



YOUR BUSINESS LINK TO
THE AIR FORCE COMMUNITY

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AEDC/TSD-SVK
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SPONSORSHIP & ADVERTISING GUIDE

OPPORTUNITIES ANNOUNCEMENT 2023

ARNOLD AIR FORCE BASE SERVICES



REACH YOUR MILITARY MARKET

AEDC Facts & History

Arnold Engineering Development Complex (AEDC) is the nation's largest aerospace ground flight simulation complex. It operates more than 68 aerodynamic and propulsion wind tunnels, rocket and turbine engine test cells, space environmental chambers, arc heaters, ballistic ranges and other specialized units located in 8 states. AEDC has played a key role in the development of the nation's high priority military jet aircraft, long range missiles and space systems as well as commercial aircraft.

Our Mission: "Test and evaluate systems to meet the demands of the National Defense Strategy."

Our Vision: Second to none!

<https://www.arnold.af.mil/About-Us/>

AEDC is named for the man responsible for its conception -- General of the Air Force Henry H. "Hap" Arnold. Shortly before the end of World War II, General Arnold asked Dr. Theodore von Karman, one of history's great aeronautical scientists, to form a Scientific Advisory Group to chart a long-range research and development course for the future U.S. Air Force. AEDC was a result of that plan.



2023

ALC- *Live Band 80's Night*
ALC- *Bartending 101*
ALC- *Trivia*
ALC- *Craft & Movie Night*
ODR- *Kids Fishing Derby*
GOLF- *Coffee Co. Open*
FITNESS- *Triple Threat*

JULY

ALC- *Live Band Open Mic*
ALC- *Trivia Night*
ALC- *Craft & Movie Night*
ALC- *Chili Cook Off*
GOLF- *Club Championship*
FITNESS- *60 Day Weight Loss Competition*

AUGUST

ALC- *Live Band Variety Night*
ALC- *Craft & Movie Night*
ALC- *Trivia*
ODR- *Kayak & paddle Boarding*
GOLF- *Fall Open*

SEPTEMBER

ALC- *Live Band Night*
ALC- *Trivia Night*
ALC- *Craft & Movie Night*
GOLF- *Backward Tournament*
FITNESS- *Fall Fun Run*
ODR- *Trunk Or Treat*

OCTOBER

ALC- *Live Band Night*
ALC- *Trivia Night*
ALC- *Craft & Movie Night*
ODR- *Holiday Card Contest*

NOVEMBER

ALC- *Live Band Night*
ALC- *Trivia Night*
ALC- *Craft & Movie Night*
ALC- *Family Holiday Bazaar*

