



*502d Force Support Squadron
Commercial Sponsorship Guide
2023*

Sponsorship Why?

Table of Contents



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
Retirees		
Military Retirees in Area		64,940
TOTAL JBSA POPULATION		198,189

Snowfest (LAK).....	5
Paint Your Picasso (FSH).....	6
Virtual Bingo (Facebook Live)	7
Taste of JBSA.....	8
Month of the Military Child (JBSA)	9
JBSA Fort Sam Houston Open House (FSH)	10
Lakin’ It Easy (Canyon Lake)	11
Let’s Celebrate Summer (RND).....	12
Night in Vegas (RND)	13
Back to School Bash (JBSA).....	14
Customer Appreciation Golf Tournament (JBSA)	15
Dinner to Die For (LAK)	16
Oktoberfest (FSH)	17
Fall Fest (LAK)	18
Halloween Spooktacular (FSH).....	19
Holiday Parade (FSH)	20
Holiday Tree Lighting (FSH, LAK & RND).....	21
Grub with the Grinch (LAK)	22
Harlequin Theater	23
Community Centers	24
For more information.....	25

2023 Tiers of Sponsorship with Benefits

Tier One

No space, tent, tables, chairs or lighting provided by 502 FSS
Company name on all publicity material
Company name for event announcements

Tier Two

10 x 10 space (no tent, tables, chairs or lighting provided by 502 FSS)
Company name on all publicity material
Company name for event announcements

Tier Three

10 x 10 tent, tables, chairs and lighting (if night event) provided by 502 FSS
Logo on FSS printed publicity material including three banners, four posters and 75 handouts and on the thank-you banner at the event
Logo on 49 FSS LCD monitors
Company name/logo (whichever fits) in FSS Bi-weekly Information Email, distribution to over 9,000 JBSA members
Company name on magazine ad for event, 7,000 copies printed bi-monthly
Company name for event announcements, at least one per hour of event
Logo on event tee shirts (if applicable)

Tier Four

10 x 10 tent, tables, chairs and lighting (if night event) provided by 502 FSS
Logo on FSS printed publicity material including nine banners (three per location), 12 posters placed across JBSA locations and 75 handouts and on the thank-you banner at the event
Company logo in FSS Bi-weekly Information Email, distribution to over 9,000 JBSA members
Logo on magazine ad for event, 7,000 copies printed bi-monthly
Company name for event announcements, at least one per hour of event
Company name included in AAFES/Commissary radio announcements
Logo on 49 LCD monitors and 44 digital monitors with event announcements
Social Media Posts (2)
Web site recognition with a link to sponsors web site
Company banner at event (1), provided by sponsor
Logo on event tee shirts (if applicable)

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 28

JBSA~Lackland

Slip and slide through the icy slopes of Texas! Bring the family out to the annual Snow Fest at the Lackland Amphitheater. This FREE event includes 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	Tier 4
	\$400	\$1,000	\$1,500	\$2,000



Paint Your Picasso

February 24 & August 25

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	Tier1	Tier 2	Tier 3	Tier 4
	\$250	\$500	\$750	\$1,000

Virtual Bingo

February 10, April 28, June 23, July 14 & August 11

JBSA~MWR Social Media - Facebook Live

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 between the games.

Pricing	Tier1	Tier 2	Tier 3	Tier 4
	\$300	\$750	\$1,000	\$2,000



Taste of JBSA

March 25

JBSA~Randolph Parr Club

Come tantalize your taste buds at our annual Joint Base San Antonio. 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 500 - 1,000 patrons.

Pricing	Tier 1	Tier 2	Tier 3	Tier 4
	\$300	\$750	\$1,000	\$1,200

Month of the Military Child Celebration

April 1

JBSA~Randolph~Heritage Park

The event includes lots of games, crafts activities and interactive inflatables. Open to all DoD ID card holders. Expected attendance 2,000 patrons.

Pricing	Tier 1	Tier 2	Tier 3	Tier 4
	\$500	\$1,500	\$2,500	\$5,000



JBSA-Fort Sam Houston Open House

April 22

JBSA~ Fort Sam Houston - MacArthur Parade Grounds

Army Golden Knights will be dropping in and there will be Army equipment on display along with the Army & Air Force bands, food trucks, a vendor market and youth activities. Installation will be open to all DoD ID card holders and our Military City civilian partners. Expected attendance is 30,000.

Pricing	Tier 1	Tier 2	Tier 3	Tier 4
	\$750	\$3,000	\$4,000	\$5,000

JBSA - Lakin' It Easy

May 6

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! Expected attendance 1,000 patrons.

