

Advertising & Sponsorship Opportunities on Base FY 2015

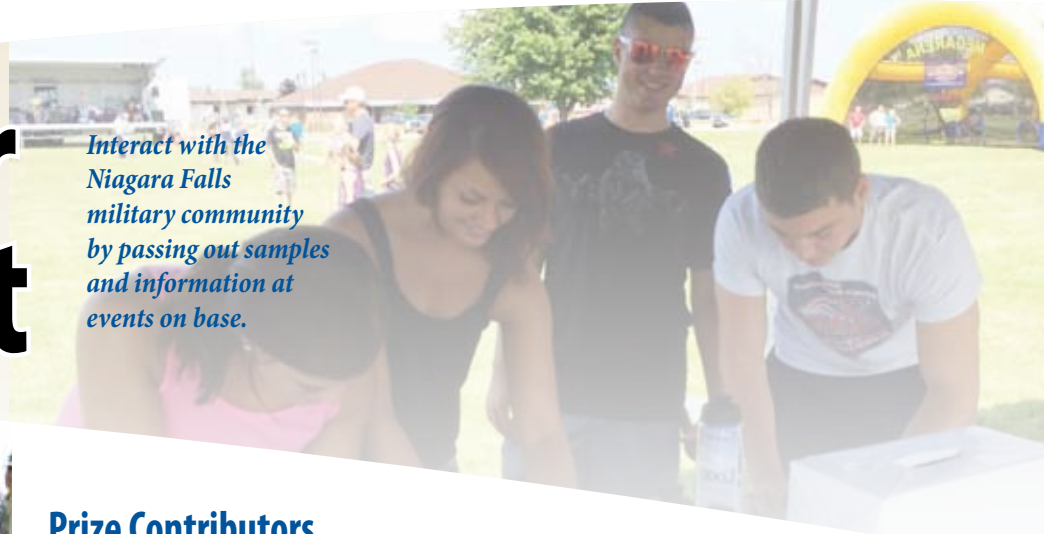


**NIAGARA
FALLS
AIR RESERVE
STATION**



Sponsor an Event

Interact with the Niagara Falls military community by passing out samples and information at events on base.



Event Partners

As an event partner, you play a key role in the event, branding your company with family fun and supporting the military.



Because of your fundamental role in the event, everyone at Niagara Falls ARS will know of your involvement.

Prize Contributors

This is an easy way to show your support for the military stationed at Niagara Falls ARS and greatly enhance the event for the participants.

Door Prize contributions are either cash or “in-kind” goods or services in the form of products, coupons, and other items that can be used as Door Prizes, goodie bags, and prizes for winners of contests.



Example

Bodybuilder.com gave dry fit t-shirts as prizes for the winners of events and branded water bottles for everyone who attended the event.

Return on Investment

Event Partner benefits include:

- An area to display your products or services at the event

- May give away a prize at your event table, pass out samples, collect names and sales leads at the event

- Your company name/logo integrated into all event publicity - for example: Kidz Zone Sponsored by NIMAC

Prize Contributor benefits include:

- Placing your logo product in the hands of attendees as party favors or prizes

- Logo recognition in event publicity with other sponsors of the event, “Made Possible by Our Sponsors”



Upcoming Events

Be a Part of One or All



Fall Fest Fun for the whole family with a costume parade, inflatables, a magician and special seasonal beer on tap for the grown ups.

- Saturday, October 25th
- From 1-4 PM
- Expected Attendance of 200
- Partner: \$200 Cash
- Contributor: \$75 Cash or \$150 or More in Products to be used as Door Prizes

Breakfast with Santa Military families come to the Heritage Center on base for pancakes and pictures with Santa. Each child gets a gift.

- Saturday, December 20th
- From 10 AM - Noon
- Expected Attendance of 150
- Contributor: \$75 Cash or \$150 or More in Products to be used as Door Prizes / Gifts

Easter Egg Hunt Kids hunt for Easter Eggs, everyone eats pizza, sees the Easter bunny and plays games.

- Sunday, April 4th
- From 10 AM to 1 PM
- Expected Attendance of 200
- Partner: \$200 Cash
- Contributor: \$100 Cash or \$200 or More in Products to be used as Door Prizes / Gifts

Family & Civilian Picnics Three separate picnics on consecutive weekends to accommodate our entire community. Your sponsorship covers all three events.

Kids of all ages jump on inflatables in the Kid Zone. Everyone watches demonstrations and can walk through a C-130 airplane.

- Reserve Picnic, August 1st
- Civilian Picnic, August 7th
- Guard Picnic, August 15th
- Expected Combined Attendance of 2000
- Partner: \$1,200 Cash or \$3,000 In-Kind
- Contributor: \$300 Cash or \$600 or More in Products to be used as Prizes / Gifts

TO BECOME A SPONSOR CALL OR E-MAIL:

We'll tailor any event to meet your branding needs.

Kelly Bortles, Marketing Director
716.236.3061 • kelly.bortles@us.af.mil



Advertise on Base

THE LOOP

Publish an ad in our magazine and everyone on Niagara Falls Air Reserve Station will know about your business/events. Copies are distributed at newcomer briefings, leadership meetings and placed in Lodging rooms. An electronic version appears on our website and is e-mailed directly to more than 1,000 people. We currently publish every two months, a total of six issues annually.

Current Prices as of September 2014

Full Page

4 Color Vertical
7.61" Wide x 10.12" High
.30" on All Sides for Full Bleed

1 Issue	\$300.
3 Issues (\$250 per Issue)	\$750.
6 Issues (\$200 per Issue)	\$1200.

Price

Half Page

4 Color Horizontal
7.61" Wide x 5" High
.30" on All Sides for Full Bleed

1 Issue	\$150.
3 Issues (\$150 per Issue)	\$450.
6 Issues (\$100 per Issue)	\$600.

Price



TARGET MARKET

- 400 Civilian Employees
- 1,200 Military Reservists
- 800 Military National Guard
- 4,000 Military Family Members
- 3,000 Retired Air Force
- 7,000 Retired Air Force Family Members

BRIGHT BOARD ELECTRONIC POSTERS

Set of 5 at HQ Bldg, Heritage Center, Gym, Lodging and the Military Inprocessing Center. Updated Weekly

1 Week (Week of Event)	\$100.
2 Weeks	\$150
1 Month	\$250.
2 Months (\$150 per Month)	\$300.

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