



PARTNER WITH

MALMSTROM AIR FORCE BASE



FORCE
SUPPORT SQUADRON

COMMERCIAL SPONSORSHIP & ADVERTISING OPPORTUNITIES

PROUDLY SERVING THOSE WHO SERVE

CUSTOMER TESTIMONIALS

This was a phenomenal concert. We truly enjoyed it. I would definitely go see them again!

- Christine P.
Plastik Musik, Grizzly Bend 2020

My family was treated wonderfully when we went to Outdoor Rec to rent equipment! They were friendly & helpful and always made sure we were safe.

- Kim M.
Outdoor Recreation 2020

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SUPPORT YOUR MILITARY COMMUNITY

GREETINGS FROM MALMSTROM AFB

Thank you for considering a partnership through the U.S. Air Force Commercial Sponsorship & Advertising Program and the 341st Force Support Squadron! This booklet details a variety of opportunities to allow your business to get involved and reach your military market. Malmstrom AFB operates the only Morale, Welfare and Recreation (MWR) Program in Montana, and our activities are open to all branches of active duty military, DoD civilian employees, military retirees and their families.

Through sponsorship, you will find focused avenues to showcase your business to an economically stable and premier audience. Our events are tailored to improve the quality of life for our brave men and women who sacrifice so much on a daily basis.

While you will find information on many of Malmstrom's sponsorship opportunities, this booklet is not all-inclusive. We can customize our partnership based on your company's needs to help you achieve success.

WELCOME TO THE FAMILY!

RETIREES	9,249
ACTIVE DUTY	3,273
DEPENDENTS	2,482
AF RESERVES/NATIONAL GUARD	1,013
APF CIVILIANS	645
CONTRACT CIVILIANS	108
NAF CIVILIANS	130

ECONOMIC IMPACT

ANNUAL PAYROLL

MILITARY	\$ 183,431,793
FEDERAL CIVILIAN	\$ 43,798,958
OTHER CIVILIAN	\$ 4,166,879
TOTAL	\$231,397,630

ANNUAL EXPENDITURES

CONSTRUCTION	\$ 44,525,314
SERVICES	\$ 15,739,802
MATERIALS/EQUIPMENT/HEALTH/OTHER	\$ 27,415,782
TOTAL	\$ 87,680,898

INDIRECT JOBS	\$ 1,326
AVERAGE ANNUAL PAY MULTIPLIER	\$ 26,301
EST. ANNUAL DOLLAR VALUE OF JOBS	\$ 34,875,126

**TOTAL
ECONOMIC
IMPACT** **\$353,953,654**

WHY CHOOSE COMMERCIAL SPONSORSHIP

MWR PROGRAM & EVENT SPONSORSHIP CAN LEAD TO BIG THINGS FOR YOUR BUSINESS!

Besides gaining a competitive advantage, your support can lead to loyalty from a population known for its unwavering allegiance. Both monetary and in-kind sponsorship opportunities are available, and none of your contribution is used to fund day-to-day operations or overhead. We're positive we can find the right fit for your business at Malmstrom!

POTENTIAL BENEFITS OF SPONSORSHIP INCLUDE:

- DIRECT EXPOSURE TO THE MILITARY COMMUNITY
- HEIGHTENED BRAND VISIBILITY
- INCREASED BRAND LOYALTY
- ON-SITE EVENT EXPOSURE
- POSITIVE PUBLICITY
- RETAIL TRAFFIC DRIVEN TO YOUR BUSINESS
- PRODUCT SAMPLES AT EVENTS
- ADVERTISING AT INSTALLATION FACILITIES
- ON-BASE ADVERTISING
- INDUSTRY EXCLUSIVITY
- FIRST RIGHT OF REFUSAL

AND MUCH MORE!

The Grizzly Bend Club and Community Center is a facility open to all branches of active duty military, DoD civilians, military retirees and their families. The facility sees more than 1,500 patrons monthly and hosts weekly social hours, Commander's Calls, Squadron Celebrations, retirement and promotion ceremonies, a variety of base-wide special events, and much more.



In addition, the Grizzly Bend is an Air Force Club, which helps to build camaraderie within the mobile military population. The relationships they forge here span the globe!

