

+

2012 Commercial Sponsorship & Advertising Opportunities



Reach the Military Community of RAF Mildenhall

+

Building relationships with the local community, establishing access to the valuable military market and enhancing programs for military families. The Commercial Sponsorship & Advertising program on RAF Mildenhall is the most direct way to meet potential customers and promote your business or service to this lucrative market.





100th Force Support Squadron

Providing the best support to Team Mildenhall

RAF Mildenhall is a spectacular place to promote your products and services, as well as increase brand awareness. The 100th Force Support Squadron offers several opportunities for businesses and corporate entities to tap into this lucrative and desirable military market of more than 12,000 civilians and military at RAF Mildenhall.

Our overseas location provides a unique situation for prospective sponsors and advertisers in that the majority of customers look toward the base to provide information on the local community than most United States Air Force bases. This creates a 'captive' audience in which to promote your products and/or business.

The 100th Force Support Squadron wants to help customers locate off-base services that expand our Morale, Welfare and Recreation mission to provide quality of life opportunities for the members of the Team Mildenhall community.

The 100th Force Support Squadron is the life center of the base community and is comprised

of several facilities and programs, including:

- Airman & Family Readiness Center
- Arts & Crafts Complex
- Auto Hobby Complex and Car Wash
- Bob Hope Community Center
- Child Development Center
- Education Center
- Galaxy Club & Tudor Bar
- Hardstand & North Side Fitness Centers
- Information, Tickets & Travel
- Library
- Outdoor Recreation
- Youth & Teen Center
- And MANY MORE!

The advantage to businesses that work with the 100th Force Support Squadron is gaining access to RAF Mildenhall community. With 100 FSS being the life center of the base community, you can reach potential customers who are using these high-traffic facilities, attending the events hosted by these facilities and by putting your message in front of them through advertising or commercial sponsorship.



Economic Impact

What does the military bring to the local community?

The RAF Mildenhall community consists of U.S. Air Force personnel and civilians, as well as host nation civilian employees that work in the military units and base services like dining facilities, recreation centers, the exchange and the commissary. Banks, credit unions, and local vendors round out the RAF Mildenhall community.

In fiscal year 2010, there were 7,002 base personnel and dependents reported stationed on RAF Mildenhall. Including the additional Military of Defense (MoD) personnel, Local National Direct Hires (LNDH) and contracts, 100 ARW and 100 CES reports RAF Mildenhall demographics to be at 12,000.

The total amount spent on the local economy as a result of RAF Mildenhall's presence was \$332.7 million.

The findings show that people stationed at RAF Mildenhall boost the local economy by spending portions of their income off base on housing and utilities, restaurants, entertainment, and basic necessities.

The base also boosts the economy by spending on locally purchased materials, supplies, equipment and contracts. In addition, recreational and other support organizations like on-base vendors and banks also make purchases that benefit the local economy. Over the studied year, RAF Mildenhall spent \$47.5 million for construction related purchases or

materials and services, \$39.4 millions on services and \$18.1 million on material, equipment and supplies for daily operations.

Off-base spending also has an economic ripple effect as businesses hire employees to meet the demands of their RAF Mildenhall customers. This increases local employment and further benefits the local economy. During fiscal year, 2010 RAF Mildenhall contributed to 1,369 indirect jobs created in the local area that value \$58.3 million.

