

# Kirtland AFB Signature Events

Summer Bash  
Bootastic Halloween Carnival  
Holiday Greeting Card Contest &  
Tree Lighting  
Eggstravaganza Egg Hunt  
Kirtland Idol

## Kirtland AFB Signature events shared with the Public

Armed Forces Day Run  
Tops in Blue

## Annual 377th Force Support Squadron Events

Massoula Children's Theatre  
Library Events  
Outdoor Recreation Climbing  
& Wii Competitions  
Kids' Krafts  
National Bowling Week & MORE!



Ask how you can benefit  
from supports the  
Kirtland Air Force Base  
Community!

# THE POWER BEHIND OUR FORCE IS YOU

## Sponsorship Opportunities

Your contributions can take the form of funds, products, or services provided through Commercial Sponsorship for bonafide Force Support Squadron Events. No contribution is too large or too small!



## Let us Welcome You to our Family

# Look at Who You Can Reach!

## Who is the KAFB market?

- \* The #1 employer in Albuquerque
- \* The 6th largest base in the Air Force
- \* \$5.78 billion in economic impact on Albuquerque
- \* Growing into 2010: Over 400 new jobs = more customer potential for YOU!
- \* 100% employment of active duty military
- \* Steady, reliable income in all markets, including civilian, contractor, and retired personnel

We own homes, seek entertainment, feed our families, drive cars, ride bikes, travel, and more with \$1.7 billion in annual, stable payroll right here in Albuquerque.



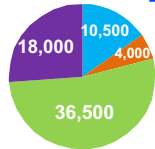
## What can we do for you?

Website recognition, print recognition in *The View* magazine, participation in KAFB events, opportunity to interact directly with you potential customers.

\*Sponsorship and donation packages vary based on event and level of sponsorship



## Force Support Squadron Eligible User Population



- Active Duty & Family
- Military Reserves & Students
- Civilians, Contractors & Families
- Retirees

**Plus**

8,200 students

1,301 households on base

913 families live in on-base housing

**Capture:**

Audience Loyalty

Recognizability

Logo placement

Networking Opportunities

A Reputation of supporting  
Kirtland Air Force  
Base troops, families,  
and partners

Web & print recognition

Sampling & interaction  
opportunities  
...and more!\*

\*Benefits packages vary based  
on level of participation



**U.S. AIR FORCE**



Lauren L. Wolcott  
Sponsorship Coordinator  
lauren.wolcott@kirtland.af.mil



ofc: 505.853.1213  
cell: 505.206.0231

**Kirtland Air Force Base**



1551 First Street SE  
Building 20350  
Albuquerque, NM 87117

## KIRTLAND AIR FORCE BASE 377TH FORCE SUPPORT SQUADRON EVENTS AND ACTIVITIES 2009-2010



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OUR FORCE IS YOU

