

Sponsorship & Advertising 2021

Patrick Space Force Base, Florida
45TH FORCE SUPPORT SQUADRON

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45th

FORCE
SUPPORT SQUADRON

Welcome to

PATRICK SPACE FORCE BASE

45th Force Support Squadron



“One team...
delivering assured space launch,
range and combat capabilities for the nation.”

Patrick Space Force Base is located on the east coast of central Florida, 3 miles south of Cocoa Beach, nestled between the shores of the Atlantic Ocean and Banana River in Brevard County, in a region known as the Space Coast for its proximity to the Kennedy Space Center and Cape Canaveral Space Force Station.

Patrick Space Force Base is home to SLD 45, the world's premier gateway to space. SLD 45 personnel are responsible for delivering assured space launch, range and combat capabilities for the nation. Also within the SLD 45, Cape Canaveral Space Force Station is located just north of Port Canaveral, with the Banana River to the west and the Atlantic Ocean to the east.

For details contact:
Commercial Sponsorship & Advertising Coordinator
Comm: 321-494-3628
FSSDirect@gmail.com

In support of the Air Force mission, Patrick SFB offers a range of family programs, community events and discount services. We invite you to participate in our Force Support programs as a Commercial sponsor, donor or advertiser. We can customize a package that makes sense for your objectives.

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ABOUT US

The 45th Force Support Squadron (FSS) provides high quality morale, welfare, recreation and support services to the Patrick SFB populace. Our facilities and programs are open to active duty military, DoD civilians, reservists, guard members, military and DoD civilian retirees, eligible contractors and family members.



WHO YOU REACH

Patrick Space Force Base contributes to the Air Force mission through programs that enhance the quality of life for service members and their families. Known as Morale, Welfare and Recreational programs (MWR), these programs support overall military readiness while creating leisure opportunities for our airmen, their families, retirees and all other DoD employees.

Sponsoring an FSS event or program gives you exposure and enables you to connect with the military and civilian population and their families at Patrick Space Force Base. Sponsorship may be in the form of financial support or in-kind goods and services.

DEMOGRAPHICS

Active Duty, Air Force Reserve/National Guard,
Non-extended Active Duty Reserve/ANG 3,951

Dependents of Active Duty 6,195

Appropriated Fund Civilians 2,206

Non-appropriated Fund Contract
Civilians and Private Business 3,185

Representing a total annual payroll of \$371,635,861

Veterans 68,000

Retired Military & families 125,000

DONATIONS

Donations are always welcome. To show our appreciation, donors will receive a "thank you" letter from the 45th FSS Commander and a one-time mention at the event or a small sign stating "donated by" with your business name.

ADVERTISING

Our advertising program brings you into the homes of our military and civilian personnel and their families.



**45th FSS Marketing
Sponsorship Coordinator
April Sherman
321-494-3628
514 Falcon Ave., Bldg. 415
Patrick SFB FL. 32925**

“FUN SERVICES” Quarterly Magazine

Our 28+ page quarterly Magazine, is a great opportunity to gain exposure for your organization. We distribute (approx.) 3,500 magazines per quarter (14,000) per year to our FSS facilities. It's also available online at our Squadron website GoPatrickFL.com.

Quarter page 3 months	\$225
Quarter page 6 months	\$425
Quarter page 9 months	\$650
Quarter page 1 year	\$875
Half Page 3 months	\$400
Half Page 6 months	\$750
Half Page 9 months	\$975
Half Page 1 year	\$1,250
Full page 3 months	\$700
Full page 6 months	\$1,200
Full page 9 months	\$1,700
Full page 1 year	\$2,200

AD DIMENSIONS

Quarter page	4" x 5"
Half page	7.5" x 5"
Full page	7.5" x 10"

ART REQUIREMENTS

jpg, png or pdf at 300 dpi.
Scaled to fit size of ad.

**NOTE: All advertisements must include the following statement:
No Federal endorsement of advertising intended.**

20% markup for the following pages (inside front cover, center pages, inside back cover and back cover). Full or half page adds only.

PRINTED MATERIAL

All printed material (banners, clings, posters, flyers & signs) are provided by the customer.

- **POSTERS: 22" x 28" Month: \$150**

Price varies depending on size.

Stanchions are located in most FSS facilities.

Choice of two locations: (based on availability)
Marina, Fitness Center, Shark Lanes Bowling Center, Information Tickets & Travel Bldg 415, Golf Course, Library, Outdoor Recreation, Child Development Center, Youth Programs, The Tides.

