



Commercial Sponsorship

Vance Air Force Base, 71st Force Support Squadron



Vance Air Force Base is the home of the 71st Flying Training Wing where one-third of the Air Force's pilots, are trained. Located in Garfield County, Oklahoma, Vance Air Force Base is south of Enid and approximately 90 miles northwest of Oklahoma City. Vance Air Force Base is the northernmost Joint Specialized Undergraduate Pilot Training base in the Air Education and Training Command.

The mission of the 71st Flying Training Wing is to develop professional Airmen, deliver world-class U.S. & Allied pilots and deploy combat ready warriors. Vance is responsible for training Air Force and allied student pilots for worldwide deployment and Aerospace Expeditionary Force support.

Vance Air Force Base is named after Lt Colonel Leon R. Vance, a local World War II hero and Medal of Honor recipient. Originally a flight school that trained more than 9,000 pilots for the Army Air Corps between 1941 and 1945, the base was activated January 13, 1948, within the Air Training Command of the newly formed Air Force.

Enid Vance Air Force Base

Enid Air Installation Nov. 18, 1941

Nine days after Pearl Harbor first class of aviation cadets arrived in Enid Oklahoma.





The Air Force Commercial Sponsorship and Advertising Program, in conjunction with the programs of the 71st Force Support Squadron, is the only authorized program providing civilian businesses inside-the-gate promotional benefits and direct access to a military market. 100 percent of the funds received through The Air Force Commercial Sponsorship & Advertising Program go directly into the Morale, Welfare & Recreation (MWR) fund, which is responsible for facilitating on-base special events and programs for military families.

Types of Sponsorship

Gifts and donations are where sponsors donate product, monies or services to a particular Services event or program. Gifts and donations can be accepted for any Services event. Costs of the donation may not be charged in any way to the Federal Government.

Unsolicited sponsorships are initiated by the vendor with a general interest in a particular program or event. The Sponsorship Coordinator works closely with sponsor to identify specific events which match the needs of both parties. Unsolicited Sponsorships are a quick and simple process.

Solicited Sponsorship, the Force Support Squadron publicly announces that they are seeking sponsorship for a particular program or event. Solicited sponsorships have formal type procedures.

Partnership Community Sponsorships





Market your business behind the gate with 71st Force Support Squadron (FSS), the most effective way to reach Vance Military, families and Civilian workforce. By becoming a Sponsorship and Advertising Partner, your business will have a competitive advantage, while targeting the financially sound and captive military, families and civilian workforce target markets. Partnering with Vance, in this way, provides base-wide support and increases the quality of life for our military personnel.

Sponsorship provides a way for companies to give financially or in-kind to the Morale Welfare and Recreation programs in exchange for exclusive benefits and access to a diverse military & civilian community. In exchange for financial and in-kind support such as gift certificates, services, food, prizes and giveaways; sponsor are provided publicity through a variety of media channels, recognition on promotional materials and Interactive opportunities.

Sponsorship benefits may include:

- Recognition at event through sponsor display or product sampling
- Inclusion in all advertising and event promotional pieces
- Logo/Name recognition on pre-event marketing materials, including event posters and digital screens placed in prominent locations on base
- Acknowledgment/Ad in the Vance Fortnightly Newsletter
- Recognition on social media channel marketing i.e. Vance Force Support Squadron Facebook Page, Instagram, Twitter, and web contests
- Web banner click through ads on the FSS website, www.vanceafb71fss.com
- Advertisement/coupon inserts in Newcomer Orientation Bags
- Opportunity to provide prizes for random winner drawings
- Sponsor provided prizes in conjunction with Online or social media contests
- Celebrity meet and greets
- VIP seating
- Banner displays
- Event After Action Report

Base Sponsorships



Commercial Sponsorship

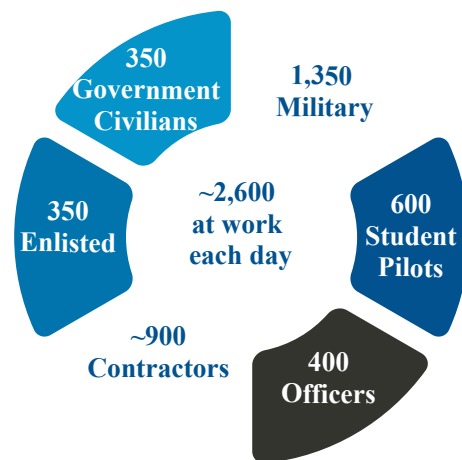
Vance Air Force Base, 71st Force Support Squadron

Who We Are

The Air Force Commercial Sponsorship and Advertising Program, in conjunction with the programs of the 71st Force Support Squadron, is the only authorized program providing civilian businesses inside-the-gate promotional benefits and direct access to a military market.

100 percent of the funds received through The Air Force Commercial Sponsorship & Advertising Program go directly into the Morale, Welfare & Recreation (MWR) fund, which is responsible for facilitating on-base special events and programs for military, families, civilian workforce and retirees.

71 Vance AFB Demographics



Economic Impact: \$393 Million
(Total Payroll + Expenditures + Value of Job Creation)

How does it work?

In exchange for financial or in-kind support such as gift certificates, services, food, prizes and giveaways; sponsors are provided publicity advertising through a variety of media channels, recognition on promotional materials and interactive opportunities at no cost, commensurate with the amount of support, as part of the sponsorship agreement.

