

Summer Bash 2010

Put some **FORCE** behind your company



Sponsorship Levels*

\$10,000 Platinum Sponsor

Platinum Level Sponsor recognition on event t-shirt if committed by April 15, 2010

- 1) Company provided logo or name on website home page with a link to your company website from May 1, 2010-July 22, 2010
- 2) Company provided logo or name on LED screens, flyer, and poster advertising
- 3) Table and shade cover provided for interaction (no sales) at your choice of prime field locations
- 4) Ability to provide company created copy to be read on the main stage five times (in addition to opening and closing ceremonies during Summer Bash (subject for approval by Kirtland Air Force Base)
- 5) Company provided logo on all early-bird advertising for Car and Bike Show (including *The View* magazine and *Nucleus* newspaper: space provided pending mission needs)
- 6) Company provided logo or name on event maps during Summer Bash
- 7) Your company name announced at the opening and closing ceremonies
- 8) Company provided logo or name listed in *The View* Magazine advertising for all events (8,000 distributed; 2,000 directly mailed)
- 9) Company provided logo or name on the start / finish line banner
- 10) ½ page ad in *The View* magazine
- 11) Company provided logo or name on table talker advertisements placed at Bowling Center, Golf Course, and Mountain View Club
- 12) Recognition in *The Nucleus* newspaper (10,000 distribution; Mission needs pending)
- 13) Company provided logo or name on main gate advertising
- 14) Company provided logo or name on table-talkers advertising throughout base
- 15) Two company provided banners displayed on the bleachers on Hardin Field



\$5,000 Gold Sponsor

Silver level sponsor recognition on event t-shirt if committed by April 15, 2010

- 1) Sponsorship of the family fun center, military static display area, car and bike show area, golf cart prize patrol, or sporting events area, or water stations on the field with four custom made signs including company provided logo or name placed around your chosen location
- 2) Company provided logo or name on LED screen, flyer, and poster advertising
- 3) Table and shade structure provided for interaction (no sales) and your choice of prime location
- 4) Company provided logo or name on website home page from May 1, 2010-July 22, 2010
- 5) Company provided logo or name listed in *The View* magazine (6,000 distributed throughout base; 2,000 directly mailed)
- 6) Company provided logo or name listed on shared ad banner at main gate
- 7) Recognition in *The Nucleus* base newspaper (10,000 distribution; Space provided pending mission needs)
- 8) Company provided banner hung during event
- 9) Company provided logo or name on event maps during Summer Bash
- 10) Company provided name or logo on shared ad displayed near main stage
- 11) Company provided name or logo on table talkers displayed at Mountain View Club, Golf Course, and Bowling Center

\$2,500 Silver Sponsor

Bronze level sponsor recognition on event t-shirt if committed by April 15, 2010

- 1) Company provided banner displayed at the event in addition to company table cloths
- 2) Company provided logo or name on LED screen, flyer, and banner advertising
- 3) Table and shade structure provided for interaction (no sales) at prime location at Hardin Field
- 4) Company provided logo or name listed in *The View* magazine (6,000 distributed throughout base; 2,000 directly mailed)
- 5) Company provided logo or name listed as on shared ad banner at main gate
- 6) Recognition in *The Nucleus* base newspaper (10,000 distribution; Mission needs pending)
- 7) Company provided logo or name on event maps during Summer Bash
- 8) Company provided name or logo on shared banner near main stage
- 9) Company provided name or logo on table talkers displayed at Mountain View Club, Bowling Center, & Golf Course

\$1,000 Bronze Sponsor

Bronze level sponsor recognition on event t-shirt if committed by April 15, 2010

- 1) Company provided logo or name on LED screen, flyer, and banner advertising
- 2) Space provided for interaction (no sales) in prime location at event
- 3) Recognition in *The Nucleus* Newspaper (space provided mission pending)
- 4) Company provided logo or name listed in *The View* magazine (8,000 distributed throughout base; 2,000 directly mailed)
- 5) Company provided logo or name listed on shared ad banner near main stage

