



KEESLER AFB | 81ST FORCE SUPPORT SQUADRON



SPONSORSHIP & ADVERTISING 2024 PACKAGES & RATES



ABOUT US

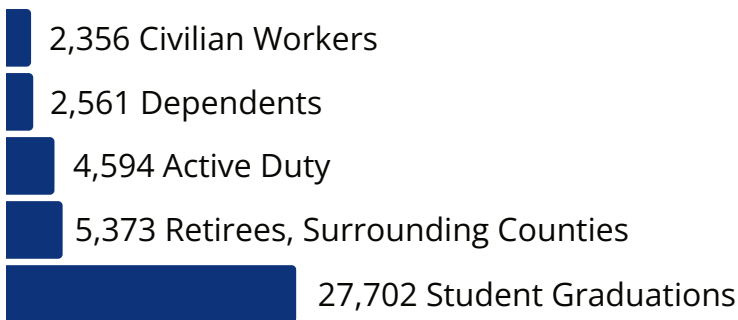
81st Force Support Squadron at Keesler AFB

The 81st Force Support Squadron (FSS) at Keesler AFB purpose is to provide education, family services, lodging, food services, recreation, and fitness for up to 12,230 stationed military, dependents, and family members. As the second largest Air Force training base in the country, Keesler military personnel contributes one billion annually to the local economy and are loyal to the brands and business that support our troops.

Our Mission

Partnering with the 81st FSS will provide you a unique opportunity to market your business to our exclusive audience through a multitude of Morale, Welfare, and Recreation (MWR) events. These events allow us to show our gratitude to the more than 12,230 active duty, reserve, DoD civilians, and their families working hard to support combat-ready operations at the second largest training command in the country.

Demographics



*Source: PA FY 2022

Growing Numbers

Social Media	Followers	Reach
Facebook	19,507	12,100
Instagram	1,095	1,331
Website	Page Views	Users
Discoverkeesler.com	47,667	18,000

*Current as of November 2023

SPONSORSHIP

Commercial sponsorship is an exchange of value between a FSS and civilian business whereby the support offsets or enhances the budget for an activity, event, or program. Businesses receive promotional consideration and direct access to Keesler’s military market.

Support may be in the form of cash, in-kind, gifts, and donations.

100% of the funds received through the Commercial Sponsorship program go directly into the Morale Welfare & Recreation fund that provides special events and programs for the Keesler Community.

Tier 1 Events	Attendance	Tier 2 Events
		Less than 100 attendees
Crawfish Cook-Off	800+	Keesler Youth of the Year Event
Travel Expo	150+	New Year New Me Challenge
Easter in the Park	500+	Youth Family Big Game Day Party
KeeslerCon	500+	The Big Game Watch Party
Freedom Fest	4,000+	Youth Glow Party
Cruisin Keesler	500+	Month of Military Child Parade
Oktoberfest	250+	Youth Drive in Movie Night
Ghouls in the Park	2,000+	Designer Bag Bingo
Christmas in the Park	500+	Golf4Kids
New Year’s Eve Party	150+	Carboard Regatta
		Pumpkin Patch in the Pool
		Polar Express Day
		Bowling with the Grinch
		Exodus Christmas Party
		Fitness 5k Run/Walk
		Youth Program Sports
		Golf Tournaments

RAPTOR

- Invitation on-site during events
- 10' x 10' On-Site booth space
 - (Table and chairs provided)
- Verbal recognition as sponsor

SPIRIT

Includes "RAPTOR", plus

- Sponsorship recognition/ logo on all publicity for sponsored Events
 - Publicly included flyers, posters, website, and digital monitor advertising.
- Sponsor mentions in event social media campaign
 - Included in captions of event social media post (pre-event, during-event, and/or post-event). Sponsor will be tagged, username will be needed.

HERCULES

Includes "SPIRIT", plus

- Digital monitor ad on base-wide screens
 - Thank you ad during month of sponsored event.

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ANNUAL SPONSORSHIP PACKAGES

Choose five Tier 1 events or mix and match from Tier 1 and Tier 2.