Let's Meet and build a Partnership Together!

The Competitive Advantage

As a Vance AFB Commercial Sponsor Partner or Advertiser your targeted marketing messages will reach an audience comprised of 4,060 Vance AFB Military, Families and Civilians, plus local retirees who look forward to morale boosting activities. Partnering with Vance, in this way, provides base-wide support and increases the quality of life for our military personnel.

Ready to Invest?

FIRST, You choose what events you would like to sponsor. The more events you choose the better the sponsorship value and your brand will get more recognition.

SECOND, Let's discuss what assets your business needs from our events and the advertising duration.

THIRD, We will build a customized Commercial Sponsorship Agreement (CSA) proposal that gives your business the best Return on Your Investment.

FOURTH, The CSA is reviewed by the Vance AFB Legal Department.

FIFTH, The CSA signed and payment is made or In-Kind sponsorship is collected.

What is important to you?

- ☒ Employee engagement with new customers
- ☒ Introducing your products to the military market
- ☒ Build your brand and lead generation
- ☒ Increase foot traffic to your business
- ☒ Access to a variety of advertising options on Vance AFB
- ☒ Conversion - Call to Action - Increase sales
- ☒ Presenting Sponsor for Prime Event



Angela Schoffstall
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Commercial Sponsorship & Advertising

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Commercial Sponsorship

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Vance AFB FSS Base Events

(Events/dates subject to change)

Whether you pick two events or all, Vance welcomes you as a valued part of our community. We are always creating new events throughout the year in FSS.

- January - Soar into Shape
- February - The Big Game
- February - Valentines Bowling
- February - Corn Hole Tournament
- March 4 - Dodge Ball Tournament
- March - Irish Bowling Doubles
- March - Madness
- April - Vance Great Egg Hunt
- April - Month of the Military Child/Purple Up
- April 15 - Crosswinds Club Bingo
- May - 5K Run
- May 5 - Dueling Pianos
- May 27 - Monte Carlo
- June 3 - Vance Car Show Competition*
- July 15 - Vance Wild Wild West Western Night*
- June/July - Library Summer Reading Program and summer events
- July 29 - Back 2 School Carnival
- September - 18 Air Birthday Celebration
- September - Oktoberfest
- September 22 - Longest Golf Drive Competition
- October 21 - Fall Fest/Chili Cook-Off*
- October - Halloween Run
- November - Turkey 5K Trot
- November 16 - Golf Turkey Shoot
- December 2 - Vance AFB Winter Bazaar*

* Prime Event - Participants over 700

Sponsorship Vauled Assets

Employee Engagement - Booth/ table space at events, canopy if applicable, chairs & table

Product Placement & Sampling - Eligible to leave promotional materials of your choice at event

Increase Business Foot Traffic- Logo, advertisement banner & link to your business on official FSS Website

Lead Generation -Verbal recognition at event and social media mentions -Thank you sponsor message for 30 days after event on website & social media

Increase Brand Loyalty- Logo on event advertising, pre-event marketing materials & event t-shirt (if applicable)

Increase Brand Loyalty Sponsor provided banner placement at event

Advertisement - Digital ad on 8 bowling monitors and flat screens

Advertisement - Business inserts, coupons etc. in bi-monthly Newcomer Bags

Presenting Sponsor for Prime Event - Sponsor will be in the title with the event name as the Presenting Sponsor. All sponsor valued assets included and 12 months advertising.

Sponsorship Packages

We understand, "One size does not fit all." This is why our Sponsorship packages are customized based off of what works best for your business. We will develop a proposal with an overall investment cost based off your choices of sponsorship assets, number of events and duration of the advertising we have to offer on Vance AFB.

Let's Meet and build a Partnership Together!



Angela Schoffstall
Marketing Director
Commercial Sponsorship & Advertising

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Commercial Sponsorship & Advertising Opportunities

Interested in our Commercial Sponsorship or Advertising Opportunities? Please complete the form and return to our office via email, FAX (580) 213-7997 or mail to: 71st Force Support Squadron/ Marketing Director, 246 Brown Parkway, Bldg 500, Ste 003 Vance AFB, OK 73705. **Email:** vanceservices.marketing@gmail.com / 580-213-7950

Company Name: _____ POC Name: _____ Title: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

TYPE OF SUPPORT

☐ In-kind support such as gift certificates, services, food, prizes and giveaways: _____

☐ Event (s) Name _____

☐ Interested in becoming a Universal Sponsor for all Vance AFB FSS events Yes, send me information NO

☐ Advertising Opportunities at Vance AFB? Yes, send me information NO

☐ Sponsor Attending the Event ☐ Yes ☐ NO

Who will be attending the event? Please provide the following: (if gate access is needed)

Full name	Driver License Number	State of DL	Date of Birth
_____	# _____, _____, _____		
_____	# _____, _____, _____		
_____	# _____, _____, _____		

Monetary support/ PAYMENT \$ _____ Cash _____ Check # _____ Credit Card: Visa _____ MC _____

Card #: _____ Name on Card: _____

Expiration Date: _____ Zip Code: _____ CVS # _____

Signature: _____



We thank you in advance for your support and hope you will join us and continue to support our nation's finest!

Sponsorship events/advertising subject to change. "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."