

SPONSORSHIP OPTIONS

Direct Financial Support: Cash to offset the cost of programs and events or enhance programs and events.

In-kind Products: Products and Services to enhance or offset the cost of events or programs.

Gift Cards or Gift Certificates

Gift/Donations: Gifts and donations in the form of cash, products, or services may be offered and provided for events and programs. Donations receive limited publicity and acknowledgment.

Prizes: Products of ALL types; none too small or too large. Cars, RV's, home electronics, personal care products, home care and furnishings, apparel, toys and any product type of prize that can be awarded, including shopping sprees.

Service Related Prizes: Travel and leisure packages, beauty and health care products, salon care, home service, any service that could serve as a prize award.

Programs or Event Support: Uniforms and/or equipment for sports, costumes, or medals and trophies.

SPONSORSHIP BENEFITS

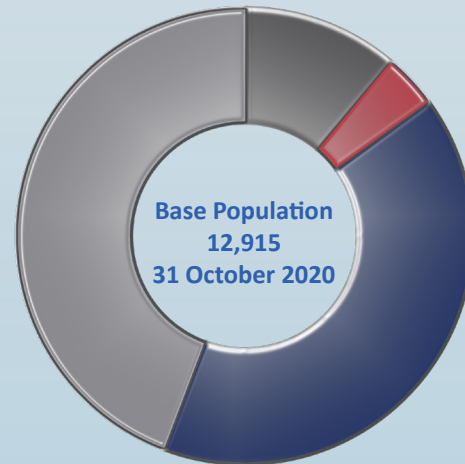
- Direct exposure to a large military community
- Pre-event publicity and advertising
- Display company name/logo on promotional materials
- On-site signage
- Product displays, sampling & demonstrations
- Logo/brand recognition
- Event exhibits/sponsor booths
- Recognition at the event
- Cross-marketing in 5th Force Support Squadron facilities
- Partnership with 5th Force Support Squadron to support the military community, deployed troops and their families
- Recognition that reaches the civilian and retirees at Minot AFB

BECOMING A SPONSOR

1. Contact Susan Wagers to find out how Commercial Sponsorship can benefit you.
2. Provide sponsorship in the form of goods, services, or money in exchange for negotiated recognition tailored to benefit your business.
3. Sign a sponsorship agreement which details the partnership to ensure proper recognition is given to you, the sponsor, for the monetary or in-kind gifts given to the 5th Force Support Squadron.

MINOT AFB ECONOMIC IMPACT

Minot Air Force Base's estimated annual economic impact is over \$597 million.



ACTIVE DUTY & RESERVE MILITARY	5637 (44%)
MILITARY DEPENDENTS	5305 (41%)
RETIREEES - ALL BRANCHES	1461 (11%)
CIVILIAN EMPLOYEES ON BASE	512 (4%)

 @5thForceSupport

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www.5thforcesupport.com



5 FSS Marketing
Susan Wagers
Special Programs Coordinator

Office: 701-723-6718

Cell: 701-720-7203

Email: susan.wagers@us.af.mil

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COMMERCIAL SPONSORSHIP & ADVERTISING PROGRAM



*Only the Best Come North
and Only the Greatest
Advertise with Them!*



THINGS YOU SHOULD KNOW...

Here are some statistics on our facilities and how advertising is being shown and who you are reaching.

The average number of customers in our facilities is:

- Bomber Bistro/B-Fifty Brew: 300-400 daily
- Rockers Bar & Grill: 300-400 daily, averaging in event/program attendance
- Kelley's Place: 150-200 daily
- Rough Rider Lanes: 75-100 daily during leagues and open bowl
- Youth Center: Sports Programs 120+ players, 20 coaches, 100+ in Before/After School Programs, 170+ Open Rec/Teens and 300-500 special events
- Child Development Center: 180+ families accounting for 200+ children plus Give Parents a Break Program roughly 8 families with 10 children
- McAdoo Fitness Center: 5000+ monthly
- Outdoor Recreation: 2000 monthly

Monitor Ads: In a 28 day period the ads run on a 15 second loop, during business hours.

- Fitness Center: 2,419.2 times
- Rockers Bar & Grill: 734 times
- Rough Rider Lanes (Kelley's Place): 849.6 times
- Child Development Center (2 monitors): 1,584 times
- Lodging: 2,419.2 times

ENTERTAINMENT SOCIAL CENTER SCREEN SAVERS

The Entertainment Social Center will feature high end computers and consoles for esports and online gaming. These gaming systems, when not in use, will have screen savers where your ad will run on loop during their hours of operation.

Gaming computers and console screen savers:

- \$150 per month • \$400 per quarter
- \$1200 per year (Best value, 3 months free!)

