

# Sponsorship Opportunities

# How can your company become a sponsor?



Typical events held at Andersen AFB throughout the year include:

- ◆ Leisure/Travel/Recreation Fairs
- ◆ 5K Runs/Bike Races & other Fitness Events
- ◆ Sports Tournaments
- ◆ Beach Parties
- ◆ Holiday Festivals
- ◆ Golf & Bowling Tournaments
- ◆ Youth Sports Programs
- ◆ Talent Contests
- ◆ Enlisted/Officers' Club Events
- ◆ Library Programs
- ◆ Outdoor Recreation Programs
- ◆ Community Center Programs

...and much more!

It's easy!

Just contact the 36th Services Squadron Marketing Office, and we will provide you with information on upcoming events.

We look forward to hearing from you!



Contact:

Laura Chadwick or Ralph Ridgeway

Phone: (671) 366-6157

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E-mail:

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Thank you for considering Sponsorship at Andersen Air Force Base  
We look forward to hearing from you.

## Partners in the Pacific

*"Reach a diverse military market and enhance programs for families"*



Andersen Air Force Base  
Commercial Sponsorship Program  
No federal indorsement of sponsor intended

## Why Sponsorship?



The Andersen Air Force Base community is made up of nearly 10,000 active duty military personnel, family members, DoD civilians, contractors, military retirees, reserves and National Guard who live and work on and around the base. In addition to that, there are thousands of Naval personnel who routinely visit our base to take part in our special events, activities and programs. After all, our programs are top-notch! Andersen AFB won the Eubank Award in 2006 - which means we are the best in the Air Force! The 36th Services Squadron provides community service programs that enhance the quality of life for military members and their families. Throughout the year, 36th Services organizes a variety of base wide special events and entertainment - free of charge - for the Andersen community. Commercial sponsorship is an essential element for the continuation and success of these events. By partnering with Andersen AFB through the 36th Services Squadron's Commercial Sponsorship Program, you help us provide programs and events that educate and instill confidence in our youth, entertain active duty members and their families, and promote a sense of community. Just think of the exposure your company could receive, and the many opportunities afforded to acquire new and loyal patrons through programs that your company sponsors at Andersen Air Force Base.

## Ten benefits of commercial sponsorship

- 1 Direct exposure to a large military community
- 2 Display company name/logo on promotional material
- 3 Event recognition: "Sponsored in part by..."
- 4 On-site signage, product displays, sampling and demonstrations
- 5 Event sponsor booth
- 6 Press releases in base newspaper
- 7 E-mails to a database of over 2,000 users
- 8 Slides on the base Cable TV channel
- 9 Pre-event publicity and advertising
- 10 Event/product exclusivity

## Sponsorship Options

- |   |   |  |
|---|---|--|
| 1 Direct financial support                              | 4 Entertainment (bands, magicians, comedians)   | 6 Trophies, uniforms                   |
| 2 Gift certificates                                     | 5 Prizes (home electronics, shopping sprees, dinners, overnight accommodations, sports equipment) | 7 Transportation services or equipment |
| 3 In-kind products (food, beverages, cups, plates, etc) |   |  |