SPONSORSHIP OPPORTUNITIES

SINGLE EVENT - \$150

- WEB AD ON GRIZZLY BEND PAGE FOR SPONSORSHIP MONTH (SPONSOR MUST PROVIDE ALL DIGITAL ADS)
- LOGO ON PRE-EVENT PRINT AND PUBLICITY
- ANNOUNCEMENTS AT EVENT

MONTHLY - \$250

- WEB AD ON GRIZZLY BEND PAGE FOR SPONSORSHIP MONTH (SPONSOR MUST PROVIDE ALL DIGITAL ADS)
- ALL EVENT BENEFITS, BUT FOR ALL MONTHLY EVENTS
- DIRECT INTERACTION OPPORTUNITY WITH POTENTIAL CUSTOMERS

ANNUAL SPONSORSHIP - \$2500

- ALL BENEFITS ABOVE, BUT FOR ONE YEAR
- ROTATING SCREEN AD FOR 1 YEAR
- BOOTH AT ONE EVENT PER MONTH

•Restrictions/limitations apply

Malmstrom's Child and Youth Program (CYP) provides activities in a nurturing, stimulating environment to meet the physical, social, emotional and intellectual needs of hundreds of military children through core development areas: Character and Leadership, Education and Career, Health and Life Skills and the Arts. Focused on the whole-child approach, CYP acknowledges that all children learn through active, hands-on involvement, peers and caring adults. Likewise, the program respects and supports the ideals, cultures and values of families in their tasks of nurturing their children. Activities like day camps, art expositions, Little League and other sports, and family-focused special events keep CYP on their toes and contribute to the success of military and civilian person-



nel's balancing the competing demands of mission accomplishment and family life. The Child Development and Youth Centers serve more than 250 children a day on a consistent basis, and special events can bring 500 additional people in the doors every month.

SPONSORSHIP OPPORTUNITIES

EVENT - \$250

- BANNER HUNG FOR ONE MONTH IN YOUTH CENTER GYMNASIUM
- WEB AD ON YP PAGE FOR SPONSORSHIP MONTH (SPONSOR MUST PROVIDE ALL ADS)
- LOGO ON PRE-EVENT PRINT AND ONLINE PUBLICITY
- ANNOUNCEMENTS AT EVENT

MONTHLY - \$400

- ALL EVENT BENEFITS, BUT FOR FULL MONTH
- DIRECT INTERACTION WITH POTENTIAL CUSTOMER
- WEB AD ON YP PAGE FOR SPONSORSHIP MONTH (SPONSOR MUST PROVIDE ALL ADS)

ANNUAL - \$4000

- ALL BENEFITS ABOVE, BUT FOR ONE YEAR
- ROTATING SCREEN AD FOR SPONSORSHIP YEAR

The Outdoor Recreation Program (ODR) is a multi-program facility offering an outdoor pool, recreational trips, classes, campground facilities and base parks. With 1,000 monthly visitors year round, ODR is one of our busiest programs and dedicated to meeting the adventure needs of Malmstrom community by encouraging them to “get up and get out!” When they reach their station at Malmstrom, the mobile military and their families are adventure bound across

Montana,

with



opportunities to experience all of the hot spots and secret treasures year round. Activities range from whitewater rafting the Alber-ton Gorge and Flathead River, backpacking the Bob Marshall Wilderness and skydiving at the Mission Mountains in summer, to dog sledding and ice fishing at Big Fork, snowmo-biling Yellowstone and skiing Whitefish Mountain Resort in the winter. ODR’s

services are available to all active duty, DoD civilians, guard/reserves, retirees and depen-dents. Special rates on many adventures apply for families affected by deployed service members, as well as for single Airmen.

SPONSORSHIP OPPORTUNITIES

EVENT - \$250

- WEB AD ON ODR PAGE FOR SPONSORSHIP MONTH (SPONSOR MUST PROVIDE ALL ADS)
- LOGO ON PRE-EVENT PRINT AND ONLINE PUBLICITY
- ANNOUNCEMENTS AT EVENT

MONTHLY - \$400

- ALL EVENT BENEFITS, BUT FOR FULL MONTH
- WEB AD ON ODR PAGE FOR SPONSORSHIP MONTH (SPONSOR MUST PROVIDE ALL ADS)
- DIRECT INTERACTION INVOLVE-MENT (BOOTHs, ACTIVITIES) FOR APPLICABLE EVENTS (OUTDOOR EXPOS, KID’S FISHING DAY, ETC.)

