



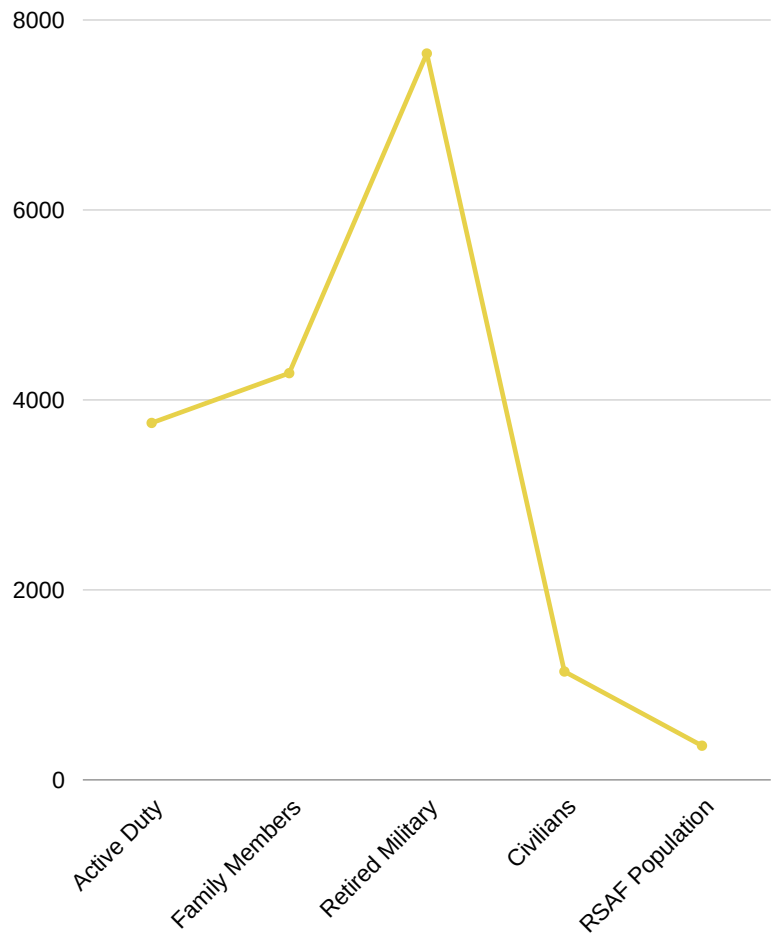
366 FORCE SUPPORT MARKETING  
**COMMERCIAL SPONSORSHIP  
OPPORTUNITIES**  
AT MOUNTAIN HOME AIR FORCE BASE

# WHO ARE WE?

## FORCE SUPPORT SQUADRON (FSS)

### FSS FACILITIES

- Airmen & Family Readiness
- Aquatics
- Bowling Center & Strikers
- Child Development Center
- Community Skills Center
- Fitness Center
- Gunfighter's Club
- Library
- Outdoor Recreation
- Sagebrush Inn
- Silver Sage Golf Course & Hackers
- Wagon Wheel Dining Facility
- Youth Center



### MISSION

Execute premier quality of life programming for the Gunfighters community through personnel development, recreation, sustainment, and family support initiatives.

### PROGRAMS

Our programs contribute to the military mission by improving morale, productivity, and retention. We strive to provide an excellent quality-of-life within our military community that increases unit readiness and keeps our force mentally and physically fit. We offer relatively low cost, high impact events and could provide even more with your assistance!



## GET INVOLVED

Are you running in circles trying to promote your business? Isn't it time to cut a path directly to your military market? Your company can target every demographic category from youth to retirees. Opportunities exist to gain recognition through base-wide exposure in the homes of the families of those who currently serve and have served. We can help you get noticed in the military market.

Get face-to-face and personal with the military demographic, help the local Air Force community, and get recognition that will benefit you! Increase product and service awareness through both direct and indirect interaction. Feel good knowing that not only are you reaching a very important and profitable market, but you are helping to provide quality of life programs for the entire military community.

### SPONSOR

As a commercial sponsor for a 366th Force Support Squadron (FSS) event you will be given access to a regulated market.