POSTER PLACEMENT

McAdoo Fitness Center: This location is a high traffic facility. The poster will be placed near the lobby area of the facility and will be highly visible. There are 3 snap frames in this location.

Rough Riders Bowling Center/Kelley's Place: This facility is frequented by military and civilian personnel. The poster is placed on a wall adjacent to the entrance where it is highly visible.

Rockers Bar & Grill: This facility is frequented by lunch patrons and after work hours. Patrons include both military and civilian.

Bomber Bistro/B-Fifty Brew: This facility is frequented by both military and civilian patrons interested in lunch and dinner. The same building offers an indoor play area for children which is quite popular with families. B-Fifty Brew is proudly serving Starbucks drinks and offer a variety of snack items. These two facilities have become our greatest sellers!!

Library: This location has a large amount of traffic from individuals and families for not only their entertainment needs but also for their educational needs.

Youth Center: Our Youth Center is a hub of activity with not only offering a variety of sports programs, but with events for the younger kids, teens and families. There's always something going on, folks coming and going, and it's considered one of our most high traffic areas!

Entertainment Social Center: This facility, called the ESC or Escape, will be the new hangout spot for Airman and Civilians where they can play their favorite board and video games, watch eSports events, and host movie nights.

The poster size is 22.5 x 28.5 with a print area of 20.5 x 26.5 and is in full color. The posters will be placed in snap frames in each facility. Cost of poster is \$100. Minimum contract for poster placement is 3-months for a total of \$300. Poster can be changed once and changed every 2 months.

5th FORCE SUPPORT WEBSITE www.5thforcesupport.com

The public website for the 5th Force Support Squadron is a popular site and visited often; not only by local Minot AFB personnel and families for information but also by outside traffic for information on lodging, education, employment, and more. Most FSS facilities have a page on the site which is updated frequently. The website has links to various other websites as well as Facebook pages.

Ad Size: 120 pixels wide by 120 pixels high:
3 months (\$180) home page (\$250) all pages
6 months (\$300) home page (\$370) all pages
12 months (\$450) home page (\$520) all pages

Ad Size: 120 pixels wide by 240 pixels high:
3 months (\$270) home page (\$370) all pages
6 months (\$450) home page (\$550) all pages
12 months (\$650) home page (\$750) all pages

**Ad can be changed once in a 3 month agreement.
Ad can be changed every 2 months in a 6 or 12 month agreement.**

From your ad, you may include a link to your homepage:

Add \$20 to the cost for a 3 month contract
Add \$40 to the cost for a 6 month contract
Add \$80 to the cost for a 12 month contract

ROUGH RIDER LANES QUBICA SCREENS

"Qubica" is the name of the electronic monitors at Rough Rider Lanes. The center is a popular spot for individuals and families to spend time whether for recreation or for league bowling. Located inside Rough Rider Lanes is Kelley's Place, a popular lunch spot and snack bar. This is a 22 lane house featuring 22 Qubica monitors where your ad will run on a 15 second loop during their hours of operation.

22 Qubica monitors:
\$150 per month • \$400 per quarter
\$1200 per year (Best value, 3 months free!)

FLAT SCREEN MONITORS

HD Monitors are displayed in high traffic areas including the Rough Rider Lanes, Rockers Bar & Grill, McAdoo Fitness Center and the Child Development Center. Your advertisement will be on a rotating loop and will be viewed numerous times each hour during regular business hours. All of these areas serve customers who are currently stationed here and those newcomers as well, who will want to learn everything about their new duty station and the surrounding community. The specs are as follows for the monitor ad: DPI 150, 1920 x 1516.

Monitor Package A:
(McAdoo Fitness Center)
\$150 per month • \$400 per quarter • \$1,200 per year

Monitor Package B:
(Outdoor Rec & Rough Rider Lanes)
\$200 per month • \$500 per quarter • \$1,800 per year

Monitor Package C:
(Youth Center & Child Development Center)
\$200 per month • \$500 per quarter • \$1,800 per year

Monitor Package D:
(Rockers Bar & Grill, Jimmy Doolittle Center & Bomber Bistro/B-Fifty Brew)
\$300 per month • \$800 per quarter • \$2,500 per year

Monitor Package E:
(PICK FIVE! Choose 5 of our 7 facilities to place your ad!)
\$500 per month • \$1,300 per quarter • \$4,000 per year

"What's Up in Minot" Package:
These ads will specifically show in the lobby of our lodging facility, the Sakakawea Inn. They will show customers who are staying with us not only the great events that the many FSS facilities are doing but also the events/happenings in town or surrounding communities such as the ND State Fair, the Norsk Hostfest, Margie's Art Glass classes, the Dickens Festival in Garrison and the NoDak Speedway.
\$100 per month • \$250 per quarter