DECEMBER

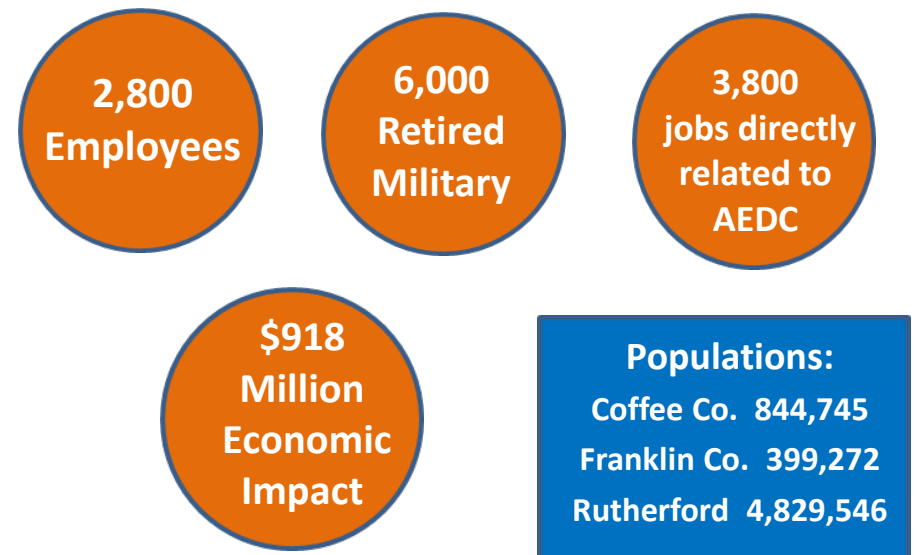
Upcoming Events

JANUARY	<ul style="list-style-type: none"> ALC- Live Band 80's Night ALC- Trivia Night ALC- Craft & Movie Night
FEBRUARY	<ul style="list-style-type: none"> ALC- Live Band Open Mic ALC- Trivia Night ALC- Craft & Movie Night
MARCH	<ul style="list-style-type: none"> ALC- Live Band Rock' n' Roll Night ALC- Trivia Night ALC- Craft & Movie Night GOLF- Spring Open FITNESS- 60 Day Weight Loss Competition FITNESS- 3 Up ALC- St. Paddy's Party ALC- A Night in Vegas
APRIL	<ul style="list-style-type: none"> ALC- Live Band Variety Night ALC- Trivia Night ALC- Craft & Movie Night ALC- MoMC Superhero Bash ODR- Easter Eggstravaganza GOLF- Team w/ Masters FITNESS- PT Warrior Challenge
MAY	<ul style="list-style-type: none"> ALC- Live Band Open Mic Night ALC- Trivia Night ALC- Craft & Movie Night ALC- Mother's Day Bingo FITNESS- Jedi Fitness Challenge GOLF- 2 Person Scramble
JUNE	<ul style="list-style-type: none"> ALC- Live Band Rock' n' Roll Night ALC- Trivia Night ALC- Craft & Movie Night ALC- Summer Fest FITNESS- Mini Indoor Triathlon GOLF- Summer Open

DEMOGRAPHICS:

Arnold Air Force Base employs 2,800 highly skilled professionals making it the largest employer in the surrounding counties. Our local area is also home to more than 6,000 retired military personnel who have access to enjoy the on-base services and activities.

AEDC's economic impact was in excess of \$864.3 million in 2021, and that number does not include the more than \$100 million paid to retirees. Payroll to government & contractor employees was \$333.4 million, and expenses paid out to outside vendors and health insurance paid to local doctors and hospitals was \$247.5 million.



WHAT IS COMMERCIAL SPONSORSHIP?

Arnold AFB Services is the morale, welfare, and recreation department of the base providing events and activities to promote fitness, unity and quality of life for military members, AEDC employees, their families and others in the community. Arnold AFB Commercial Sponsorship Program is proud to provide businesses the opportunity to show their support through monetary funding and in-kind assistance with merchandise, gift certificates and services for the events listed on the next pages. Sponsor any of our events and receive recognition throughout the base!

2023 SPONSORSHIP

BENEFITS OF BEING A SPONSOR

- Recognition at Event, Print and Web
- 3 Social Media Platforms
- Vendor table/booth for promotional opportunity
- Sponsor logo on calendar, flyers and posters
- Event signage
- Event recognition at the event: "Sponsored in part by..."
- Supporting the AEDC community

SPONSORSHIP OPTIONS

- Monetary support
- Gift Certificates / Cards
- Prizes (resort stays, overnight accommodations, electronics, etc.)
- Transportation services or equipment
- Exclusive sponsorship for a single event

(This is based largely upon the budgetary needs for underwriting the event and will vary from event-to-event.)

Target Markets:

Active Duty/Guard/Reserve & dependents
Retired Military & dependents
DoD Civilians & dependents
Retired DoD Civilians & dependents
Contractors & dependents
Arnold Community Council (local)
General Public (limited access)

Locations: Arnold Lakeside Complex, Fitness Center, Fitness Center Annex, Arnold Golf Course, Gossick Leadership Center, Outdoor Recreation Center, Wingo Inn, Café 100, Base Exchange, Building 100, Carrol Building, Building 1099, Propulsion & Engine Buildings.



Deadlines:

Advertisement is due by 15th of the month (prior to the month of publication)

Looking for more Advertising?

Your advertising message has the potential to reach 2,800 employees with a combined income of over \$333.4 million.

