



Holloman Air Force Base
Advertising
&
Sponsorship
2018



Advertising at Holloman

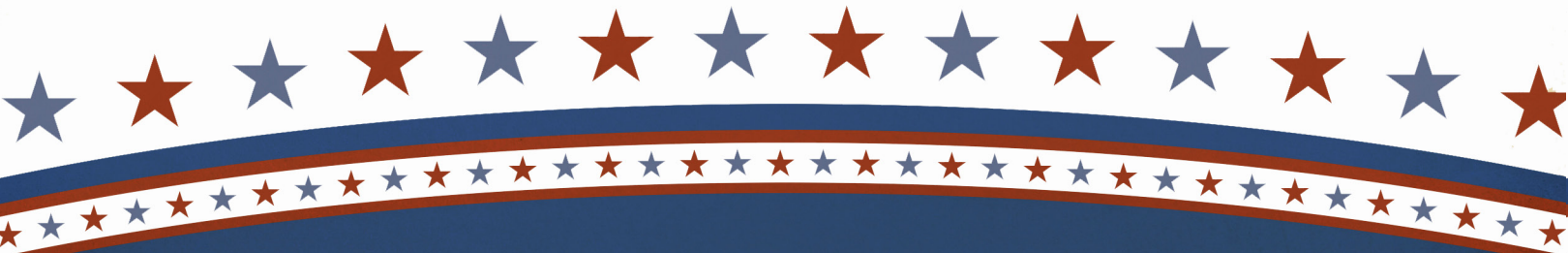
If your business is looking to reach out to our military members through advertising, Holloman has many different options to fit your needs. The advertising program is the **only** way for your business to reach the key military market on base! Contract periods range from 3-12 months, with discounts offered if you combine multiple advertising platforms.

Sponsorship at Holloman

Your business will benefit from supporting Holloman AFB through sponsorship in a variety of ways. Build one-on-one customer relationships through attending events along side our military members while promoting your business. Sponsorship benefits can be tailored to your business objectives and discount packages are available for businesses looking to sponsor multiple events throughout the year!

Benefits of Sponsorship

- Direct exposure to active duty, civilian and retirement military communities
 - Pre-event publicity through advertising
- Business name and logo displayed on promotional materials
 - On-site event signage
- Booth at events for one-on-one customer interaction
 - Cross-marketing in FSS facilities on base



Base Overview

Air Combat Command

49th Wing

Base Established in 1942

Size: 53,603 acres

Total Military: 3,720

Total Civilian Workforce: 1,651

Total Dependents: 4,826

Total Personnel: 10,197

Economic Impact to Community:

\$412,000,000

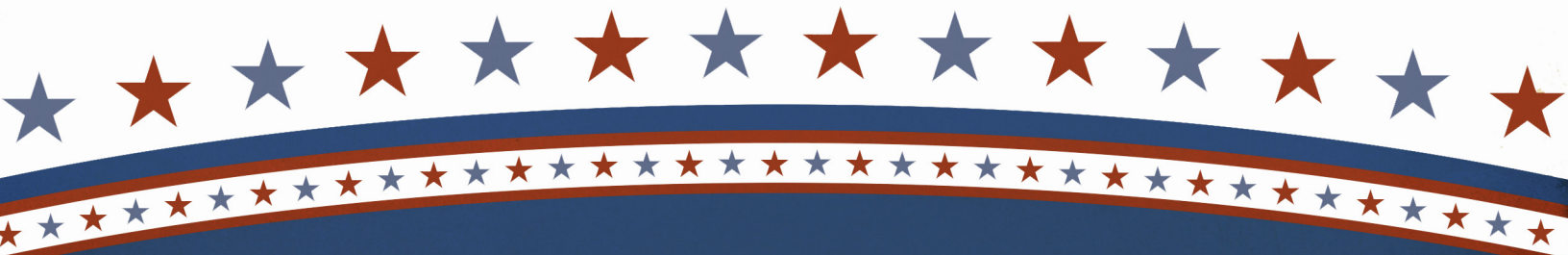
Contact Information

Holloman Marketing Department

Commercial Sponsorship Coordinator

49FSSMarketing@Gmail.com

575-572-5597



Key Events

**Feb. 4
2018**

Super Bowl Party

100 participants • \$500 - \$1,000 sponsorship levels

Airmen and their families enjoy this open party to watch the big game and cheer on their favorite team.

