



SPONSORSHIP & ADVERTISING 2024 PACKAGES & RATES



ABOUT US

81st Force Support Squadron at Keesler AFB

The 81st Force Support Squadron (FSS) at Keesler AFB purpose is to provide education, family services, lodging, food services, recreation, and fitness for up to 12,230 stationed military, dependents, and family members. As the second largest Air Force training base in the country, Keesler military personnel contributes one billion annually to the local economy and are loyal to the brands and business that support our troops.

Our Mission

Partnering with the 81st FSS will provide you a unique opportunity to market your business to our exclusive audience through a multitude of Morale, Welfare, and Recreation (MWR) events. These events allow us to show our gratitude to the more than 12,230 active duty, reserve, DoD civilians, and their families working hard to support combat-ready operations at the second largest training command in the country.

Demographics

*Source: PA FY 2022

2,356 Civilian Workers

2,561 Dependents

4,594 Active Duty

5,373 Retirees, Surrounding Counties

27,702 Student Graduations

	Growing Numbers		
Social Media	Followers	Reach	
f Facebook	19,507	12,100	
[o] Instagram	1,095	1,331	
Website	Page Views	Users	
Discoverkeesler.com	47,667	18,000	

*Current as of November 2023

SPONSORSHIP

Commercial sponsorship is an exchange of value between a FSS and civilian business whereby the support offsets or enhances the budget for an activity, event, or program. Businesses receive promotional consideration and direct access to Keesler's military market.

Support may be in the form of cash, in-kind, gifts, and donations.

100% of the funds received through the Commercial Sponsorship program go directly into the Morale Welfare & Recreation fund that provides special events and programs for the Keesler Community.

Tier 1 Events	Attendance	Tier 2 Events
Crawfish Cook-Off	+008	Less than 100 attendees
Travel Expo	150+	Keesler Youth of the Year Event
Easter in the Park	500+	New Year New Me Challenge
KeeslerCon	500+	Youth Family Big Game Day Party The Big Game Watch Party
Freedom Fest	4,000+	Youth Glow Party
Cruisin Keesler	500+	Month of Military Child Parade
Oktoberfest	250+	Youth Drive in Movie Night
Ghouls in the Park	2,000+	Designer Bag Bingo Golf4Kids
Christmas in the Park	500+	Carboard Regatta
New Year's Eve Party	150+	Pumpkin Patch in the Pool
recov real 3 Eve raity	150	Polar Express Day
		Bowling with the Grinch
		Exodus Christmas Party
		Fitness 5k Run/Walk
		Youth Program Sports
		Golf Tournaments

RAPTOR

- Invitation on-site during events
- 10' x 10' On-Site booth space
 (Table and chairs provided)
- Verbal recognition as sponsor

SPIRIT

Includes "RAPTOR", plu

- Sponsorship recognition/ logo on all publicity for sponsored Events
 - Publicly included flyers, posters, website, and digital monitor advertising.
- Sponsor mentions in event social media campaign
 - Included in captions of event social media post (pre-event, during-event, and/or post-event). Sponsor will be tagged, username will be needed.

HERCULES

Includes "SPIRIT", plus

Digital monitor ad on base-wide screens
Thank you ad during month of sponsored event.

ANNUAL SPONSORSHIP PACKAGES

Choose five Tier 1 events or mix and match from Tier 1 and Tier 2.

Tier 1 Events	Attendance	Tier 2 Events
Crawfish Cook-Off	800+	Less than 100 attendees
Travel Expo	150+	Keesler Youth of the Year Event
Easter in the Park	500+	New Year New Me Challenge Youth Family Big Game Day Party
KeeslerCon	500+	The Big Game Watch Party
Freedom Fest	4,000+	Youth Glow Party
Cruisin Keesler	500+	Month of Military Child Parade
Oktoberfest	250+	Youth Drive in Movie Night Designer Bag Bingo
Ghouls in the Park	2,000+	Golf4Kids
Christmas in the Park	500+	Carboard Regatta
New Year's Eve Party	150+	Pumpkin Patch in the Pool
		Polar Express Day
		Bowling with the Grinch
		Exodus Christmas Party
		Fitness 5k Run/Walk
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		Golf Tournaments

• Invitation on-site during events

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ANNUAL HERCULES

ANNUAL SPIRIT

Includes "ANNUAL SPIRIT " plus

- Digital monitor ad on base-wide screens
 - Thank you ad during month of sponsored event.

ADVERTISING OPPORTUNITIES

FSS Facilities

Reach 2,000-30,000 monthly

Base Wide Screens

- 10 FSS facilities
 - Size: 1920px X 1080px; 100dpi

Banners

- Indoor
 - Size: 3x5'
- Outdoor (metal sign)
 - Size: 3x6'

Poster

- Available at all FSS facilities
 - o Size: 22" x 28"

Different sizing available for indoor banners, inquire for pricing.

E-Blast

- Reach 5,000+ monthly
- With hyperlink
 - Size: 600px x 600px

Discover Website Banner

- 18,000+ users
- With hyper link
 - Size: 348px X 200px; 72 dpi

Outdoor Recreation

Reach 7,000 annually

Marina Cooler Cling

- Placed on cooler doors inside our Outdoor Recreation facility
 - o Size: 8" x 8"
 - o Size: 16" x 20"
 - o Size 27" x 69"

Gaudé Lanes Bowling Center

Reach 4,000 Monthly

Bowling Alley Screens

- 24 Lane Screens
 - Size: 1280px x 720px; 96 dpi

Bowling Alley Sweepers

- Ten Sweepers
 - o Size: 4' x 2.5"

Bay Breeze Golf Course

Reach 20,000 annually

Golf Cart Advertisement

- 60 Carts
- 30 Carts
 - o Size: 8.5" x 5.5"

Golf Tee Box

• Size: 8.5" x 11"

Golf Hole Marker

• Size: 8.5" x 11"

Golf Score Cards

- Quarter page
 - o Size: 2.5" x 2"
- 1/2 Page
 - o Size: 2.4 x 5"

All advertising materials must include the following disclaimer and be half of the height of the smallest text:

Paid Advertisement. No Federal endorsement of advertiser intended.

ADVERTISING OPPORTUNITIES

Discover Keesler Magazine 2,000+ printed and Distributed Monthly

• 1/4 Page

• Inside Front Cover

1/2 Page

- Inside Back Cover
- **Full Page**
- Back Cover









Distribution Locations

Bay Breeze Event Center & Golf

Commissary Hospital

ID Cards

Dining Facilities

- Azalea
- Live Oak
- Magnolia

Fitness Centers

- Blake
- Dragon
- Triangle

Gaude Lanes Bowling Center

Information Ticket & Travel (ITT)

Levitow

McBride Commons

Military Family Readiness Center (MFRC)

Sablich Center

Tyer House

Visitors Center

Youth Center & CDC

81st Training Wing









CONTACT

Let's work together!

Support the Keesler community and those who serve by partnering with 81 Force Support Squadron Marketing!

CONTACT ME TODAY

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MAILING ADDRESS

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CONECT WITH US



Facebook- Discover Keesler



Instagram- Discover Keesler



Discoverkeesler.com