- **ELECTRONIC SCREENS Month: \$60 Year: \$550**

We have eight digital screens located in high traffic areas within our facilities. Your advertisement will be in a rotating loop, shown numerous times each hour throughout the business day.

Choice of two locations: Marina, Fitness Center, Shark Lanes Bowling Center, Information, Tickets & Travel Bldg 415, Golf Course, Outdoor Recreation, Community Bistro, Lodging.

ELECTRONIC MEDIA

- **WEB LINK/GoPatrickFL.com**
month: \$60
year: \$550
- **WINDOW/DOOR CLINGS,**
Front counters: Fitness and Outdoor Recreation (wrap)
Large windows: Over back doors at the Golf Course.
Bathroom stalls: Fitness, Bldg 415, Outdoor Recreation, Golf Course, Shark Lanes Bowling, Marina, The Tides.
Bldg 415: All windows and doors.
Shark Lanes Bowling: Large window near the bar.
Marina: Outside near the Tiki Hut.
8.5" x 11" Per month/per location \$30
20" x 20" Per month Per location \$55
Price varies depending on size.
\$ per inch per-month-per location.
- **FLYERS, 8.5" x 11", flat or tri-folded per month, per location \$40**
Price varies depending on size.

EVENT SPONSORSHIP LEVELS

PLATINUM : \$2,000+ per event

- A link to the sponsor's web page on our GoPatrickFL.com homepage, Facebook and Twitter for the promotional time period leading up to the event and through the event duration, plus 4 months (not to exceed 6 months).
- Sponsor name and logo on printed marketing materials leading up to the event and at the event.
- Sponsor name and logo on event promotional items or (T-shirts - \$2,500.00+).
- Sponsor representatives may attend event.
- One banner space (not to exceed 10 ft) for display at all of the events and one banner space (not to exceed 10 ft) at the Sponsor Booth (10 ft x 10 ft canopy) which includes one table and four chairs.
- Sponsor may hold a drawing at their booth during the event.
- Verbal recognition during the event.
- Sponsor may hand out information at the event.

GOLD: \$1,500+ per event

- A link to the sponsor's web page on our GoPatrickFL.com home page, Facebook, Instagram and Twitter for the promotional time period leading up to the event and through the event duration, plus 2 months (not to exceed 3 months).
- Sponsor logo on printed marketing materials leading up to the event and at the event.
- Sponsor representatives may attend event.
- One banner space (not to exceed 10 ft) for display at the event, at the Sponsor Booth (10 ft x 10 ft canopy), includes 1 table and 2 chairs.
- Sponsor may hold a drawing at their booth during the event.
- Verbal recognition during the event.
- Sponsor may hand out information at the event.

SILVER RIBBON: \$1,000 - \$1,499 per event

- Sponsor logo on printed marketing materials leading up to the event and at the event.
- Sponsor representatives may attend event.
- Verbal recognition during the event.
- One banner space (not to exceed 8 ft) for display at the event, at the Sponsor Booth (10 ft x 10 ft canopy), includes 1 table and 2 chairs.
- Sponsor may hand out information at the event.

BLUE RIBBON: \$500 - \$999 per event

- Sponsor representatives may attend event and have a booth (10 ft x 10 ft canopy including one table and two chairs)
- Sponsor may hand out information at the event.

EVENTS CALENDAR 2021

Family Day at Cape Canaveral Space Force Station

March 7, 8:30 am to 2:30 pm

Attendance: 3000

Inflatables, food, fun, tour the cape, & more!

PLAY 4 A DAY

April 11, noon to 4 pm

Attendance: 3000

Inflatables, boat rides, & more!

SAND & SURF FEST

May 21, 1 - 5 pm

Attendance: 1200

@ the Beach House

Beginning of Summer Fun!

July 4th Dock Party

July 4, 9 am -12 pm

Attendance: 600

@ODR Docks

END OF SUMMER BASH

September 3, 1 to 4 pm

@ the Beach House

Attendance: 800



AIR FORCE BIRTHDAY CELEBRATION

September 17, 1 - 4 pm

Attendance: 500

Celebrate the Air Force Birthday with us!

HOWL AT THE MOON

October 29, 5 - 9 pm

Attendance: 3000

A howling good time for the entire family!

Winter Adventure Festival/ USSF Birthday Celebration

December 10, 3 - 7 pm

Attendance: 3000

Celebrate the Holidays with FSS!



To see more, follow us:  /Patrick45FSS

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