**April 21
2018**

Military Children's Carnival

750 participants • \$750 - \$1,500 sponsorship levels

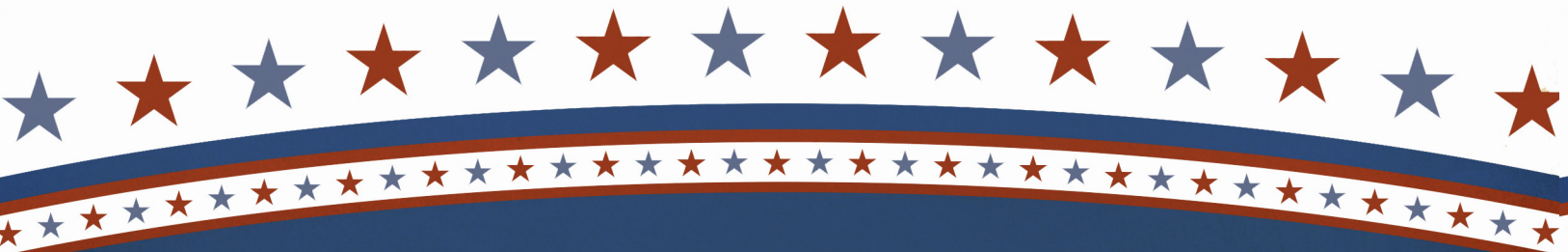
This fun-filled day starts off with an Autism Awareness Walk, followed by a children's carnival featuring free food, games, face painting, and prizes.

**May 5
2018**

Holloman's Air and Space Expo: Legacy of Liberty

12,000 participants • \$2,000 - \$5,000 sponsorship levels

Holloman AFB will be hosting our first Air Show in three years as we open the gates to the public to show off the Air Force's combat power! There will be aerial demonstrations along with static displays, food vendors, a kid's zone, and much more.



Key Events

Summer Summer Reading Program

2018

600 participants • \$500 - \$1,000 sponsorship levels

This six-week program is designed to encourage kids to read during summer break. Over the course of the program, children turn in the amount of minutes and books they read to complete for prizes, all leading up to a huge party to celebrate reading and learning.

June 28 Summer Music Festival

2018

2,500 participants • \$1,000 - \$2,000 sponsorship levels

Come celebrate summer with a concert at the Summer Music Festival. There will be food, games, bouncy castles and water games!

Sept. 15 MMA Fight Night

2018

1,200 participants • \$2,000 - \$4,000 sponsorship levels

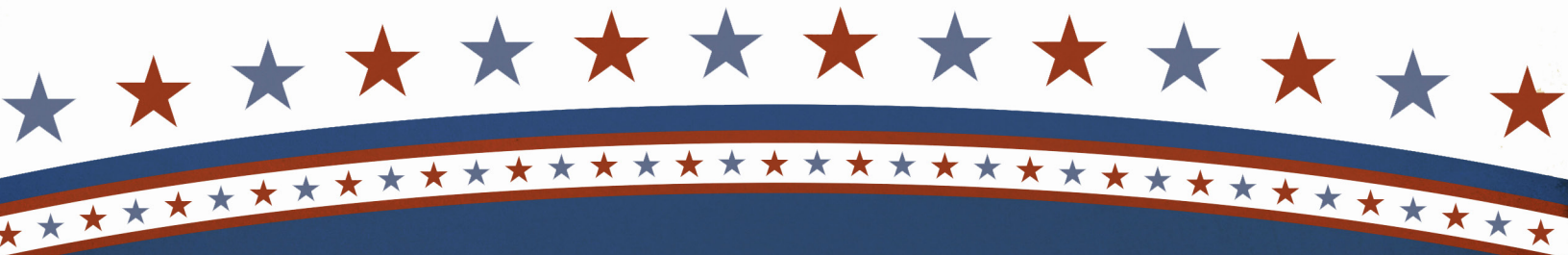
Sponsor a live fight right here on Holloman AFB, featuring local fighters battling it out to see who wins.

