

April 22
2023

.....
**DYESS
BIG COUNTRY
AIR FEST**



325-696-4132
www.dyessfss.com
Dyess AFB, TX 79607

WHY SPONSOR?

REACH THE MILITARY MARKET

Dyess Air Force Base is home to the B1 Bomber and the C130J Hercules. It is America's only lift and strike base and is composed of 4,700 active duty, 3,500 retirees, 5,400 dependents and 500 civilians.

Dyess invites local businesses to partner with us to sponsor portions of the Air Fest's events and activities. You have the opportunity to reach over 15,000 event attendees at this one day Open House.

Whether it is promoting your product, building business relationships, enhancing your brand image or building recognition, you will have the opportunity to reach a niche market.

"67% OF AIR SHOW ATTENDEES ARE MORE LIKELY TO SUPPORT
A SPONSOR DUE TO THEIR SUPPORT OF AN AIR SHOW."

- International Council of Air Shows

SPONSORSHIP LEVELS

- * Presenting Sponsor – Kids Zone: **\$7,000**
- * Associate Sponsor: **\$3,500**
- * Supporting Sponsor: **\$2,000**
- * Contributing Sponsor: **\$500**

*\$500 extra for vehicle/boat/motorcycle display

Dyess Air Force Base is pleased to offer a variety of sponsorship packages that you can choose from for those interested in being a contributing sponsor to the 2023 Big Country Air Fest. Details of each package and what is included will be located on the following pages.

Dyess AFB welcomes donations from interested parties,
contact us for details!

7fss.marketing@us.af.mil

This is a solicitation for commercial sponsorship by a Non-Appropriated Fund Instrumentality of the United States government. It does not obligate appropriated funds or non-appropriated funds of the government. Deadline for response is one month prior to air shows. This package, including benefits and rates, are subject to change at any time without notice.

PRESENTING SPONSOR: **\$7,000**

KIDS ZONE SPONSOR

- Display of product and/or services to over 15,000 potential customers (no sales)
- Opportunity to hand out promotional items and conduct customer drawings at event (max of \$20 per family/household)
- Two (2) 10' x 10' exhibit space/tent (one inside Kids Zone and one in high traffic location)
- Opportunity to display two (2) 3' x 6' banners at Kid's Zone
- Opportunity to display two (2) 3' x 6' banners (entrance gate and crowd fence)
- Opportunity to display vehicle or static display at one of the exhibit space
- Six (6) PA announcements recognizing your company as the Kids Zone host
- Company logo with link to company website on event page of DyessFSS.com
- Company logo placement on 3' x 6' Thank You Banner (entrance gate)
- Name and recognitions as the Kids Zone host "Presented by 7FSS and (your company's name)"
- Company logo displayed on print and digital advertising for 7FSS elements of Dyess AFB Open House



ASSOCIATE SPONSOR: \$3,500

- Display of product and/or services to over 15,000 potential customers (no sales)
- Opportunity to hand out promotional items and conduct customer drawings at event (max of \$20 per family/household)
- One (1) 10' x 10' exhibit space/tent (includes 6' table and four (4) chairs)
- Four (4) PA announcements per day recognizing your company as a Associate Sponsor
- Opportunity to display vehicle or static display at the exhibit space
- Company logo displayed on print and digital advertising for 7FSS elements of Dyess AFB Open House
- Company logo with link to company website on event page of DyessFSS.com
- Company logo placement on 3' x 6' Thank You Banner banners (entrance gate)



***SUPPORTING SPONSOR: \$2,000**

***EXTRA \$500 FOR CAR/BOAT/MOTORCYCLE EXHIBIT SPACE**

- Display of product and/or services to over 15,000 potential customers (no sales)
- Opportunity to hand out promotional items and conduct customer drawings at event (max of \$20 per family/household)
- One (1) 10' x 10' exhibit space/tent (includes 6' table and four (4) chairs)
- Two (2) PA announcements recognizing your company as a Supporting Sponsor
- Company logo displayed on print and digital advertising for 7FSS elements of Dyess AFB Open House
- Company logo with link to company website on event page of DyessFSS.com
- Company logo placement on 3' x 6' Thank You Banner banners (entrance gate)
- (Additional exhibit space available for an extra charge for a car/boat/motorcycle)



***CONTRIBUTING SPONSOR: \$500**

***EXTRA \$500 FOR CAR/BOAT/MOTORCYCLE EXHIBIT SPACE**

- Display of product and/or services to over 15,000 potential customers (no sales)
- Opportunity to hand out promotional items and conduct customer drawings at event (max of \$20 per family/household)
- 10' x 10' exhibit tent (includes 6' table and two (2) chairs each)
- Company logo displayed on print and digital advertising for 7FSS elements of Dyess AFB Open House
- Display company logo on the welcome banner (front entrance)
- One (1) PA announcement recognizing your company as a contributing sponsor
- (Additional exhibit space available for an extra charge for a car/boat/motorcycle)





SPONSORSHIP

CONTACT INFORMATION

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