



McCONNELL AFB

22D FORCE SUPPORT SQUADRON



COMMERCIAL SPONSORSHIP & ADVERTISING

REACH. ENGAGE. CONNECT.



The 22d Force Support Squadron (FSS) is the heart of community and quality-of-life programs at McConnell Air Force Base. As the most diverse organization on base, we provide over 20 essential services and activities that support military members, their families, retirees, and the civilian workforce. Our squadron oversees critical functions such as food services, lodging, recreation, youth programs, education, personnel support, and manpower management, ensuring the well-being of those who serve and support our mission.

Through the Air Force Commercial Sponsorship and Advertising Program, the 22 FSS offers businesses a unique opportunity to connect with the military community inside the gates of McConnell AFB. This is the only authorized program that provides direct access to a dedicated and engaged military audience.

100% of sponsorship and advertising funds go directly into the Morale, Welfare & Recreation (MWR) fund, enhancing special events and programs for Airmen, families, civilian employees, and retirees—making a lasting impact on the base community.

OUR AVERAGE REACH



150K AVERAGE USERS



4.9K FOLLOWERS



600 FOLLOWERS

WAYS TO PARTNER WITH US

▶ **COMMERCIAL SPONSORSHIP** EVENT-BASED ENGAGEMENT

Direct Financial Support

- ▶ Cash to be used to offset the costs of events and programs

In-Kind Support

- ▶ Products or services to enhance events and programs

Prizes

- ▶ Products, gift certificates, and service-related prizes of all types.

Program Support

- ▶ Uniforms, equipment, medals, trophies, etc. for various events and sports programs.

▶ **ADVERTISING**

Advertising offers the opportunity to display your company's information in a variety of print and digital media platforms. Advertisers are guaranteed promotion of their products, services and businesses within the military community.

▶ **DONATIONS**

Donations in the form of cash, products & services are accepted and always appreciated. Publicity and recognition for donations are limited per Air Force regulations.

WHY SPONSOR?



Who You Reach

McConnell AFB is home to a Total Force team, including:

4,210 Active Duty & Civilians	3,689 Dependents
6,134 Total Force	4,964 Retirees

Economic Impact

With over 17,000 personnel, McConnell AFB plays a vital role in the Wichita-area economy. As the fourth-largest employer in South-Central Kansas, the base generates:




9,948 Jobs created

\$1.002B Yearly economic output

\$209.2M Indirect economic impact from employment

Support & Visibility Through the Force Support Squadron (FSS)


The 22d Force Support Squadron (FSS) at McConnell AFB is dedicated to enhancing the quality-of-life for Airmen and their families through:


-  Morale-boosting programs and recreational activities
-  Dining, fitness, and child development services
-  Large-scale community events attracting thousands of attendees

Exclusive Sponsorship Benefits

Sponsoring an event at McConnell AFB provides unparalleled exposure and direct engagement with the base community. Join us in making a lasting impact while growing your brand within one of the most dedicated and influential military communities in the country.

Opportunities include:

-  Brand recognition on event promotions, banners, and digital marketing
-  On-site engagement with attendees, creating valuable connections
-  Social media features reaching our highly engaged online audience

 Partnering with us aligns your brand with a thriving economic force while highlighting your dedication to those who serve and the future of our region.



TIER 1 EVENTS

Base-Wide Premier Events – Maximum Exposure SPONSORSHIP PACKAGES

\$1,500+ PRESENTING SPONSOR

(Includes all Headline, Featured, and Contributing benefits, plus:)

- Category Exclusivity - Be the only business in your industry!
- Custom engagement opportunity (contest, giveaway, etc.)
- PA announcements recognizing your business during the event (6)
- Spotlight on the Big Screen! - your ad/video will be played 4 times for maximum exposure throughout the event
- Special plaque from the 22d Force Support Squadron
- A letter of gratitude from the 22d Force Support Squadron Commander
- **Lets customize!

\$1,200 HEADLINER SPONSOR

(Includes all Contributing & Featured benefits, plus:)

- Recognition in event social media campaign
- Logo on Refuelmccconnell.com website for the whole month of that event
- PA announcements recognizing your business during the event (4)

\$800 FEATURED SPONSOR

(Includes all Contributing benefits, plus:)

- PA announcements recognizing your business during the event (2)
- Option to display a company-provided banner in a prime location
- Company logo rotated on big screen during event
- Banner placement at event (banner provided by sponsor)

\$500 CONTRIBUTING SPONSOR

- Invitation to attend event with a booth space (1 table & 2 chairs)
- Brand Exposure - Your logo featured on event marketing materials, website, and social media
- "Thank you to our Sponsors" poster throughout event venue
- Opportunity to provide giveaways or promotional materials (under \$20 value)

\$200 EVENT ADVERTISING PARTNER

- Logo placement on event advertisements and recognition on our "Thank You to Our Sponsors" poster
- Banner placement at event (banner provided by sponsor)

Sponsorship packages are fully customizable! We're happy to work with you to add, remove, or adjust benefits to best fit your needs. Please note: Some tier benefits may not be available for all events--but we'll work with you to find the best alternatives and create the perfect partnership together!