*Digital Monthly Magazine

Full Page Ad \$250
1/2 Page Ad \$100
1/4 Page Ad \$50

*Arnold Annual Map

Small Ad \$50
Large Ad \$75

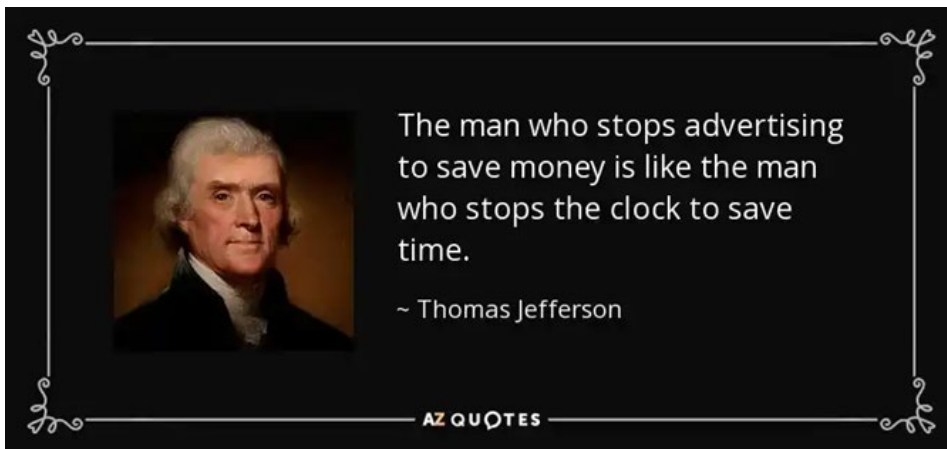
Table Tent Cards

Café 100 & ALC
\$200 month

Banner at event

1 month \$100
6 months \$250
12 months \$750

* Starting in 2023



Sponsorship Packages

	Basic \$150+ 3 months	Standard \$350+ 6 months	Premium \$650+ 9 months	Elite \$1,000+ 12 months
Flyers & Posters	✓	✓	✓	✓
Calendar/ Magazine	✓	✓	✓	✓
High Mach Newspaper	✓	✓	✓	✓
Newcomer Packet	✓	✓	✓	✓
Base Wide Email	✓	✓	✓	✓
Arnold Website	✓	✓	✓	✓
Recognition at Event(s)	✓	✓	✓	✓
Facebook, Instagram & Twitter		✓	✓	✓
TV 10 Seconds			✓	✓ 15 seconds
Booth at Event				✓
*Logo on T- shirts				✓

* If applicable & time permitting / Custom packages available

Digital Advertising

28" Widescreen Smart TV's

	Basic 14 TV's \$75 1 month	Standard 14 TV's \$200 3 months	Premium 14 TV's \$400 6 months	Elite 14 TV's \$850 12 months
1 Additional Ad	\$25	\$20	\$15	\$10
2 Additional Ad's	\$50	\$45	\$30	\$20
3 Additional Ad's	\$75	\$60	\$45	\$30



The Services Knowledge Network includes 14 televisions strategically placed in high traffic areas across the installation. Each flat screen monitor showcases a reeling 4 minute slide show / video show of upcoming events and programs. The slide show runs 24 hours a day, 365 days a year.

On just one television, your ad will be shown once every 4 minutes; that's 15 times in one hour and 120 times in an average 8 hour workday. In one week, your ad will have *480 impressions* during peak work hours.

Advertising Packages

	Basic \$250 3 months	Standard \$500 6 months	Premium \$750 9 months	Elite \$1,000 12 months
Newcomer's Packet	✓	✓	✓	✓
Banner		✓	✓	✓
Booth			✓	✓
Digital Magazine: ¼ Page				✓

*Banner must be provided by customer

Advertising is a very important part of marketing along with product, price and placement. It is a very popular way of introducing something and creating awareness about anything. Advertisements help organizations in creating brand recognition and loyalty. Advertisements also helps in raising goodwill and gaining competitive advantage over rivals. Through advertising, organizations can communicate to their customers easily and inform them of new products and services.

Thank You!