\$500 Contributing Sponsor

- 1) Space provided for interaction (no sales) at Summer Bash in prime location
- 2) Company provided logo or name printed shared banner at event near main stage
- 3) Company provided logo or name listed in *The View* magazine (8,000 distributed throughout base; 2,000 directly mailed)
- 4) Company name recognition on posters and flyers advertising this event, and banner advertising



*All Sponsorship Levels Receive:

- 1) Complete after action report
- 2) Shout outs to your company during the event
- 3) Company provided logo or name listed on shared thank you banner displayed at the event
- 4) Recognition on www.kirtlandforcesupport.com home page web site advertising of Summer Bash
- 5) Photo taken with the Force Support Squadron Director

*Early Bird Sponsors (Committed by March 1, 2010) Receive:

- 1) Choice of prime location on Hardin Field
- 2) VIP Parking on the day of the event
- 3) Company provided logo or name on table talkers and program for Kirtland Idol March-April 2010

*Early Bird Sponsors (Committed by April 15, 2010) Receive:

- 1) Choice of prime location on Hardin Field (based on the 2009 Summer Bash map)

*All publicity bearing company provided name or logo or banners displayed with company names or logos shall contain the disclaimer "No Federal Endorsement of Sponsors Intended."

MARKETING & SPONSORSHIP
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GET YOUR MAXIMUM BENEFITS! COMMIT BY April 15, 2010!

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Summary of Event

Mark your calendars for the event of the year hosted by Kirtland Air Force Base! July 23, 2010 is the date to save! **Over 7,000 attendees are expected to grace Hardin Field for Summer Bash 2010.** What an opportunity for you to capture your military market by attending and/or supporting this diamond signature Kirtland Air Force Base event!

Our main stage entertainment is sure to satisfy everyone, featuring national recording artists and/or local bands, including Eve 6 and Albuquerque's own Full Moon. Drop a blanket, take up some sun, and let's your feet move.

And there's never a worry for the little ones in the Family Fun Center. Bounce houses, face painting, kids' crafts, climbing walls, and much more are geared up to provide the very best and most fun our little ones can get. We hope to provide a secondary stage in the Family Fun Center providing a kids' talent show and featuring local singers, dancers, and entertainers galore, not to mention our desire to bring back our most popular Mascot Olympics! Watch moms, dads, and kids compete against all our local favorite mascots!

Demonstrations and displays round out the field in honor of our military men, women, and their families. Active duty and veterans alike are part of this multi-event extravaganza! And it is with a show of pride that our Kirtland AFB airframes touch down during the early Summer Bash morning opening the Show of Force care and bike show portion of our event.

And if motors are for you, our growing car and bike show might just be where you want to show off your support in 2010! The Show of Force car and bike show, featuring local car, motorcycle, and two-wheel bike enthusiasts takes place center field with competitors from all over Albuquerque spit-shining their prides and joys for the very best of show.

In 2010, our new prize patrol provides the opportunity for attendees to win throughout the day and register again for a grand prize drawing during our final hours at the main stage--the perfect place to showcase your support for our Kirtland Air Force Base Summer Bash and for us to get your word out!

And no one gets hungry here! Some of the Albuquerque's best food concessionaires will be around once again to tame growling tummies and tempt the foodie in our over 7,000+ attendees.

This year, you can sponsor some of our specialty areas, with early bird benefits available.

Your opportunity to be part of this most special time of the year at Kirtland Air Force Base is now! This is an exceptional opportunity for you to join us for one of the most awaited events of the year!



Target Audience:

10,500 Active Duty Military
Personnel & Family Members
4,000 Military Reserves
& Students
36,500 Civilian Employees
18,000 Retirees

Where: Hardin Field, Kirtland AFB

When: July 23, 2010

Attendance: 7,000+ attendees

Return on Investment: Exposure potential 500,000+
=Much less than .01 per potential
customer at some levels.

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