



*Joint Base San Antonio
Commercial Sponsorship Guide
2022*



Sponsorship Why?

Joint Base San Antonio (JBSA) is made up of 198,189 active-duty military, family members, civilians and military retirees that live and work in and around Fort Sam Houston, Lackland and Randolph. All three locations provide community service programs that enhance the quality of life for DOD ID cardholders and their families.

These programs affect the military mission by improving morale, productivity and retention. Programs such as fitness centers directly support unit readiness by providing a physically fit force. Our family support and quality of life initiatives help attract and retain a quality force. By partnering with JBSA through any one of the three Commercial Sponsorship representatives, you help us provide events that educate and instill confidence in our youth, entertain active-duty members and their families and promote a sense of community. Each event has expected attendance from a few hundred to thousands of service members and their families. Think of the exposure your company could receive and the many chances of acquiring loyal patrons through programs at our JBSA locations!

Although not inclusive, this booklet offers several programs from each location; however, there are many other programs available that need your sponsorship support. Please contact one of the representatives listed on the last page of the brochure to obtain more information.

Cash and in-kind support is needed and is negotiable based on the type and size of the event.

Ten Benefits of Commercial Sponsorship

- Direct exposure to a large military community
- Company name and logo displayed 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/advertising & direct mail
- Commissary and Army & Air Force Exchange
- Service (AAFES) promotional displays
- VIP status at events for major sponsors
- Event/product exclusivity

JBSA-Demographics

Appropriated Fund Military

Active Duty Permanent Party	38,284
Reserve/Guard	13,885
Active Duty Students	15,084
Family Members	39,530

Civilians

Civilian Population	26,466
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Retirees

Military Retirees in Area	64,940
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TOTAL JBSA POPULATION	198,189
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2022 Tiers of Sponsorship with Benefits

Level One

10 x 10 space (no tent, tables or chairs provided by 502 FSS)

Company name on all publicity material

Name for event announcements

Level Two

10 x 10 tent, tables or chairs provided by 502 FSS

Logo on event FSS printed publicity material and thank you banner at event

Logo on event tee shirts (if applicable)

Base newspaper (Legacy) insert “company name” only

Company name/logo (whichever fits) in FSS Bi-weekly Information Email

Name on magazine ad for event

Name for event announcements

Level Three

10 x 10 tent, tables or chairs provided by 502 FSS

Logo on event FSS printed publicity material and thank you banner at event

Logo on event tee shirts (if applicable)

Base newspaper (Legacy) insert “company name” only

Company name/logo (whichever fits) in FSS Bi-weekly Information Email

Logo on magazine ad for event

Name for event announcements

Name included in AAFES/Commissary radio announcements

Logo on LCD monitors with event announcements

Social Media Posts (2)

Web site recognition

Company banner at event (1)

Pricing will be different for each event depending on size and expected attendance. However, benefits for the levels will remain the same across the events. For example, Level One benefits will be the same no matter the event but the sponsorship pricing will vary.



Snow Fest

January 21

JBSA~Lackland

Slip and slide through the icy slopes of Texas! Bring the family out to the annual Snow Fest at the JBSA Lackland Amphitheater. This FREE event includes four snow slides, interactive activities for all ages and music. Food & refreshments are available for purchase. Expected attendance is 2,000 patrons.

Pricing	Tier 1	Tier 2	Tier 3
	\$750	\$1,000	\$2,000



Glow in the Park 5K

February 26

JBSA~Fort Sam Houston~MacArthur Parade Field

Put on your neon war paint and come light up the night for the annual JBSA Glow in the Park 5K at the JBSA-Fort Sam Houston MacArthur Parade Field. You can run at your own pace while enjoying many crazy lighting effects on this illuminated nighttime course. After you victoriously reach the finish line you can show off your dance moves and your glow spirit at a celebratory dance party. This event is open to all DOD ID cardholders and all participants are encouraged to dress in their glow gear! Expected attendance is 3,500 - 4,000 patrons.

Pricing	Tier 1	Tier 2	Tier 3
	\$750	\$1,000	\$2,000



Virtual Bingo

March 11, June 24, July 15, & August 12

JB SA~MWR Social Media

Participants play bingo virtually, by watching the 502 FSS Facebook LIVE Bingo with a chance to win prizes valued up to \$1,000. Expected attendance is between 750 - 1,200 patrons per night. Sponsors may participate by calling Bingo games or providing an ad that can be shown in between the games.

Pricing	Tier 1	Tier 2	Tier 3
	\$750	\$1,000	\$2,000



Outdoor Movie

March 25

JBSA~Lackland~Ampitheater

Arrive early and bring your lawn chair so you can enjoy a first run movie in the great outdoors! Food & refreshments are available for purchase. Expected attendance 500 to 750 patrons.

Pricing	Tier 1	Tier 2	Tier 3
	\$1,500	\$2,500	\$5,000



Month of the Military Child Celebrations

April (entire month)

JBSA~All Youth Locations

Each JBSA Youth Programs will hold a Month of the Military Child event to celebrate all our our military children. The events will include interactive inflatables and lots of games and youth-friendly activities.