*According to Air Force Instruction (AFI) 34-108*

*Paragraph 1.1:*

*"Commercial sponsorship refers to the act of civilian enterprise providing support to help finance or provide enhancements for Morale, Welfare, and Recreation (MWR) elements of Services activities, events, and programs in exchange for promotional consideration and access to the Air Force market for a limited period of time. Support may take the form of goods, cash, or services. Commercial Sponsorship can be unsolicited or solicited."*

### ADVERTISE

Advertise your business in one or all of the many media options at the base including: bowling center TV screens, golf carts, base newcomers packet, lodging rooms, posters and much more!

### DONATE

Businesses can donate prizes including cash, gift certificates, restaurant meals, hotel room-nights admission to attractions, movie passes, and anything else that makes for a good prize! Businesses can also donate any item that would enhance an event including bottled water, fruit, services, etc.

# ADVERTISING

## THE FORCE SOURCE MAGAZINE

|           |       |             |
|-----------|-------|-------------|
| 1/2 page  | ..... | \$175/month |
| Full page | ..... | \$275/month |
| Hot Spot  | ..... | \$325/month |

## NEWCOMER'S GUIDE (12 MONTHS)

|           |       |         |
|-----------|-------|---------|
| 1/2 page  | ..... | \$1,750 |
| Full page | ..... | \$2,250 |
| Hot Spot  | ..... | \$2,500 |

|                            | 1 Month | 3 Months | 6 Months  | 12 Months  |
|----------------------------|---------|----------|-----------|------------|
| Poster<br>22x28            | \$100   | —        | \$500     | \$1,000    |
| Poster<br>11x17            | \$75    | —        | \$400     | \$800      |
| Fridge<br>Magnet           | —       | —        | —         | \$2.50 per |
| Pens                       | —       | —        | —         | \$500      |
| Notepads                   | —       | —        | —         | \$500      |
| Banner                     | —       | \$500    | \$1,000   | \$2,000    |
| Lane Rake                  | —       | —        | \$150     | \$300      |
| Golf Flag                  | —       | —        | \$100 per | —          |
| Golf Scorecards            | —       | —        | —         | \$1,500    |
| Golf Pencils               | —       | —        | \$500     | —          |
| Inn or Bowling<br>Monitors | \$100   | \$275    | \$550     | \$1,100    |
| Dorm Mailer                | \$200   | \$500    | —         | —          |
| Housing Mailer             | \$300   | \$800    | —         | —          |
| Digital Media              | \$150   | \$400    | \$700     | \$1,300    |
| Website Link               | \$250   | \$475    | \$960     | \$1,900    |



# MARKETING & COMMERCIAL SPONSORSHIP

Who We Are: The FSS Marketing Department is responsible for advertising upcoming events for all FSS facilities. Media is distributed via posters, flyers, table tents, brochures, facility calendars, digital marquee ads, and our Facebook page that is linked through our website and provides up-to-date information on upcoming FSS Events. Internal services include marketing, graphic design, web design, and printing. Most importantly we manage the commercial sponsorship and advertising program.

Within this booklet you will find information on sponsorship of events and opportunities for advertisement. Small events are classified as 50 people or less, large events are considered 51+ people. For simpler decision making we have compiled the following packages listed below:

*\*Discount for multiple events*

**Follow us on FACEBOOK!**

Get the latest news and updates.

- Aquatics Center | @AquaticsCenter366FSS
- Arts & Crafts | @ArtsAndCrafts366FSS
- Bowling Center | @StrikersBowlingCenter366FSS
- Child Development Center | @CDC366FSS
- Family Child Care | @FamilyChildCare366FSS
- Fitness Center | @FitnessCenter366FSS
- Information Tickets & Travel | @ITT366FSS
- Library | @Library366FSS
- Military & Family Readiness Center | @MFRC366FSS
- Outdoor Recreation | @OutdoorRecreation366FSS
- Sagebrush Inn | @SagebrushInn366FSS
- School Liaison | @SchoolLiaison366FSS
- Silver Sage Golf & Events | @SilverSageGolfEvents366FSS
- Wagon Wheel Dining Facility | @DFAC366FSS
- Youth Programs | @YouthPrograms366FSS

facebook.com/366fss | mountainhomefss.com | instagram.com/366fss | 366fssmarketing@gmail.com