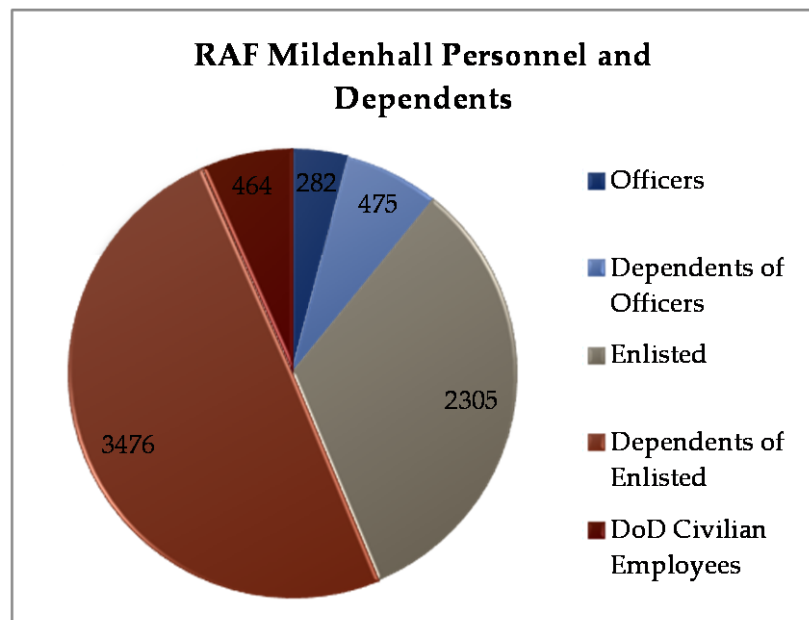


Figure reflects base personnel and dependents only. Our military support of retirees, reservists and other military agencies includes thousands of additional potential customers.

Reference: RAF Mildenhall's FY 10 Economic Impact Statement. 9/21/2011. 100 ARW Public Affairs office.



Advertising Opportunities

Reaching Team Mildenhall through print and online

Get your message to people who are actively searching for information from a trusted source. The 100th Force Support Squadron's Get Up & GO magazine and www.100fss.com website are RAF Mildenhall's most trusted source of information on events and happenings going on at RAF Mildenhall.

Get Up & GO Magazine Features:

- A superior publication distributed monthly
- Pages: 16
- Size: A4
- Specifics: Full color, full bleed, glossy paper
- Copies Printed: 2,000 (3,000 for Dec/Jan issue)
- Readership: Over 7,000
- Added Value: Additional readership from local bases – Lakenheath, Feltwell, Alconbury

Get Up & GO Distribution:

- ALL 100 FSS Facilities
- Weekly Newcomers Information Fair
- RAF Mildenhall Bxtra & Commissary
- Passenger Terminal
- Post Office
- PDF version available online at www.100FSS.com

Why Get Up & GO! Magazine?

Access: Provides you access to the lucrative military market including over 12,000 military members, civilians, retirees and local nationals.

Imaging: In today's world, image is everything. It is imperative to establish your image (or create awareness) for your company, so the potential customer is aware of your product/service when they need it.

Loyal Audience: The military community holds the distinction as the highest ranking of all demographic groups in terms of product loyalty. Position your message in the forefront of their minds and gain their loyalty.

Why www.100FSS.com?

Additional Exposure: Reach the additional 6,000 inbound and local visitors to www.100fss.com each month!

24/7 Access: Reach your target market at all hours of the day or night, when they already online searching for more information.

Website Traffic Generation: Drive traffic to your company or organization or website through banners and links on www.100fss.com

First Impression: Inbound personnel - start their reach early. Get your company in their minds before they arrive.

Pricing & Specifications

Digital Requirements:

We require high resolution, camera ready files in .PDF, .TIFF or .JPG.

*All ads submitted should be suitable to print as is. 100 FSS Marketing cannot be responsible for any errors in content or PDF files prepared incorrectly.

Deadlines:

Space Reservation:

1st working day of the month prior to publication

Materials:

10th day of month prior to publication date.

Payment:

Payment is due in advance. Payment must be received on the 15th day of the month prior to publication. Payment is accepted in the form of cash or cheque. Conversion to US Dollars can be made.