ANNUAL - \$4000

- ALL BENEFITS ABOVE, BUT FOR ONE YEAR
- ROTATING SCREEN AD FOR SPONSORSHIP YEAR

Malmstrom's Fitness Center is the premier health and wellness facility on the base, providing innovative and collaborative programs directed toward the welfare of the military community. Special events and incentive programs are provided to encourage the promotion of physical fitness, as well as provide camaraderie and friendly competition, thereby strengthening morale. Sponsorship enhances these programs and creates a reward system for military personnel who are dedicated to improving their overall fitness.

The Fitness Center sees the highest foot traffic of all Malmstrom's FSS facilities, with more than 15,000 visitors monthly and is available to all branches of active duty, DoD civilians, retirees and their families.

SPONSORSHIP OPPORTUNITIES

EVENT - \$150

- BANNER HUNG FOR ONE MONTH AT FITNESS CENTER
- WEB AD ON FITNESS CENTER PAGE FOR SPONSORSHIP MONTH (SPONSOR MUST PROVIDE ALL ADS)
- LOGO ON PRE-EVENT PRINT AND ONLINE PUBLICITY
- ANNOUNCEMENTS AT EVENT

MONTHLY - \$250

- ALL EVENT BENEFITS, BUT FOR FULL MONTH
- BANNER HUNG FOR ONE MONTH AT FITNESS CENTER
- WEB AD ON FITNESS CENTER PAGE FOR SPONSORSHIP MONTH (SPONSOR MUST PROVIDE ALL ADS)
- DIRECT INTERACTION WITH POTENTIAL CUSTOMERS

ANNUAL - \$2500

- ALL BENEFITS ABOVE, BUT FOR ONE YEAR
- ROTATING SCREEN AD FOR SPONSORSHIP YEAR



The Arden G. Hill Memorial Library serves as a community hub providing information, access and recreation to support the mission, education and morale of military personnel and their families. About 2,500 patrons a month engage in programs to support academic enrichment, homeschooling, special needs families and child-care providers. Technical and professional materials in print and electronic forms are available to support base offices and recreational materials such as DVDs are distributed among the Missile Alert Facilities (MAFs). Special event programs, such as pre-school story time, reading incentive programs, a Noon Year's Eve Party, Teen Tech Week and STEM contests and activities, are geared toward the youth population.



The library strives to be a friendly, comfortable place to meet friends, read a good book, learn something new, connect to the world or just hang out.

SPONSORSHIP OPPORTUNITIES

EVENT - \$100

- WEB AD ON LIBRARY PAGE FOR SPONSORSHIP MONTH (SPONSOR MUST PROVIDE ALL ADS)
- LOGO ON PRE-EVENT PRINT AND ONLINE PUBLICITY
- ANNOUNCEMENTS AT EVENT

MONTHLY - \$200

- ALL EVENT BENEFITS, BUT FOR FULL MONTH
- WEB AD ON LIBRARY PAGE FOR SPONSORSHIP MONTH (SPONSOR MUST PROVIDE ALL ADS)

ANNUAL - \$1000

- ALL BENEFITS ABOVE, BUT FOR ONE YEAR
- INDUSTRY EXCLUSIVITY (SOME RESTRICTIONS APPLY)
- ROTATING SCREEN AD FOR SPONSORSHIP YEAR

Ace's High Bowling and Entertainment Center aims to provide first-class recreational opportunities to the base population. About 1,600 customers a month enjoy so many programs offered here. Equipped with all of the latest technology in bowling and serving an array of home-style meals, Ace's High is undoubtedly a venue of choice, for single airmen and families alike. In addition to providing food and recreation, the center hosts birthday parties, baby showers, Commander's Calls and dignitary luncheons.

