

YOUR BEHIND GATE!



ADVERTISING THE LOOP

Publish an advertisement in "The Loop", our *monthly magazine*.

Each month we print 100 magazines as well as send a .pdf (of the magazine) to our email list of 1,050 (and growing), upload the .pdf to our site: NiagaraFSS.com (which gets +1,000 hits per month), and post it to our Facebook page.

	HALF PAGE	FULL PAGE
1 Issue	\$75	\$150
6 Issues	\$390	\$750
12 Issues	\$600	\$1200

Artwork must be at least 300 dpi, submitted as .jpg or a hi-res .pdf, and built to size.
Full page: 7" x 10" || Half page: 7.5" x 5"

Advertise your banner on our website, *NiagaraFSS.com*

	VERTICAL	FOOTER
3 months	\$325	\$400
6 months	\$425	\$775
12 months	\$800	\$1400

Artwork must be at least 300 dpi, submitted as .jpg, and built to size.
Vertical: .50" x 1" || Footer: 2.42" x .30"

NIAGARA FALLS AIR RESERVE STATION

2019
SPONSORSHIP
& ADVERTISING

INVEST IN YOUR LOCAL MILITARY COMMUNITY

Looking to reach the Niagara Falls Air Reserve Station Community?

We can make that happen!
We can market your message in our high visibility locations.
Reach over 3,000 Retirees, Civilian Employees, Family Members, Active Duty Members and Reservists.

Reach over
3,000 customers

Partnering with Niagara Falls ARS, through advertising and sponsorship, provides base wide support and increases the quality of life for our military personnel.

For Sponsorship & Advertising opportunities contact Alexa Gigliotti, *Niagara FSS Marketing & Sponsorship Director* at 716.236.3061 or alexa.gigliotti@us.af.mil.

MARKET BUSINESS THE



INVESTING WILL BENEFIT YOU!

The Air Force community, including their families, are a unique consumer group. Compared to the average family household, they have:

35% higher income, use 3 times more vacation, move twice as much, and travel over 5 times as often.

Make a *positive* impression with the distinctive group through supporting their daily lives.

AVAILABLE BENEFITS INCLUDE:

- Logo on pre-event marketing materials (including posters, flyers, etc.)
- Recognition in "The Loop" (+2,000 hits)
- Recognition and thanks on our site NiagaraFSS.com (+1,000 hits per month)
- Recognition on our Facebook page (+400 likes and growing)
- Poster recognition at high traffic facilities
- Product displayed and sampling at event
- Booth Space at event

Please Note: All packages can be customized to fit your needs! Agreements will be based on needs, availability of funds, and time constraints. Offer isn't guaranteed until a contract is signed. All terms are subject to change.

In-kind Sponsorship: In-kind products and services can be accepted to enhance or offset the cost of programs and events. The marketing department will review all in-kind offers and the value will be determined based upon the overall benefit to the event or program.

SPONSORSHIP LEVELS

BASE

- Logo on pre-event marketing materials
- Recognition in "The Loop"
- Recognition and thanks on our site
- Recognition on our Facebook page
- Poster recognition at high traffic facilities

PREMIUM

- Logo on pre-event marketing materials
- Recognition in "The Loop"
- Recognition and thanks on our site
- Recognition on our Facebook page
- Poster recognition at high traffic facilities
- Product displayed and sampling at event
- Booth Space at event

TANKER - \$1,710

BEST VALUE!

Save 10% by Sponsoring the 5 Major Events! Includes Premium benefits, a one month vertical website advertisement, and (2) half page advertisement in "The Loop."

94% of present and past personnel state that they notice when companies are "military friendly" and have a positive impression of those companies. Offering exclusive military support and sponsorship gives them the recognition they deserve and gives your company a solid loyal customer base.

BASE WIDE EVENTS

Egg Hunt/Spring Event

MARCH 30TH || EST. REACH 150

This base-wide event is a favorite for our families. Hundreds of eggs are available for toddlers-teens as well as crafts and games.

BASE - \$75 || PREMIUM - \$125

Family Day Picnic

SUMMER || EST. REACH 1600

The biggest base-wide event, apart from air shows. Families gather for games, food, prizes, and quality time with their fellow airmen.

BASE - \$325

PREMIUM - \$750 Plus (2) half page ad in "The Loop"

Fall Fest

OCTOBER 26TH || EST. REACH 150

A base-wide event that is fun for the whole family. Sponsor a costume parade, a table for trick-or-treating, prizes, crafts, games and snacks!

BASE - \$75 || PREMIUM - \$125

12 Days of FSS

DECEMBER || EST. REACH 1600

Who doesn't love a great give-a-way? Help us boost morale while boosting our page likes (and yours)! Sponsorship provides give-a-ways and cash prizes.

BASE - \$325

PREMIUM - \$750 Plus (2) half page ad in "The Loop"

Operation Santa

DECEMBER 21ST || EST. REACH 200

Another family favorite base-wide event. Families enjoy refreshments, pictures with Santa, crafts, and activities!

BASE - \$100 || PREMIUM - \$150

2019 PROGRAMS

Falcon Club Fueling

STARTING AT \$50

The Falcon Club Fueling is full of events this year. Sponsor any number of them! With our increase of foot traffic, the Club is the place to meet and relax. So why not take advantage of their presence by making an impression sponsoring their favorite events and activities?

Fitness Center

STARTING AT \$50

The Fitness Center is free to use for anyone with base access. And boy does it get used! You can enhance our tournaments and challenges just by sponsoring.

Additional Events

STARTING AT \$50-325

We have extra events that pop up throughout the year. For smaller events we will refer to 2019 Program pricing. For the bigger, base wide, events pricing will be referred to the Sponsorship Levels. If interested in staying connected, ask about joining our email list.

Thank You!

**FOR SUPPORTING THE
NIAGARA FALLS AIR FORCE
RESERVE COMMUNITY!**