Pricing	Tier 1	Tier 2	Tier 3
	\$1,000	\$1,500	\$2,000



JBSA The Great Texas Air Show

April 22-24

JBSA~Randolph AFB Flight Line

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.

Pricing: Tier levels from \$6,000 up to \$25,000. Ask for Air Show brochure for more detailed information on all levels of sponsorship.



JBSA - Lakin' It Easy

May 7

JBSA~Jacob's Creek @ Canyon Lake

Enjoy a day at the lake with free park entrance, discounted rentals, food trucks, swimming, water slides and more!

Pricing	Tier 1	Tier 2	Tier 3
	\$750	\$1,000	\$1,200



Taste of JBSA

May 20

JBSA~Fort Sam Houston~Parking Lot @ Military Family Readiness Center

Come tantalize your taste buds at our fourth annual Joint Base San Antonio Taste of JBSA in the parking lot across from M&FRC. This event brings together craft beer vendors and wineries offering tastings and purchases. Our patrons will enjoy a laid back ambiance with great entertainment, food, drinks and fun! Expected attendance is 350-500 patrons.

Pricing	Tier 1	Tier 2	Tier 3
	\$750	\$1,000	\$1,200



Summer Kick-Off Celebration

June 3

JBSA~Randolph Parr Club

Kick off summer the right way with free swimming, interactive inflatables, youth games and crafts, food trucks and a more. Expected attendance is 750 - 1,000 patrons.

Pricing	Tier 1	Tier 2	Tier 3
	\$750	\$1,000	\$1,500



Night in Vegas

July 29

JBSA~Randolph Parr Club

Purchase tickets to attend a fun night full of good food, gaming and chances to win valuable prizes. Expected attendance is 350 patrons.

Pricing	Tier 1	Tier 2	Tier 3
	\$750	\$1,000	\$1,200



Back to School Bash

August (entire month)

JBSA~All Youth Programs

Each JBSA Youth Programs will hold a Back to School Bash to start the new school year off right. Expected attendance 500 to 750 patrons.

Pricing	Tier 1	Tier 2	Tier 3
	\$750	\$1,000	\$1,500



Paint Your Picasso

August 26

JBSA~Fort Sam Houston Golf Course

Come channel your inner Picasso while you paint along with an instructor and enjoy food and beverages available for purchase. Expected attendance is 150 - 200 patrons.

Pricing	Tier 1	Tier 2	Tier 3
	\$500	\$750	\$1,000



Oktoberfest

September 17

JBSA~Fort Sam Houston~Parking Lot @ Military Family Readiness Center

Enjoy live music, an authentic biergarten, festive food, interactive activities for the whole family and much more. Parking and admission are free. So get your lederhosen on and meet us at the parking lot at the corner of Worth and Stanley Roads for some mirthful merriment, Bavarian style. Expected attendance is 3,000-4,000 patrons.

Pricing	Tier 1	Tier 2	Tier 3
	\$1,500	\$2,500	\$3,000



Fall Fest

October 15

JB SA~Lackland~Gateway Club Parking Lot

A great event from FSS all about fall fun. Pick a pumpkin, navigate a hay maze, pet some animals and enjoy some good food. Expected attendance is 2,500 patrons.

Pricing	Tier 1	Tier 2	Tier 3
	\$1,000	\$1,500	\$2,000



Haunted Halloween Zombie Fest

October 29

JBSA~Fort Sam Houston Golf Course

The Zombies have arrived and it's up to you to survive! Do you have what it takes to escape a JBSA Zombie invasion? Come test your evasion skills at the third annual Zombie Run behind the JBSA-Fort Sam Houston Golf Course. This event is a partnership between Community Programs, Golf and Youth to provide lots of scary family friendly Halloween fun. Culminate the evening with a haunted house inside the cart barn, some food truck treats, entertainment, fitness challenges and undead fun! This event is aimed at providing an innovative, energizing, apocalyptic, immersive family-friendly event. Expected attendance is 1000-2000 patrons.

Pricing	Tier 1	Tier 2	Tier 3
	\$750	\$1,000	\$1,500



Holiday Parade

November 19

JBSA~Fort Sam Houston

Enjoy a holiday parade with music, decorated vehicles, holiday characters, candy canes, trinkets and more.

Expected attendance is 1,000-1,500 patrons.

Pricing	Tier 1	Tier 2	Tier 3
	\$750	\$1,000	\$1,500



Holiday Tree Lighting

November 30
JBSA~Lackland

December 1
JBSA~Randolph

December 2
JBSA~Fort Sam Houston

This event takes place at all JBSA locations from 6-8 p.m. and includes a visit from Santa, refreshments and more. Expected attendance is 500-1000 at each location.

Pricing	Tier 1	Tier 2	Tier 3
	\$750	\$1,000	\$1,200



Grub with the Grinch

December 10

JB SA~Lackland~Gateway Club

Brunch and pictures with Santa and the Grinch

Expected attendance is 500-1,000 patrons.

Pricing	Tier 1	Tier 2	Tier 3
	\$500	\$750	\$1,200



For More Information

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Thank you for your support!