This affordable and family-friendly option is an excellent avenue for marketing that is right up the customer's alley!

SPONSORSHIP OPPORTUNITIES

EVENT - \$100

- WEB AD ON BOWLING CENTER PAGE FOR SPONSORSHIPS MONTH (SPONSOR MUST PROVIDE ALL ADS)
- LOGO ON PRE-EVENT PRINT AND ONLINE PUBLICITY
- ANNOUNCEMENTS AT EVENT

MONTHLY - \$200

- ALL EVENT BENEFITS, BUT FOR FULL MONTH
- WEB AD ON BOWLING CENTER PAGE FOR SPONSORSHIPS MONTH (SPONSOR MUST PROVIDE ALL ADS)

ANNUAL - \$1000

- ALL BENEFITS ABOVE, BUT FOR ONE YEAR
- INDUSTRY EXCLUSIVITY (SOME RESTRICTIONS APPLY)
- ROTATING SCREEN AD FOR SPONSORSHIP YEAR



Malmstrom's Arts & Crafts Skills Development Center is military personnel's hot spot for practical and recreational classes and seminars. Programs continue to expand, and foot traffic increases every month as these new programs are offered. Experienced mechanics teach basic car care skills to the military personnel. From oil and brake changes to welding and painting, the Auto Hobby Shop helps our Airmen learn new skills and develop new hobbies they can use anywhere. More than 400 people a month participate in a diverse schedule of classes, seminars and activities on painting, frame building, ceramics, stained glass and much more, helping them to develop new interests and hone existing skills.



Your business's support helps to build these programs and offer them to our Airmen for little or no expense to them.

SPONSORSHIP OPPORTUNITIES

EVENT - \$100

- WEB AD ON ARTS & CRAFTS PAGE FOR SPONSORSHIPS MONTH (SPONSOR MUST PROVIDE ALL ADS)
- LOGO ON PRE-EVENT PRINT AND ONLINE PUBLICITY
- ANNOUNCEMENTS AT EVENT

MONTHLY - \$200

- ALL EVENT BENEFITS, BUT FOR FULL MONTH
- WEB AD ON ARTS & CRAFTS PAGE FOR SPONSORSHIPS MONTH (SPONSOR MUST PROVIDE ALL ADS)

ANNUAL - \$1000

- ALL BENEFITS ABOVE, BUT FOR ONE YEAR
- INDUSTRY EXCLUSIVITY (SOME RESTRICTIONS APPLY)
- ROTATING SCREEN AD FOR SPONSORSHIP YEAR

The annual Base Picnic is a tradition at Malmstrom and the largest event of the year. Planned and implemented by a diverse committee from across the base as a way to say “THANK YOU” to Team Malmstrom for their sacrifices and commitment every day all year long, Thousands of people gather at Sun Plaza Park in August to enjoy a free BBQ lunch, children’s carnival, live music and much more.



SPONSORSHIP OPPORTUNITIES

BRONZE - \$200

- ANNOUNCEMENT DURING EVENT
- LOGO ON PRE-EVENT PUBLICITY (POSTERS & TABLE TENTS)
- LOGO ON 341 FSS.COM WEB PAGE (60 DAYS)

SILVER - \$400

- ALL BRONZE BENEFITS
- BOOTH AT THE EVENT
- BANNER DISPLAYED ONSITE AT EVENT

GOLD - \$800

- ALL BRONZE & SILVER BENEFITS
- LARGE DISPLAY AT EVENT
- WEB AD FOR 60 DAYS (350X350 PIXEL SPONSOR-PROVIDED AD)

PRESENTING - \$2000

- ALL BRONZE, SILVER & GOLD BENEFITS
- ACTIVE DISPLAY OPPORTUNITY AT EVENT
- WEB AD ON 341FSS.COM FOR 6 MONTHS
- NAMING RIGHTS FOR SUB-EVENT (CAR SHOW, FREE COOKOUT, CHILDREN’S AREA)

CO-HOST - \$3500

- ALL BENEFITS ABOVE
- WEB AD FOR 6 MONTHS
- LIMITED TITLE RIGHTS AND COMMITTEE INPUT
- ROTATING DIGITAL SCREEN ADS ACROSS BASE & MISSILE ALERT FACILITIES FOR 6 MONTHS

BUNDLE & SAVE SPONSORSHIP PACKAGES

WANT TO DIVERSIFY YOUR REACH?