## STARTER \$300 (PER EVENT)

### Includes

- Verbal Announcement
- Logo on Event Media
- Social Media Exposure

## MID-LINE \$500 (PER EVENT)

### Includes

- Verbal Announcement
- Display Table
- Logo on Event Media
- Social Media Exposure

## ELITE \$900 (PER EVENT)

### Includes

- Verbal Announcement
- Display Table
- Logo on Event Media
- Website Recognition with hyperlink to your website
- Digital Advertisement (2 months)
- Social Media Exposure

### Events at Mountain Home Air Force Base

- Slimpossible
- Holiday Celebrations
- 5k Runs
- Base vs. Base Competition
- BooBash
- 12 Days of FSS
- SummerFest
- Triathlon and Half Marathon
- Octoberfest
- Fire Friday

# MARKETING & SPONSORSHIP

## RIGHT START

3 MONTHS

\$150

6 MONTHS

\$300

12 MONTHS

\$500

## GRAPHIC REQUIREMENTS

- Formats: Adobe PDF, Photoshop file, jpg, png or tiff
- All fonts and images must be embedded
- Minimum resolution of 300 dpi

*\*Due to military tasking, our events and dates are subject to change to fulfill mission requirements first and foremost.*

*"This is a solicitation for commercial sponsorship by a Non-appropriated Fund Instrumentality of the United States Government. It does not obligate appropriated funds or non-appropriated funds of the Government."*

# AQUATICS CENTER

Great memories are waiting to be made when time is spent with MHAFB Aquatics. Our swimming pool is an indoor year-round heated pool. From beginner to advanced swimmers, MHAFB Aquatics has something for everyone: Lap swimming, recreational swimming, swimming lessons (private and group), and much more. We offer a variety of aquatic events to fit the needs of our customers and to help you stay in shape.



## EVENTS FOR SPONSORSHIP

### **Family Splash n' Plunge Nights**

Inflatable fun course available for families to enjoy at the pool. Sometimes these events are themed to include pool Easter egg hunts or Swim with Santa. These events average 50 - 60 people.

### **Water Aerobics**

### **Lifeguard Course**

### **Water Babies and Pollywogs**

### **Swim Lessons**

### **Private Parties**



# BOWLING CENTER & STRIKERS

The Bowling Center is one of the busiest spots on base offering 16 lanes for both open and league bowling and an IBPSIA certified pro shop for all bowling equipment needs. Lanes are equipped with bumper bowling and have automatic scoring. We offer daily specials and host a variety of events for Airmen and military families.



## EVENTS FOR SPONSORSHIP

### **Pizza and Pasta Night**

Includes all-you-can-eat pizza, drink, and three hours of bowling. Average attendance is 75 - 100.

### **UFC Fights**

Held in Strikers Grill, this event attracts many local Airmen to come watch the fight. Average attendance is 100 - 300 depending on the fight.

**Bowling with Santa/ 9-Pin No-Tap/ Cosmic Bowling/ Bowling Leagues**

# CHILD DEVELOPMENT CENTER

We assist military and civilian families in balancing the competing demands of family life and the military mission. Our approach is grounded on current research and knowledge of early childhood education. Children are valued as individuals, as well as part of a group. Likewise, our program respects and supports the ideals, cultures and values of families in their task of nurturing children. To provide a safe, enriching, supervised environment for children, we support their development as follows: Personal Development, Social Development, Physical Development, and Cognitive Development. Available for ages of six weeks to five years.



## EVENTS FOR SPONSORSHIP

### **Parent Involvement Night**

Offered monthly, these events focus on age appropriate activities strengthening development. Average attendance is 127 children and 100 parents.

