



# SPONSORSHIP & ADVERTISING GUIDE *2024*

ARNOLD SERVICES  
ARNOLD ENGINEERING DEVELOPMENT COMPLEX



*Nicole Whitt*

COMMERCIAL SPONSORSHIP  
COORDIANTOR

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**As the Commercial Sponsorship Coordinator for Arnold Services on Arnold Engineering Development Complex (AEDC), I have an understanding of the unique needs of the community.**

**I believe that a great partnership results in successful business. My approach is to learn what your goals are for marketing your business on AEDC, and to assist in achieving that goal.**

**With more than 11,000 military, contractors, civilians, retirees & families assigned, AEDC provides a unique and valuable opportunity to grow sales and create brand awareness amongst our loyal market.**

Per DAFI34-108.3.6. Ethical Standards Advertising will not contain anything illegal or contrary to DoD or Air Force instructions (e.g., discrimination race, color, religion, national origin, sex (including pregnancy, gender identity, and sexual orientation), age, genetic information, disability, endorsement of political positions, or gambling.)

# ABOUT ARNOLD ENGINEERING DEVELOPMENT COMPLEX

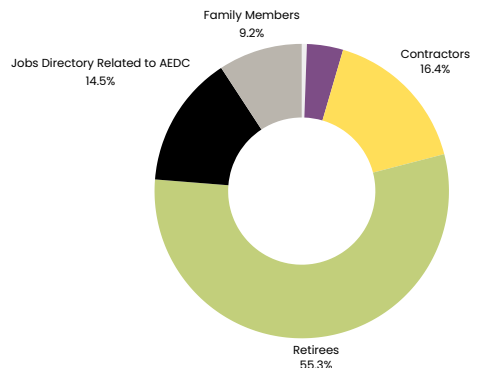


The Arnold Engineering Development Complex (AEDC) provides more than 68 developmental test and evaluation capabilities to the nation to prove the superiority of systems required to meet the demands of the National Defense Strategy.

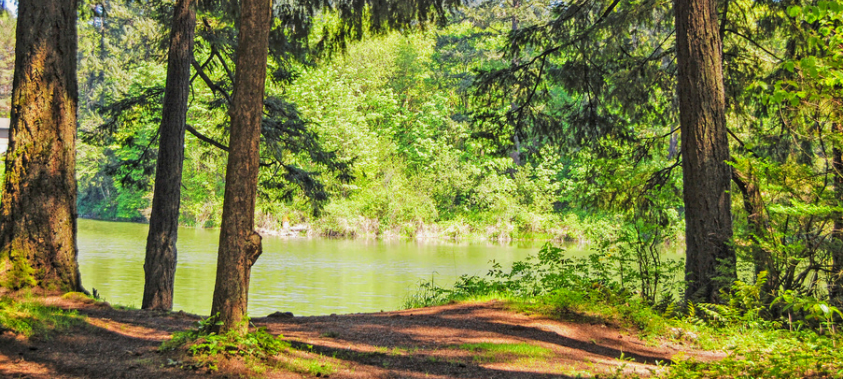
AEDC is named for the man responsible for its conception - General of the Air Force, Henry H. "Hap" Arnold. Shortly before the end of the World War II, General Arnold asked Dr. Theodore von Karman, one of history's great aeronautical scientists, to form a Scientific Advisory Group to chart a long-range research and development course for the future U.S. Air Force. AEDC was a result of that plan.

## DEMOGRAPHICS

Active Duty, Reservists & National Guard	51		0.6%
DoD Civilians, NAF, DeCA & AAFES	450		4%
Contractors	1,800		16.4%
Retirees	6,000		55.3%
Jobs Directly Related to AEDC	3,800		14.5%
Family Members	1,000+		9.2%



# ARNOLD SERVICES BACKGROUND



## WHY CHOOSE US?



### ECONOMIC IMPACT

AEDC economic impact was in excess of \$1.06 Billion with \$412.7 Million for Payroll in 2023.



### GREAT COMPANY

We are the morale, welfare and recreation department of AEDC providing events and programs to our community.



### TARGET MARKET

We provide you the opportunity to support and advertise to the following market:

- Active Duty, Reservists & National Guard
- Retired Military
- DoD Civilians, NAF, DeCA & AAFES
- Contractors
- General Public (limited access)
- Family Members to the above

Arnold Services is an organization under the Test Support Division (TSD). We have over 15 Morale, Welfare and Recreation services that support the various needs of our military, contractors, civilians, retirees & families on AEDC.

These facilities include Fitness Centers, Food and Beverage locations, Golf Course, Recreational Lodging and more. These services help improve the quality of life for members of our community. Many of these businesses plan events and programs on a monthly, and/or annual basis. The variety and frequency of these events and programs provide many opportunities for the community to engage their needs and interests.

# COMMERCIAL SPONSORSHIP

Commercial Sponsorship is a great way to directly engage with our customers who utilize our facilities and attend our events and programs. It provides you, the

Sponsor, the opportunity to build new customer relationships, while also creating brand recognition among our loyal customer base. Sponsorship allows you to generate leads, integrate sales promotions and conduct product sampling while helping to enhance the quality of life of the AEDC community.



