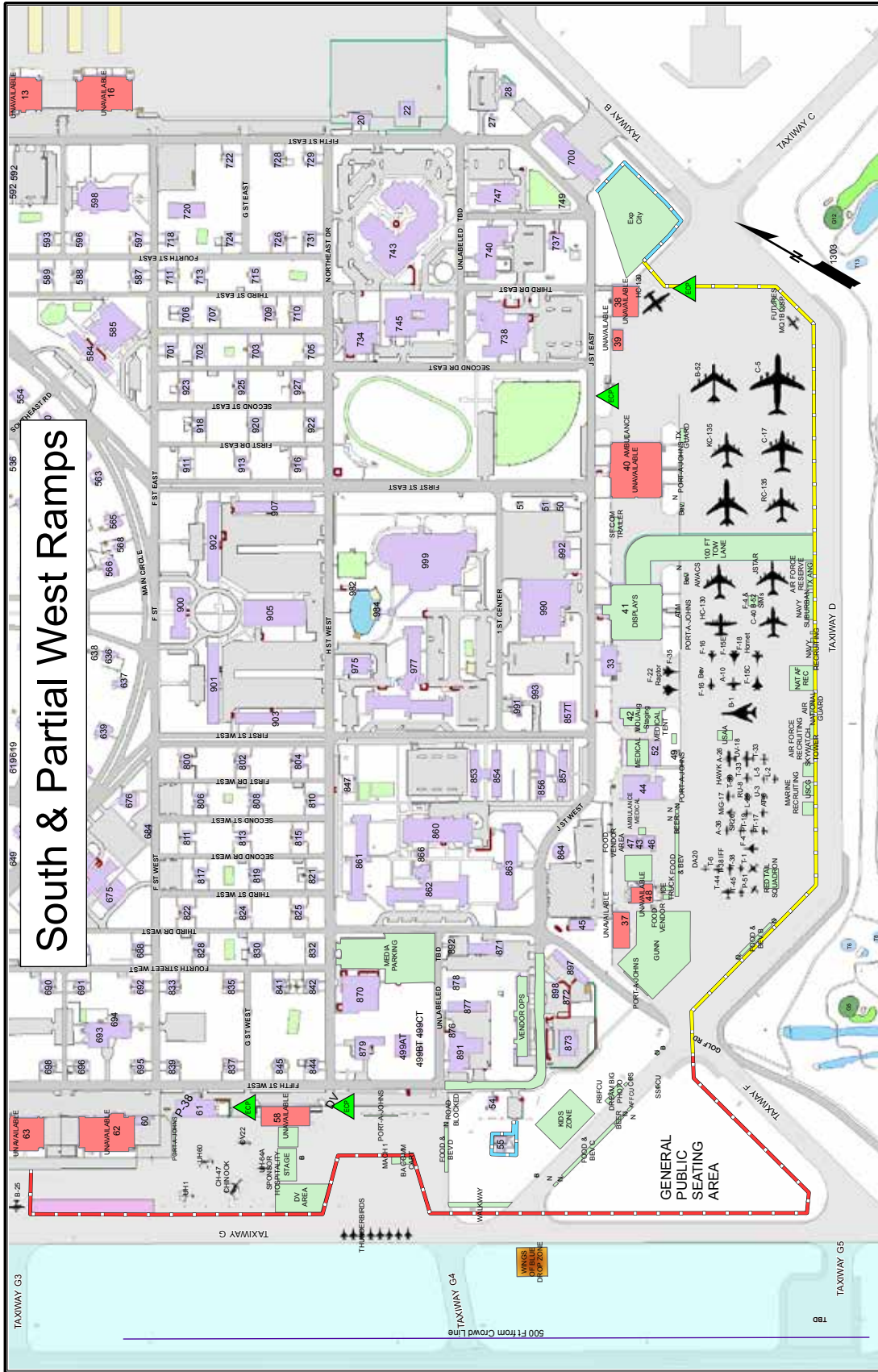
* Canopy on the Flightline with table and chairs included

** Over two day event, exact number is at the discretion of the Air Show narrator.

**** Per day

Sample map representing ramp for Joint Base San Antonio Air Show & Open House.

Please disregard any planes or sponsor information, this information was from a previous air show and planes, sponsors and locations change with each air show.





For more information:

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