Nov. Harvest Festival

2018

500 participants • \$500 - \$1,000 sponsorship levels

Enjoy the cooler weather with Holloman's Harvest Festival featuring fall themed crafts, vendor and food booths, bouncy castles and kid games.



Web Advertising Rates

Advertising is available on the Holloman FSS website
www.hollomanfss.com

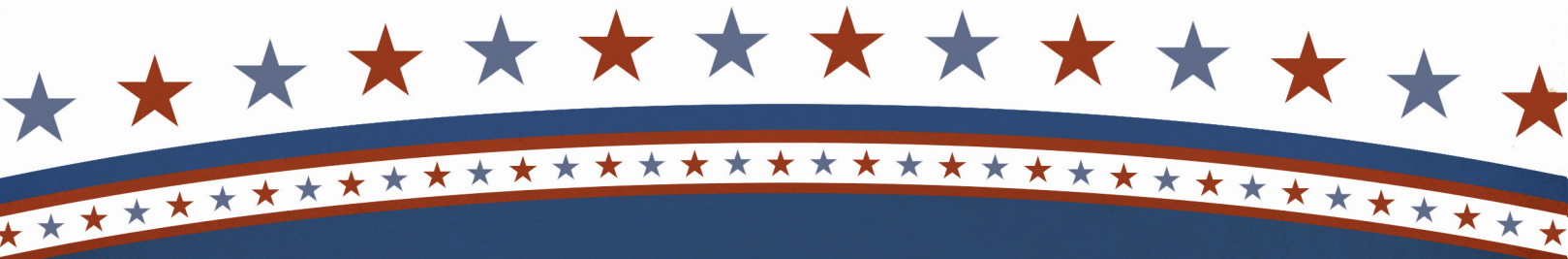
The website is a great way to reach a large audience with an average of 6,800 hits per month. All advertisement contracts include an external link to the website of your choice.

Type	Pixel Size	3 Month Contract	6 Month Contract	12 Month Contract
Top Banner	645 x 140	\$340/month	\$285/month	\$270/month
Panel	230 x 325	\$175/month	\$160/month	\$150/month
Box	230 x 163	\$100/month	\$85/month	\$70/month
Lower Banner	916 x 120	\$200/month	\$185/month	\$170/month

Break Magazine Advertising Rates

Reach Holloman's military population by advertising in our monthly digital magazine. We currently print 200 issues and electronically send out the magazine to over 4,000 people, with a 20% open rate.

Type	Inch Size	3 Month Contract	6 Month Contract	12 Month Contract
Full Page	8.5" x 11"	\$550/month	\$515/month	\$500/month
Half Page	8.5" x 5.5"	\$300/month	\$265/month	\$250/month



Orientation Advertising Rates

Holloman welcomes between 100-200 new military members every month and we want to get your advertisements into their hands! You can choose to put in flyers, pens, candy, menus, business cards or anything else you can think of to capture their unique audiences attention.

Cost: \$40 per month

Banner Advertising Rates

Banners can be placed in our highest foot traffic facilities, including the Fitness and Community Activity Center.

Type	Foot Size	3 Month Contract	6 Month Contract	12 Month Contract
Banner	4' x 6'	\$100/month	\$85/month	\$75/month

Digital Screen Advertising Rates

Advertise your business on our HD digital screens placed in high traffic areas with our busiest facilities including the Fitness Center, Community Center, Library, Education Office and Outdoor Recreation Office. Currently there are 15 screens displayed with more scheduled to be put in place throughout the year!

Type	Size	3 Month Contract	6 Month Contract	12 Month Contract
Digital Ad	1080 x 1920 dpi	\$150/month	\$125/month	\$100/month