## HOW TO BECOME A SPONSOR

01

Review our sponsorship packages that best suit your business needs. Once you have made your selection, contact us to start the sponsorship coordination.

02

Provide us with sponsorship information:

- Financial (cash) or in-kind (items appropriate for specific or all events) sponsorship
- Company representative information

03

A sponsorship contract will be drafted for you to review, sign and send to us via email. You will also email your company logo in an approved format:

- JPG
- PNG
- EPS
- SVG

# SPONSORSHIP PACKAGES

	Basic \$150+	Standard \$350+	Premium \$650+	Elite \$1,000+
Event Recognition	✓	✓	✓	✓
Verbal Recognition at Event			✓	✓
'At Your Services'	✓	✓	✓	✓
High Mach	✓	✓	✓	✓
Facebook Event Recognition	✓	✓	✓	✓
Base Wide Email Recognition	✓	✓	✓	✓
Services Network Recognition (10 seconds)		✓	✓	✓ 15 seconds
One-month Digital Ad				✓ 15 seconds
Event Booth Space			✓	✓
Logo on Promo Materials*				✓

## Event Recognition

- Flyers
- Posters

## Verbal Recognition

- Announcement

## 'At Your Services'

- Monthly magazine
- Printed
  - Disbursed in 12 different facilities
- Digital

## High Mach

- Online Base Newspaper

## Facebook Event

- Company name recognition

## Base Wide Email

- Company name recognition

## Services Network

- Company logo recognition
- 10 Screens
- 9 Facilities

## One-month Digital Ad

- Company ad advertised on Services Network

## Event Booth Space

- Set up at event to provide information & SWAG to customers

\*Logo on Promo Materials: if applicable & time permitting

Custom packages available

Want to be an event exclusive sponsor? Contact us today!

# 2024 EVENTS & PROGRAMS

JANUARY	FEBRUARY	MARCH
<ul style="list-style-type: none"> <li>-Blue Plate Specials</li> <li>-Trivia</li> <li>-60 Day Total Body Composition Challenge</li> </ul>	<ul style="list-style-type: none"> <li>-Open Mic Night</li> <li>-Love at First Bite: Chocolate &amp; Wine Taste Testing</li> <li>-Blue Plate Specials</li> <li>-T3: Trivia Taco Tuesday</li> <li>-60 Day Total Body Composition Challenge</li> <li>-Polar Plunge &amp; Chili Cook Off</li> <li>-Synergy Climb &amp; Ninja</li> </ul>	<ul style="list-style-type: none"> <li>-St. Patrick's Day Party</li> <li>-Blue Plate Specials</li> <li>-Trivia</li> <li>-3 Up: Push, Pull, Lift Fitness Challenge</li> <li>-Spring Open Golf Tournament</li> <li>-Easter Eggstravaganza</li> </ul>
APRIL	MAY	JUNE
<ul style="list-style-type: none"> <li>-Month of the Military Child Promotional Events &amp; Programs</li> <li>-Blue Plate Specials</li> <li>-Trivia</li> <li>-Spring Run Fitness Challenge</li> <li>-Masters Golf Tournament</li> <li>-Nascar Experience</li> <li>-Barrels &amp; Bites</li> </ul>	<ul style="list-style-type: none"> <li>-Mother's Day with a Twist</li> <li>-Blue Plate Specials</li> <li>-Trivia</li> <li>-May the 4th Jedi Fitness Challenge</li> <li>-National Golf Day Tournament</li> <li>-Mother's Golf for FREE</li> <li>-Dueling Pianos</li> <li>-Goat Yoga</li> </ul>	<ul style="list-style-type: none"> <li>-50's Fest</li> <li>-Open Mic Night</li> <li>-Blue Plate Specials</li> <li>-Trivia</li> <li>-Mini Indoor Triathlon Fitness Challenge</li> <li>-Triple 6 Golf Tournament</li> <li>-Short Game Golf Competition</li> <li>-Summer Series Golf Competition</li> <li>-Cornhole Tournament</li> <li>-Family Cake Decorating Competition</li> </ul>
JULY	AUGUST	SEPTEMBER
<ul style="list-style-type: none"> <li>-Blue Plate Specials</li> <li>-Trivia</li> <li>-Triple Threat Fitness Challenge</li> <li>-Red, White &amp; Blue Golf Tournament</li> <li>-Summer Series Golf Competition</li> <li>-Kids Fishing Derby</li> <li>-Disc Golf Tournament</li> </ul>	<ul style="list-style-type: none"> <li>-Open Mic Night</li> <li>-Blue Plate Specials</li> <li>-Trivia</li> <li>-60 Day Mass Gain Competition</li> <li>-Coffee County Golf Tournament</li> <li>-Summer Series Golf Competition</li> <li>-Back to School Bash</li> <li>-White Water Rafting</li> </ul>	<ul style="list-style-type: none"> <li>-Blue Plate Specials</li> <li>-Trivia</li> <li>-60 Day Mass Gain Competition</li> <li>-Night Golf Tournament</li> <li>-Summer Series Golf Competition</li> <li>-Deep Sea Fishing</li> </ul>
OCTOBER	NOVEMBER	DECEMBER
<ul style="list-style-type: none"> <li>-Arnold AFB Sports Day</li> <li>-Blue Plate Specials</li> <li>-Trivia</li> <li>-Fall Fun Run</li> <li>-Halloween Par-Tee Golf Tournament</li> <li>-Golf Course Tournament</li> <li>-Trunk or Treat</li> </ul>	<ul style="list-style-type: none"> <li>-Blue Plate Specials</li> <li>-Trivia</li> <li>-Superintendents Revenge Golf Tournament</li> </ul>	<ul style="list-style-type: none"> <li>-Holiday Event</li> <li>-Blue Plate Specials</li> <li>-Trivia</li> <li>-Holiday Scramble Golf Tournament</li> <li>Arnold Services</li> <li>Arnold Lakeside Complex</li> <li>Café 100</li> <li>Hap's After Hours</li> <li>Arnold Fitness Center</li> <li>Arnold Golf Course</li> <li>Outdoor Recreation</li> </ul>

