

HOW TO BECOME A CORPORATE PARTNER

The Commercial Sponsorship Program offers you, the Sponsor, an opportunity to present your product/service in a variety of ways to the military consumer market. Sponsorship can be arranged through solicited or unsolicited agreements that outline mutual responsibilities between the sponsor and the base. Commercial sponsorship may take the form of monetary or in-kind support.

Solicited Sponsorship:

Solicitations may be in a form of a formal solicitation package or announced in various trade publications/websites. An evaluation of offers will be based on market value of services, goods, or cash offered and appropriateness of potential sponsors for the event.

Unsolicited Sponsorship:

Support is offered by a vendor, manufacturer, distributor, etc., on its own initiative when it has become aware of a Morale, Welfare, and Recreation event and is interested in participating.

SPONSOR BENEFITS INCLUDE BUT NOT LIMITED TO THE FOLLOWING:

- Increased product/service awareness
- Enhanced image of product/brand
- Association with military market (no unemployment, mobile society)
- Lead generation (45% under the age of 34 - the age when buying patterns and brand loyalties are being established)
- Publicity on base websites, FSS Channel, AAFES radio
- Sponsor interaction (product displays/booth at the event)
- Survey, sampling and hand out opportunities
- Recognition on promotional materials and in base publications
- Public announcement at the event
- Media releases
- Exclusivity
- Cross-marketing promotions on product (AAFES and DeCA promotions)

