BACKGROUND PAPER

ON

2025 AIR AND SPACE FORCE AMBASSADOR PROGRAM

1. The Air and Space Force Ambassador Program is endorsed by the Joint Base San Antonio (JBSA) and 502d Air Base Wing Commander. The objective of this program is to enhance the Air and Space Force representation in the local community by spreading good news about life in the Air and Space Force. The program improves community relations by putting Air and Space Force professionalism on display. Its mission is to inform and educate the public about the value of the greatest Air and Space Force the world has ever known – an Air and Space Force that’s vital to the defense and security of the United States and its people. Each year, units from all services across Joint Base San Antonio select military ambassadors to represent their service component during the annual Fiesta San Antonio celebration as well as other events in nearby communities.

2. Two nominations (a male and female) from the Air and Space Force will be selected. Because of their high visibility during community events, ambassadors must be articulate, self-confident, present a professional military image, uphold customs and courtesies, have an outgoing personality and be knowledgeable about the Air and Space Force, Joint Base San Antonio’s military installation’s missions and familiar with the city of San Antonio’s rich multi-cultural diversity.

3. This high-profile position is an honor that requires one calendar year of dedication and support. Ambassadors participate in various community events/parades within a 50-mile radius of JBSA, along with Army, Marine Corps, Navy, and Coast Guard Ambassadors. They speak to students at local schools, visit area Hospitals and Children’s homes/orphanages in the surrounding local community. It’s all part of an on-going effort to encourage continued support for our military services.

4. The highlight of the ambassador program is participation in *Fiesta San Antonio,* traditionallyan 11-day celebration held every spring to honor the memory of the heroes of the Alamo and the Battle of San Jacinto, and to recognize and celebrate San Antonio’s rich diverse cultures. *Fiesta San Antonio* is an internationally known, multi-cultural event that is one of the country’s most unique festivals. Celebrated for more than a century, this extravaganza features more than 150 events, 75,000 volunteers and over 100 non-profit organizations. The top-notch ambassadors take part in nearly 50+ events throughout the celebration. It is their outstanding support and participation that further enhances the spirit of Fiesta. Next year’s Fiesta runs eleven days, from **April 24 to May 4, 2025**.

5. Due to the numerous events that occur during the week and weekends, it is important that command teams at all echelon’s provide their full support to the selected ambassadors. Schedules are provided in advance for planning purposes, but the fluidity of events requires flexibility. Nevertheless, participation offers lots of fun and the opportunity to represent our Air and Space Force teams across Military City USA.

6. Once nominated, candidates appear before a four-member panel that reviews applications, conducts interviews and selects two representatives. Board members are comprised of Senior

Enlisted Leaders across JBSA. Participation in off-duty activities and self-improvement through education are key factors that give the candidates an edge in the selection process. Selectees must be fully committed and dedicated to their responsibilities as Air and Space Force Ambassadors.