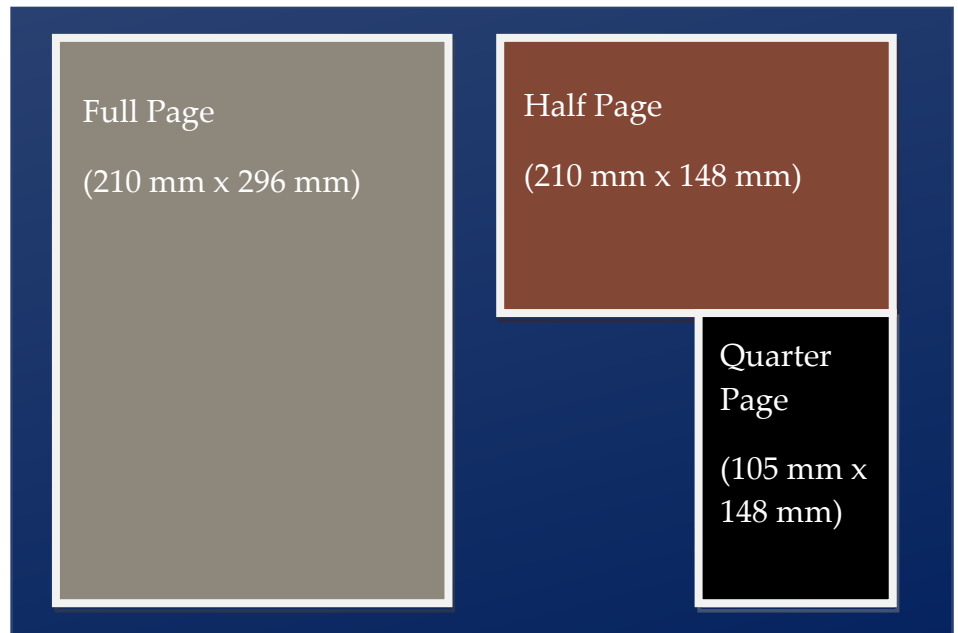
*All advertising is conditional upon content and available space.

Media & File Formats:

E-mail files to:
100fss.marketing@mildenhall.af.mil

Design services are available. Please call 01638-54-2949 for additional information.

Note: Ads are positioned in the layout at publisher's discretion with the exception of space preference advertisers on the inside front cover and back covers.



Print Advertising Rates per ad insertion:

Number of Issues: Ad Sizes:	12x	6x	1x	Design Fee**
Full Page	£150	£160	£175	£60
Half Page	£85	£95	£100	£40
Quarter Page	£50	£55	£60	£20
Inside Front Cover*	Add £30	Add £40	Add £50	
Back Cover*	Add £55	Add £65	Add £75	

*Dependent on space availability.

Website Advertising Rates:

Home Page	£50 per month
Facility Pages	1 page: £15/month Additional pages: £10/month ea.
Web Banner Design Fee**	£15 per hour

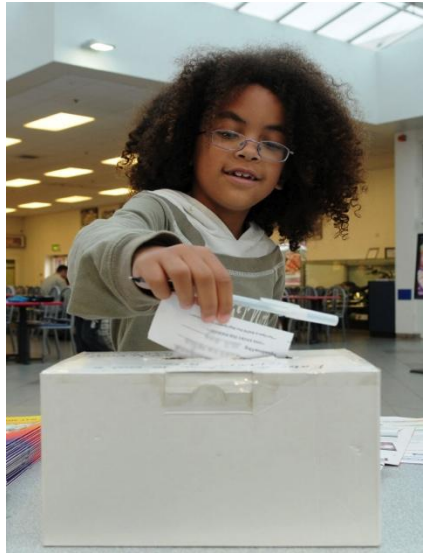


**Design fees may incur additional charges. Ask the advertising space coordinator or additional information.



Commercial Sponsorship

Establishing access and enhancing programs for the military community



About Sponsorship on RAF Mildenhall

Commercial Sponsorship provides an opportunity to enhance and expand the vital programs that contribute to the quality of life for Air Force members and their families. These programs offer your business a new avenue to increase visibility and awareness of products or services to the RAF Mildenhall community. The 100th Force Support Squadron hosts numerous events and programs each year and your business can be a part of it!

Commercial Sponsorship can be accepted in the form of products, funds, and/or in-kind services to offset expenses or enhance an event, which may otherwise be cost-prohibitive.

Benefits of Sponsorship

- The opportunity to promote your brand, business, service and/or message in front of the RAF Mildenhall community.
- Sponsors logo featured on pre-event printed promotional materials and publicity, including *Get Up & GO!* magazine and opportunities on www.100fss.com
- Sponsors are invited to attend event(s) and set up a booth to display products and meet potential customers.
- Event photos and after-action reports are sent to sponsors following the event.

Ways You Can Sponsor or Donate:

- Direct financial support
 - Cash to help offset event costs or to enhance event for attendees
- Product and promotional items
 - Set up a display and giveaway samples and informational materials
- Uniforms, sports apparel
 - Can include your logo as recognition for your sponsorship
- Prizes
 - Donate or pay for special event prizes or giveaways
- Equipment or services
 - Provide needed equipment for event, such as stage, sound and light equipment or services to make the event more successful such as DJ services.
- You Build It!
 - Have an idea? Let us know and we can build a package just for you!