### **Give Parents a Break**

GPAB is a program supported by the Air Force Aid Society to provide quality childcare to deployed families and families in hardship. This program is designed to give families much needed stress relief and enhance wing resiliency. Care is offered for 8 hours one Saturday a month. Average attendance is 21.

### **Parents Day Out**

A program designed to provide an additional care option two times a quarter for any family at a cost of \$20 per child for four hours.

# COMMUNITY SKILLS CENTER

The Community Skills Center hosts a variety of events for recreation and entertainment purpose. We are a one-stop-shop for all your creative needs and home to the Idaho Store! Customers may have our professional staff frame artwork for them and we also offer shadowboxes, clocks, and more! Laser engraving is available on plaques, signs, name tags, and, awards; the laser can engrave on plastic, glass, wood, and some coated materials.

We offer a variety of helium balloons for sale as well as customized gift baskets. Our Idaho Store features local items produced in the Gem State. We provide the base population with discounted tickets to many local attractions and offer a variety of day trips, local beer and wine tours, and more.



## EVENTS FOR SPONSORSHIP

- Jackpot Casino**
- Boise Bike Tour**
- Sandsledding & Stargazing**
- Twin Falls Paddleboard**
- Kids Gym Glow Night**
- Painting Party**

### **Wine Trips**

Trips to local wineries for wine tasting and tours.



# FITNESS CENTER

We offer a variety of programs and equipment for physical health and recreational activities. Our Cardio Theater is lined with 58 cardio machines. Our Resistance Training Room has three complete circuits for a total body workout. The Weight Training Room houses our free weights. We offer a large exercise room for group aerobic workouts and specialized training sessions. Our small group exercise room has 34 spinning bikes and two large screen televisions used to play course videos while classes are in session. The Parent/Child Supervised Workout Area is available for parents who still wish to stay in shape. Each locker room has a family changing area, private showers and a sauna.

The fitness center offers two racquetball courts and two basketball courts. Outdoor recreational facilities include basketball courts located near the dormitories, two softball fields, an outdoor running track, indoor running track, a football and soccer field, a multipurpose field, and two tennis courts. A variety of classes are offered monthly, including step aerobics, spinning, and circuit training.



## EVENTS FOR SPONSORSHIP

### Monthly 5K Runs

March: St. Paddy's Day - May: Memorial Day - July: Firecracker - August: iTri -  
September: Remembrance - October: Halloween - November: Turkey Trot  
Average Attendance is 200 - 300

### iTriathlon

Encouraging members to rise up to the challenge, FSS hosts a 500 meter swim, 12 mile bike route and 5K run with average attendance at 50.

### Gunfighter Half Marathon

Mountain Home Air Force Base's only half marathon, beginning at the back gate of the base and taking route all the way to CJ Strike Marina. The race is finished with a BBQ gathering at the Marina for all participants, family, friends and spectators.

# SILVER SAGE EVENTS

From a small retirement ceremony, wedding ceremony and receptions, and farewell burger burns, to formal five-course VIP dinners, Air Force balls, and air shows, the Silver Sage Events is the place to call. In our club, hanger, or pavilion, we've done it all. The resourcefulness and dedication of the caterer brings your decorating vision to reality.



## EVENTS FOR SPONSORSHIP

### Brunches

Easter - Mother's Day - Dinner with Santa



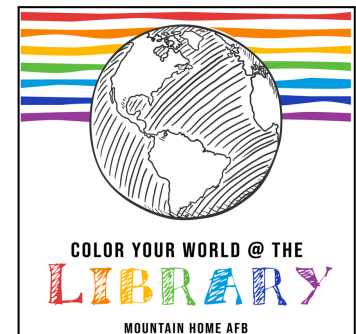
# LIBRARY

We provide access to knowledge and information essential to accomplish the Air Force mission, as well as support professional military and voluntary off-duty education programs. The base library offers resources and services that meet the personal needs and promote the productive use of leisure time for Air Force community.



