

SPONSORSHIP OPTIONS

Direct Financial Support: Cash to offset the cost of programs and events or enhance programs and events.

In-kind Products: Products and Services to enhance or offset the cost of events or programs.

Gift Cards or Gift Certificates

Gift/Donations: Gifts and donations in the form of cash, products, or services may be offered and provided for events and programs. Donations receive limited publicity and acknowledgment.

Prizes: Products of ALL types; none too small or too large. Cars, RV's, home electronics, personal care products, home care and furnishings, apparel, toys and any product type of prize that can be awarded, including shopping sprees.

Service Related Prizes: Travel and leisure packages, beauty and health care products, salon care, home service, any service that could serve as a prize award.

Programs or Event Support: Uniforms and/or equipment for sports, costumes, or medals and trophies.

SPONSORSHIP BENEFITS

- Direct exposure to a large military community
- Pre-event publicity and advertising
- Display company name/logo on promotional materials
- On-site signage
- Product displays, sampling & demonstrations
- Logo/brand recognition
- Event exhibits/sponsor booths
- Recognition at the event
- Cross-marketing in 5th Force Support Squadron facilities
- Partnership with 5th Force Support Squadron to support the military community, deployed troops and their families
- Recognition that reaches the civilian and retirees at Minot AFB

BECOMING A SPONSOR

1. Contact Susan Wagers to find out how Commercial Sponsorship can benefit you.
2. Provide sponsorship in the form of goods, services, or money in exchange for negotiated recognition tailored to benefit your business.
3. Sign a sponsorship agreement which details the partnership to ensure proper recognition is given to you, the sponsor, for the monetary or in-kind gifts given to the 5th Force Support Squadron.

MINOT AFB ECONOMIC IMPACT

Minot Air Force Base's estimated annual economic impact is over \$597 million.



MILITARY DEPENDENTS	5732
ACTIVE DUTY & RESERVE MILITARY	5455
CIVILIAN EMPLOYEES ON BASE	1458
RETIREES - ALL BRANCHS	1038

 @5thForceSupport

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www.5thforcesupport.com



5 FSS Marketing
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COMMERCIAL SPONSORSHIP & ADVERTISING PROGRAM



*Only the Best Come North
and Only the Greatest
Support Them!*



THINGS YOU SHOULD KNOW...

Here are some statistics on our facilities and how advertising is being shown and who you are reaching.

The average number of customers in our facilities is:

- Bomber Bistro/B-Fifty Brew: 300-400 daily
- Child Development Center: 180+ families accounting for 200+ children
- McAdoo Fitness Center: 5000+ monthly
- Outdoor Recreation: 2000 monthly
- Rockers Bar & Grill: 300-400 daily, averaging in event/program attendance
- Rough Rider Bowling Center: 75-100 daily during leagues and open bowl
- Youth Center: Sports Programs 120+ players, 20 coaches, 100+ in Before/After School Programs, 170+ Open Rec/Teens and 300-500 special events

Monitor Ads: In a 28 day period the ads run on a 10 second loop, during business hours.

- Bomber Bistro/B-Fifty Brew: 1,404 times
- Child Development Center (2 monitors): 1,560 times per monitor
- Jimmy Doolittle Center: 1,440 times
- McAdoo Fitness Center: 2,880 times
- Military & Family Readiness Center: 1,080 times
- Outdoor Recreation: 768 times
- Pride Building: 1,140 times
- Rockers Bar & Grill: 456 times
- Rough Rider Bowling Center: 456 times
- Sakakawea Inn/Lodging: 1,920 times
- Youth Center: 468 times

BANNER PLACEMENT

If you are interested in banners, we have a limited number of spots those can be displayed, however, we cannot produce them as we do not have the equipment. But let's chat about it!

POSTER PLACEMENT

Bomber Bistro/B-Fifty Brew: This facility is frequented by both military and civilian patrons interested in lunch and dinner. The same building offers an indoor play area for children which is quite popular with families. B-Fifty Brew is proudly serving Starbucks drinks and offer a variety of snack items. These two facilities have become our greatest sellers!!

Entertainment Social Center: This facility, called the ESC or Escape, is the hangout spot for Airman and Civilians where they can play their favorite board and video games, watch eSports events, and host movie nights.