+ 2012 Event Sponsorship Opportunities

The 100th Force Support Squadron conducts a wide variety of programs/events to meet the various needs and interest for the RAF Mildenhall community. Commercial Sponsorship provides an exceptional opportunity for your company to receive exposure and connect with the military population while helping to support our troops here at RAF Mildenhall.



Family & Youth Programs/Events

- America's Kids Run (Annual)
- Easter Egg Hunts & Events (Annual)
- Mardi Gras Celebration (Annual)
- English Tea Parties (Bi-Annual)
- Kids Day (Annual)
- Dr. Seuss Birthday Party (Annual)
- Family Night Pajama Party (Annual)
- Family Movie Day (Annual)
- You Got Talent Contest (Annual)
- Mother's Day Tea Party (Annual)
- Photo Contests (Annual)
- Summer Reading Program (Annual)
- Worldwide Youth Bowling (Annual)
- Video Game Night (Annual)
- Day for Kids/Worldwide Day of Play
- Batty About Books (Annual)
- Gobble Up Reading (Annual)
- Open House with Santa (Annual)



Sports & Leisure Programs/Events

- Team Mildenhall Runs (Monthly)
- Olympic Sports Challenge (Annual)
- Sports Day (Annual)
- Biggest Loser Competition (Annual)
- League Bowling Championship (Annual)
- King of the Hill Bowling (Quarterly)
- Armed Forces 5k (Annual)
- Summer Bowling Blast (Annual)
- Bowling Dollar Daze (Annual)
- July 4th 5k Run (Annual)
- Pre-Season Soccer Tournament (Annual)
- Mixed Scotch Doubles Bowling (Quarterly)
- 9 Pin No Tap Bowling (Bi-Annual)
- 3-on-3 Basketball Tournament (Annual)
- 12 Days of Fitness (Annual)
- Marauder Melee (Annual)



Club & Special Events

- Mardi Gras (Annual)
- Super Bowl Tailgate Party (Annual)
- Valentine's Day Dinner (Annual)
- St. Patrick's Day (Annual)
- Club Membership Drives (Bi-Annual)
- Easter Brunch (Annual)
- Mother's Day Brunch (Annual)
- Cinco de Mayo (Annual)
- Car & Bike Show (Annual)
- Antique & Wine Tasting (Annual)
- Father Daughter Ball (Annual)
- July 4th Celebration (Annual)
- Summer Fling (Annual)
- College Football Tailgate Kickoff (Annual)
- Football Frenzy (Annual)
- Rocktoberfest (Annual)
- Halloween Costume Party (Annual)
- New Year's Eve Bash (Annual)



Invest with RAF Mildenhall

Your investment in the 100th Force Support Squadron is a vital part of our future and we invite you to become an active partner. Bring us your ideas and we will be happy to customize a sponsorship package that meets your needs!

Events listed above are subject to change. For the latest information on upcoming events and complete event descriptions, dates, expected number of attendees, sponsorship/donation needs, etc., please contact the Commercial Sponsorship Coordinator, Christy Kenady at christy.kenady@mildenhall.af.mil or call 01638-54-2949.

You may also request to receive sponsorship opportunity notifications through our sponsor email distribution. Request to be added by emailing us right away!



+
 Don't miss this
 great opportunity.
 Contact us now!



+Christy Kenady

Commercial Sponsorship & Advertising Sales Coordinator

Physical Address:
 100 FSS Marketing Dept.
 Building 631, RAF Mildenhall
 Bury St. Edmunds
 Suffolk, IP28 8NF

UK Mailing Address:
 100 FSS Marketing Dept.
 Unit 4925 Box 405
 RAF Mildenhall
 Bury St. Edmunds
 Suffolk, IP28 8NF

US Mailing Address:
 100 FSS Marketing Dept.
 Unit 4925 Box 405
 APO, AE 09459

Commercial: 44+(0)1638-54-2949

DSN: (314) 238-2949

Fax: 44+(0)1638-54-6013

www.100fss.com