\*Events are subject to change\*

# ADVERTISING

Advertising at AEDC is a great way to introduce and retain customers from our community. By advertising you can increase familiarity and trust between a company and its customers. If a potential customer sees multiple ads about your product, they may consider you a trusted brand. You can also use advertising to address any concerns, which further builds trust between your company and your customers.



## HOW TO ADVERTISE

01

Review our advertising options that best suit your business needs. Once you have made your selection, contact us to start the advertising coordination.

02

Provide us with company information:

- Advertising selection
- Company representative information

03

A advertising contract will be drafted for you to review, sign and send to us via email. You will also email your advertisement in an approved format and size:

- JPG
- PNG
- EPS
- SVG

# AT YOUR SERVICES

THE MOST READ PUBLICATION ON ARNOLD AIR BASE!

This beautifully-designed publication is printed monthly and contains updated information about Services special events, upcoming and recurring programs and serves up to 5,000 community members. There are over 300 issues printed monthly and the full magazine is available in digital form online.

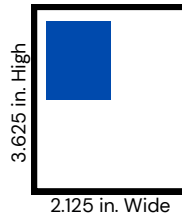
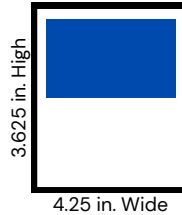
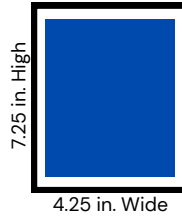
## ADVERTISING RATES

	Full Page
One Month Rate	\$200
Annual Rate	\$2,300

	Half Page
One Month Rate	\$125
Annual Rate	\$1,400

	Quarter Page
One Month Rate	\$50
Annual Rate	\$550

Ask us to create your advertisement for an additional designing fee!



# SERVICES NETWORK

Digital Signs are a dynamic way to reach AEDC!

Services Network is screened on our wall mounted 28" widescreen smart TV's and our NEW 55" stand alone interactive kiosks. They are placed strategically throughout AEDC to reach customers with viewership in the thousands. The locations are determined based on best placement to reach audience and location availability. If changes are made advertisers will be informed.

## ADVERTISING RATES

	All Facilities (20 seconds of play time per advertisement)
One Month Rate	\$50
Annual Rate	\$550



## HIGH TRAFFIC FACILITIES

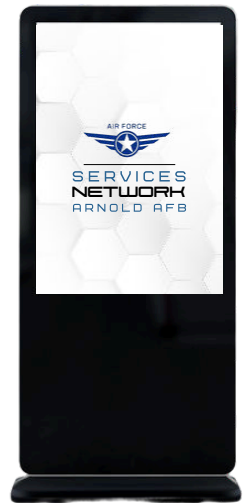
Average of 8,000+ impressions per month

- Cafe 100 (2)
- Bldg 100 Fitness Center
- Arnold Fitness Center
- Arnold Base Exchange
- Arnold Golf Course
- Arnold Outdoor Recreation

## LOW TRAFFIC FACILITIES

Average of 4,000+ impressions per month

- Arnold Lakeside Complex (2)
- Gossick Leadership Center



**Ask us to create your advertisement for an additional designing fee!**

# PRINTED MATERIAL

Traditional advertising method that always works at AEDC!

Printed advertising is a traditional avenue that has a high response rate with the AEDC community. Flyer boards, table tents and banners are available for you to target your business advertisements with the community. All printed material is strategically displayed in 9 different high traffic locations that strengthens your brand recognition.

## ADVERTISING RATES

	Flyer Boards (8 Locations)
One Month Rate	\$25
Annual Rate	\$250



	Table Tents (2 Locations)
One Month Rate	\$50
Annual Rate	\$550



	Banner*
One Month Rate	\$75
Annual Rate	\$800



\*Banner: placed strategically either at event or high traffic location on AEDC.

Interested in an advertising package? Contact us today!

**THANK YOU**



**ARNOLD SERVICES  
MARKETING & PUBLICITY**

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