Library/Education Center: This location has a large amount of traffic from individuals and families for not only their entertainment needs but also for their educational needs.

McAdoo Fitness Center: This location is a high traffic facility. The poster will be placed near the lobby area of the facility and will be highly visible. There are 2 snap frames in this location.

Rockers Bar & Grill: This facility is frequented by lunch patrons and after work hours. Patrons include both military and civilian.

Rough Riders Bowling Center: This facility is open October - March and is frequented by military and civilian personnel. The poster is placed on a wall adjacent to the entrance where it is highly visible.

Youth Center: Our Youth Center is a hub of activity with not only offering a variety of sports programs, but with events for the younger kids, teens and families. There's always something going on, folks coming and going, and it's considered one of our most high traffic areas!

The poster size is 22.5" x 28.5" and is in full color. Cost of poster is \$150 per month or \$400 per quarter. Poster can be changed once in a 3-month contract. For a 6 or 12 month contract, poster can be changed every 2 months.

5th FORCE SUPPORT WEBSITE www.5thforcesupport.com

The public website for the 5th Force Support Squadron is a popular site and visited often; not only by local Minot AFB personnel and families for information but also by outside traffic for information on lodging, education, employment, and more. Most FSS facilities have a page on the site which is updated frequently. The website has links to various other websites as well as Facebook pages.

Ad Size: 120 pixels wide by 120 pixels high:
3 months (\$180) home page (\$250) all pages
6 months (\$300) home page (\$370) all pages
12 months (\$450) home page (\$520) all pages

Ad Size: 120 pixels wide by 240 pixels high:
3 months (\$270) home page (\$370) all pages
6 months (\$450) home page (\$550) all pages
12 months (\$650) home page (\$750) all pages

Ad can be changed once in a 3 month agreement. Ad can be changed every 2 months in a 6 or 12 month agreement.

From your ad, you may include a link to your homepage:

Add \$20 to the cost for a 3 month contract
Add \$40 to the cost for a 6 month contract
Add \$80 to the cost for a 12 month contract

ROUGH RIDER LANES QUBICA SCREENS

"Qubica" is the name of the electronic monitors at Rough Rider Lanes. This facility is a popular spot for individuals and families to spend time whether for recreation or for league bowling. There are 22 Qubica monitors, one above each lane, where your ad will run on a 15 second loop during their hours of operation.

22 Qubica monitors:
\$150 per month • \$400 per quarter
\$1200 per year (Best value, 3 months free!)

FLAT SCREEN MONITORS

HD Monitors are displayed in high traffic areas in 5th Force Support Squadron facilities. Those facilities are:

- Bomber Bistro/B-Fifty Brew
- Child Development Center (2 monitors)
- Jimmy Doolittle Center
- McAdoo Fitness Center
- Military & Family Readiness Center
- Outdoor Recreation
- Rockers Bar & Grill
- Rough Riders Bowling Center
- Sakakawea Inn/Lodging
- Youth Center
- Pride Building - This monitor is in an area that houses our squadrons headquarters, right outside of the Military Personnel Office in the Pride Building. This particular monitor is seen by active duty personnel and their families, civilian personnel and veterans/retirees and their families when visiting the Pride Building for ID cards, registering for medical care, upon arrival at the base, finance, etc.

Your advertisement will be on a rotating loop and will be viewed numerous times each hour during regular business hours. All of these areas serve customers who are currently stationed here and those newcomers as well, who will want to learn everything about their new duty station and the surrounding community. The specs are as follows for the monitor ad: DPI 150, 1920 x 1516.

	<i>Package Options</i>		
	<u>Pick Three</u>	<u>Pick Six</u>	<u>Pick Eight</u>
<i>Per Month</i>	\$200	\$400	\$525
<i>Per Quarter</i>	\$500	\$1,100	\$1,400
<i>Per Year</i>	\$2,100	\$4,200	\$5,250

"What's Up in Minot" Package:

These ads will specifically show in the lobby of our lodging facility, the Sakakawea Inn. They will show customers who are staying with us not only the great events that the many FSS facilities are doing but also the events/happenings in town or surrounding communities such as the ND State Fair, the Norsk Hostfest, Margie's Art Glass classes, the Dickens Festival in Garrison and the NoDak Speedway.
\$100 per month • \$250 per quarter