Pricing	Tier 1	Tier 2	Tier 3	Tier 4
	\$400	\$1,000	\$1,500	\$2,000



Let’s Celebrate Summer

June 3

JBSA~Randolph Parr Club~ Deck & Pool Area

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	Tier 4
	\$400	\$1,000	\$1,200	\$1,500

Night in Vegas

July 28

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	Tier 4
	\$300	\$750	\$1,000	\$1,200



Back to School Bash

August 12

JBSA~Fort Sam Houston~Salado Creek Park

An event to celebrate back to school, by giving out supplies and having lots of fun. Includes youth games and activities, music, interactive inflatables and free hot dogs, chips and a drink. Expected attendance 750 - 1,000 patrons.

Pricing	Tier 1	Tier 2	Tier 3	Tier 4
	\$400	\$1,000	\$1,500	\$2,000

Customer Appreciation Golf Tournament

September 15

All JBSA~Golf Courses

A tournament at all three golf courses to show appreciation for all the Golf Club members. Expected attendance is 300 - 750 patrons.

Pricing	Tier 1	Tier 2	Tier 3	Tier 4
	\$250	\$500	\$750	\$1,000



Dinner to Die For

September 15

JBSA~Lackland~Gateway Club

Interactive Murder Mystery with dinner and a show.
Expected attendance is 150 - 300 patrons.

Pricing	Tier 1	Tier 2	Tier 3	Tier 4
	\$300	\$750	\$1,000	\$1,500

Oktoberfest

September 30

JBSA~Fort Sam Houston~Corner of Worth and Stanley Roads

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 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	Tier 4
	\$500	\$1,500	\$2,500	\$3,000



Fall Fest

October 14

JBSA~Lackland~Amphitheater or 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 interactive inflatables, music & good food. Expected attendance is 2,500 patrons.

Pricing	Tier 1	Tier 2	Tier 3	Tier 4
	\$400	\$1,000	\$1,500	\$2,000

Halloween Spooktacular

October 28

JBSA~Fort Sam Houston Golf Course

Community Programs partners with the FSH Golf and Youth Programs to make this one large event. Patrons can go through the haunted house and participate on all the inflatables, youth games and the trunk or treat. The event is free and open to everyone. Expected attendance is 1000 - 2000 patrons.

Pricing	Tier 1	Tier 2	Tier 3	Tier 4
	\$400	\$1,000	\$1,500	\$2,000



Holiday Parade

November 18

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	Tier 4
	\$300	\$750	\$1,000	\$1,500

Holiday Tree Lighting

November 29 | November 30 | December 1

JBSA~Lackland

JBSA~Randolph

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	Tier 4
	\$250	\$500	\$1,000	\$1,200
	Publicity Only	One Location	Two Locations	Three Locations



Grub with the Grinch

December 9

JBSA~Randolph~Parr Club

Brunch and pictures with Santa and the Grinch Expected attendance is 500 - 1,000 patrons.

Pricing	Tier 1	Tier 2	Tier 3	Tier 4
	\$250	\$500	\$750	\$1,200

Harlequin Theater

Year Round

Fort Sam Houston Theater

The Harlequin produces eight shows a year (four plays and four musicals) and produces four-to eight special event productions a year to include the San Antonio Symphony, Ballet, guest recording artist, etc. The musical productions run 5-6 weeks and the plays run 3-5 weeks and the shows take place on Friday & Saturday evening with Sunday matinees for our special productions. Expected overall attendance for the three-week productions is 1,500 patrons and a total 3,500-4,000 patrons for the five-six week productions. Sponsorship is per show and will get you a 1/2 page ad in the program, two tickets to one performance as well the opportunity to be on site at the production during intermission.

Pricing	Tier 1
	\$750



Community Centers

Year Round Activities

FSH Student Activity Center ~ LAK Arnold Hall and Skylark CC

Skylark Community Center on JBSA-Lackland hosts over 11 events that each get over 350 students in attendance and these include events such as a Super Bowl Party, Memorial Day BBQ, July 4th BBQ, etc. They also host over 21 other events that get between 100-250 student at each. In addition, they host seven UFC Fight Nights that each get over 350 attendees.

Student Activity Center on JBSA-Fort Sam Houston hosts over 11 events that each get over 350 students in attendance and these include events such as a Super Bowl Party, Rodeo Round Up, Fiesta Celebration, etc. They also host over 23 other events that get between 100-250 student at each.

Sponsorship at the level below will get you three of the larger events at your choice of location.

Pricing	Tier 1
	\$750

For More Information

JBSA - Fort Sam Houston:

Ms. Connie Szeszko
(210) 221-2307
constance.szeszko@us.af.mil

JBSA - Lackland:

Mr. Al Conyers
(210) 925-1187
alfred.conyers@us.af.mil

JBSA - Randolph:

Mr. Ed McDaniel
(210) 652-2940
edward.mcdaniel.1@us.af.mil





Thank you for your support!