## UNIQUE SERVICES OFFERED:

- Bestselling books
- E-Books & Wireless Internet
- Books for children, tweens and teens
- Video club with 4,000 movies/TV shows
- CLEP/Dantes study materials
- Literary instruction for individuals
- Current newspaper and magazines
- 3D Printing



## EVENTS FOR SPONSORSHIP

### Summer Reading Program

There are programs for kids, tweens and teens. All age groups get prizes for reading. The little kids meet every Tuesday and the tweens meet Thursday for stories and a craft project to get the incentive prize for the week. At the end of the summer a party is held for all ages where the grand prizes are handed out.

### Weekly Story Time - Local Author Signing - Book Club

### Family Lego Night

### Hands on 3D Printing

# OUTDOOR RECREATION

Outdoor Recreation offers exciting, year-round, high-adventure programming for Gunfighters and their families. From classes to trips, there is something for everyone! Near our Fam Camp, we also have an archery range and a trap and skeet range.

Idaho provides a dramatic backdrop for trips ranging from white water rafting and kayaking to cross-country skiing and snowmobiling. We offer rock climbing, hiking, gold panning, backpacking (beginner and advanced), and camping.



## Unique Services Offered:

**Volunteer Boatman Training Program:** 30 Volunteers with over 5,000 hours annually

**Yellowstone Country Trailers:** 300+ military families from all states

## EVENTS FOR SPONSORSHIP

### Hell's Canyon

Multi-day rafting trip through beautiful Hell's Canyon. This 4 day 3 night adventure tackles whitewater up to class IV, with Dutch oven cooking, hiking, fishing and camping. We have two trips per year and average 12-16 customers per trip.



# SILVER SAGE GOLF COURSE

Designed by Bob E. Baldock in 1953 and recently renovated in 2012 by Golf Creations of Marengo, Illinois, Silver Sage Golf Course is set in Idaho's high desert, successfully uniting golf with native habitat. A challenging 6959 yard par 72 military golf course, Silver Sage boasts brand new USGA greens seeded with Dominant Extreme creeping bent grass which provides an undulating, firm, fast putting surface. New USGA bunkers add challenge to nearly every approach shot. The course offers 4 sets of tees to accommodate all skill levels. With a rating of 72 and a slope of 128, our back tees will pose a challenge to even the most accomplished player.

## Unique Services Offered:

**Get in the Game Program:** Designed to create new golfers by providing equipment, instruction, and practice for one low price.

**Hackers Bistro:** Lunch option with a unique menu and relaxing atmosphere.



## EVENTS FOR SPONSORSHIP

### Base Golf Championship

Our three day championship tournament consists of over 54 holes of medal play competition. To raise the stakes and the fun we offer net and gross champions a Season Pass for the next year and a personalized champion's locker. Average attendance is 75.

### Night Golf

These events consist of four person teams making their way through a scramble format game of golf at night! How can they see you might ask? The course, flags, and golf ball will be illuminated to help participants navigate the course.

# YOUTH CENTER

From dances to water fights, sports tournaments to crafts, kids are sure to find something they enjoy at the Youth Center. Youth Programs offers programming for children ages 6 through 18. The center is affiliated with the Boys and Girls Clubs of American and 4-H. Exciting and challenging programs are offered, giving youth opportunities to learn, win prizes, awards and national recognition. We host several clubs for a variety of age ranges and interests.

Youth Programs have year-round sports programs for children ages 4 to 18. Registration fees vary by sport. Our Nationally Accredited School-Age Program provides supervised, developmentally appropriate programming for children 6 to 12 years of age during the hours before and after school, on school holidays, and during the summer and winter school breaks. We also offer family programs such as skate nights, fishing, and carnivals.



## EVENTS FOR SPONSORSHIP

### **Boo Bash**

Annual Halloween event with crafts, games and a costume contest for the entire family including carnival rides and Trunk or Treat! Haunted bus for the teens. Average participation is 1800.

### **In-House Events**

Laser tag, water balloon fight, night hunt, teen lock-out, Nerf wars.

### **Destination Imagination**

Global event that promotes STEM (science, technology, engineering and math) through their challenge program. Sponsorship allows our teams to compete.



## CONTACT INFORMATION

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**Also visit [www.mountainhomefss.com](http://www.mountainhomefss.com) for more information.**

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