"This is a solicitation for commercial sponsorship by a nonappropriated Fund Instrumentality of the United States Government. It does not obligate appropriated funds or nonappropriated funds of the Government." This package, including benefits and rates, are subject to change at any time without notice.

BECOME A TIER 1 ANNUAL SPONSOR

\$5,500 ➤ **ANNUAL HEADLINER SPONSOR**

Choose 5 tier 1 events that meet your needs.

- Recognition in event social media campaign
- Logo on Refuelmccconnell.com website for duration of event month
- PA announcements recognizing your business during the event (4)
- Option to display a company-provided banner in a prime location
- Company logo rotated on screen in vendor room
- Banner placement at event (banner provided by sponsor)
- Invitation to attend event with a booth space (1 table & 2 chairs)
- Brand Exposure - Your logo featured on event marketing materials, website, and social media
- "Thank you to our Sponsors" poster throughout event venue
- Opportunity to provide giveaways or promotional materials (under \$20 value)

\$2,250 ➤ **ANNUAL CONTRIBUTING SPONSOR**

Choose 5 tier 1 events that meet your needs.

- Invitation to attend event with a booth space (1 table & 2 chairs)
- Brand Exposure - Your logo featured on event marketing materials, website, and social media
- "Thank you to our Sponsors" poster throughout event venue
- Opportunity to provide giveaways or promotional materials (under \$20 value)

\$1,000 ➤ **ANNUAL EVENT ADVERTISING PARTNER**

Choose 5 tier 1 events that meet your needs.

- Logo placement on event advertisements and recognition on our "Thank You to Our Sponsors" poster
- Banner placement at event (banner provided by sponsor)

Don't see a package that fits your needs? Let's create a custom sponsorship tailored to your goals! We'll work with you to build a package that maximizes your brand's visibility and aligns with your marketing objectives.

TIER 2 EVENTS

Targeted Community Events – Focused Reach & Impact SPONSORSHIP PACKAGES

Includes smaller-scale events at Arts & Crafts, Bowling Alley, Community Center, Fitness Center, ITT (Information, Tickets & Travel), Library, Outdoor Recreation, and Youth Center facilities.

\$200
PER EVENT

▶ **ACTIVITY CONTRIBUTING SPONSOR**

- Invitation to attend event with a booth space (1 table & 2 chairs)
- Brand Exposure - Your logo featured on event marketing materials, website, and social media
- Opportunity to provide giveaways or promotional materials (under \$20 value)

\$900

▶ **ANNUAL ACTIVITY CONTRIBUTING SPONSOR**

Choose 5 tier 2 events that meet your needs:

- Invitation to attend event with a booth space (1 table & 2 chairs)
- Brand Exposure - Your logo featured on event marketing materials, website, and social media
- Opportunity to provide giveaways or promotional materials (under \$20 value)





ADVERTISING

Commercial Advertising offers the opportunity to display your company's information in a variety of print and digital media platforms. Advertisers are guaranteed promotion of their products, services and businesses within the military community.

▶ **DIGITAL SIGNAGE**

\$150 / MONTH: Full color display monitors that constantly rotate our event ads in 12 high traffic areas. (Size: 1920 x 1080px)

▶ **BOWLING ALLEY SCREENS**

\$150 / MONTH: Tornado Alley Bowling Center features 12 lanes and a state-of-the-art interactive bowling system. With 18 TVs the Ads rotate every 30 seconds. The Bowling Center serves over 1,000 customers weekly and includes an eating establishment. (Size: 1920 x 1080 px)

▶ **POSTERS**

\$100 / MONTH: Have your poster placed in your preferred FSS facility from our eight available locations; posters provided by advertiser, poster stands provided by marketing. (Choose from three sizes: 11"x17", 22"x28", or 30"x40")

▶ **BANNER**

\$150 / MONTH: Provided by advertiser. (Size: TBD based on location)
Available in high-traffic locations to include:

- Outdoor Recreation
- Auto Hobby Shop
- Arts & Crafts
- Fitness Center
- Outdoor Pool
- Fam Camp
- Youth Center
- Bowling Center

▶ **WEB AD WITH CLICK LINK**

\$150 / MONTH: Website footer ad with click link to your website on www.refuelmccconnell.com. (Size: 300 x 250 px)

▶ **MONTHLY EVENT GUIDE**

\$100 / MONTH : (3.27in X .86in)

▶ **CUSTOM BRANDED OPPORTUNITIES**

Let's brainstorm together! From keychains and magnets to counter wraps and more, we can create a custom advertising opportunity that fits your brand. Pricing is determined based on the item and location.

MINIMUM OF 3 MONTHS INSERTION AGREEMENT & MUST BE PAID IN FULL BEFORE ADVERTISING RUNS.
WE RESERVE THE RIGHT TO APPROVE AD ARTWORK AND COPY PRIOR TO PUBLISHING.

CONTACT


GET IN TOUCH

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**Honor those
who serve**

Your support
enhances lives,
strengthens our
community, and
creates a lasting
legacy for your brand.



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