Tier 1 Events	Attendance	Tier 2 Events
		Less than 100 attendees
Crawfish Cook-Off	800+	Keesler Youth of the Year Event
Travel Expo	150+	New Year New Me Challenge
Easter in the Park	500+	Youth Family Big Game Day Party
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		Youth Program Sports
		Golf Tournaments

ANNUAL SPIRIT

- *Invitation on-site during events*
- *10' x 10' On-Site booth space*
 - *(Table and chairs provided)*
- *Verbal recognition as sponsor*
- *Sponsorship recognition/ logo on all publicity for sponsored Events*
 - *Publicly included flyers, posters, website, and digital monitor advertising.*
- *Sponsor mentions in event social media campaign*
 - *Included in captions of event social media post (pre-event, during-event, and/or post-event). Sponsor will be tagged, username will be needed.*

ANNUAL HERCULES

Includes "ANNUAL SPIRIT " plus

- *Digital monitor ad on base-wide screens*
 - *Thank you ad during month of sponsored event.*

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ADVERTISING OPPORTUNITIES

FSS Facilities

Reach 2,000-30,000 monthly

Base Wide Screens

- 10 FSS facilities
 - Size: 1920px X 1080px; 100dpi

Banners

- Indoor
 - Size: 3x5'
- Outdoor (metal sign)
 - Size: 3x6'

Poster

- Available at all FSS facilities
 - Size: 22" x 28"

Different sizing available for indoor banners, inquire for pricing.

E-Blast

- Reach 5,000+ monthly
- With hyperlink
 - Size: 600px x 600px

Discover Website Banner

- 18,000+ users
 - With hyper link
 - Size: 348px X 200px; 72 dpi
-

Outdoor Recreation

Reach 7,000 annually

Marina Cooler Cling

- Placed on cooler doors inside our Outdoor Recreation facility
 - Size: 8" x 8"
 - Size: 16" x 20"
 - Size 27" x 69"
-

Gaudé Lanes Bowling Center

Reach 4,000 Monthly

Bowling Alley Screens

- 24 Lane Screens
 - Size: 1280px x 720px; 96 dpi

Bowling Alley Sweepers

- Ten Sweepers
 - Size: 4' x 2.5"
-

Bay Breeze Golf Course

Reach 20,000 annually

Golf Cart Advertisement

- 60 Carts
- 30 Carts
 - Size: 8.5" x 5.5"

Golf Tee Box

- Size: 8.5" x 11"

Golf Hole Marker

- Size: 8.5" x 11"

Golf Score Cards

- Quarter page
 - Size: 2.5" x 2"
 - 1/2 Page
 - Size: 2.4 x 5"
-

All advertising materials must include the following disclaimer and be half of the height of the smallest text:

Paid Advertisement. No Federal endorsement of advertiser intended.

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ADVERTISING OPPORTUNITIES

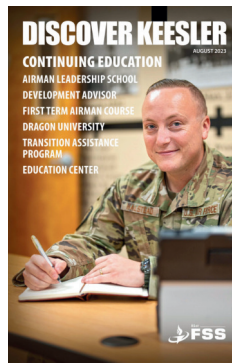
Discover Keesler Magazine
2,000+ printed and Distributed Monthly

- 1/4 Page
- 1/2 Page
- Full Page
- Inside Front Cover
- Inside Back Cover
- Back Cover



Distribution Locations

- | | |
|--|---|
| <ul style="list-style-type: none"> Bay Breeze Event Center & Golf Commissary ID Cards Dining Facilities <ul style="list-style-type: none"> • Azalea • Live Oak • Magnolia Fitness Centers <ul style="list-style-type: none"> • Blake • Dragon • Triangle | <ul style="list-style-type: none"> Gaude Lanes Bowling Center Hospital Information Ticket & Travel (ITT) Levitow McBride Commons Military Family Readiness Center (MFRC) Sablich Center Tyer House Visitors Center Youth Center & CDC 81st Training Wing |
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CONTACT

Let's work together!

Support the Keesler community and those who serve by partnering with 81 Force Support Squadron Marketing!

CONTACT ME TODAY

Camille Sanchez
Community Relations Coordinator
keeslersponsorship@gmail.com
Office (228) 376-8369
Cell (228) 365-0337

MAILING ADDRESS

81FSS/FSK
512 Larcher Blvd., Bldg 2222 Rm 108
Keesler AFB, MS 39534

CONNECT WITH US



Facebook- *Discover Keesler*



Instagram- *Discover Keesler*



Discoverkeesler.com