With a wide variety of packages to choose from, you can increase your business' exposure throughout the base. Some examples of packages are below, and packages can be customized to suit your needs.

OUTDOOR RECREATION & FITNESS CENTER PACKAGE

Monthly - \$750

- BANNERS OR FLYERS HUNG AT BOTH FACILITIES FOR ONE MONTH
- WEB ADS ON ODR & FITNESS CENTER PAGES FOR ONE MONTH (SPONSOR MUST PROVIDE ALL ADS)
- LOGO ON PRE-EVENT PRINT & ONLINE PUBLICITY FOR ONE MONTH
- ANNOUNCEMENTS AT ALL MONTHLY EVENTS IN BOTH FACILITIES

Quarterly - \$2000

- ALL MONTHLY BENEFITS, BUT FOR THREE MONTHS
- DIRECT INTERACTION INVOLVEMENT (BOOTH, ACTIVITIES) FOR APPLICABLE EVENTS THROUGHOUT THE QUARTER

Annual Option - \$5000

- ALL MONTHLY BENEFITS, BUT FOR ONE YEAR
- INDUSTRY EXCLUSIVITY (SOME RESTRICTIONS APPLY)
- ROTATING SCREEN AD FOR SIX MONTHS IN SPONSORSHIP YEAR

GRIZZLY BEND & ACES HIGH BOWLING PACKAGE

Monthly - \$400

- BANNERS OR FLYERS HUNG AT BOTH FACILITIES FOR ONE MONTH
- WEB ADS ON GRIZZLY BEND & BOWLING CENTER PAGES FOR ONE MONTH (SPONSOR MUST PROVIDE ALL ADS)
- LOGO ON PRE-EVENT PRINT & ONLINE PUBLICITY FOR ONE MONTH
- ANNOUNCEMENTS AT ALL MONTHLY EVENTS IN BOTH FACILITIES

Quarterly - \$1000

- ALL MONTHLY BENEFITS, BUT FOR THREE MONTHS
- DIRECT INTERACTION INVOLVEMENT INVOLVEMENT AT GRIZZLY BEND EVENTS FOR THE QUARTER

Annual Option - \$3000

- ALL MONTHLY BENEFITS, BUT FOR ONE YEAR
- INDUSTRY EXCLUSIVITY (SOME RESTRICTIONS APPLY)
- ROTATING SCREEN AD FOR SIX MONTHS IN SPONSORSHIP YEAR

The newly redesigned, mobile-friendly 341fss.com website is a primary source of information for what's happening at MAFB with over 9,000 views per month. Place your ad on our homepage or choose one of 20+ landing pages to target your audience even more. Web ads are 350 x 350 pixels, and advertisers must provide their ads. Ad design services are also available for an additional charge. All advertising must be prepaid.

WEB ADS

HOME PAGE
\$150 per month

WEB ADS
320 x 320 PIXELS

LANDING PAGE
\$75 1 month
\$400 6 months
\$650 12 months

DIGITAL ADVERTISING

ROTATING DIGITAL SCREENS
1920 x 1080 PIXELS (72 DPI) or
12.8" x 7.2" (300 DPI)

\$200 1 month
\$150 6 months
\$100 12 months

HEADS UP!
MALMSTROM

DIGITAL SCREENS

Reach your target audience by displaying your business on rotating screens that are located in 11 FSS facilities, plus the medical center, Malmstrom Inns and Missile Alert Facilities. The screen ads rotate at an approximate rate of 25 impressions per hour. Advertisers must provide their own art. Ad design services are available for an additional charge. All advertising must be prepaid.

- ART REQUIREMENTS:**
- Vector art preferred (EPS w/ fonts changed to outlines) or at least 300 DPI JPG
 - Ads are in full color (CMYK)
 - No bleeds
 - 341 FSS Marketing reserves the right to approve all ad content and graphics
- DESIGN FEES:**
- Includes meet, design, two revisions & approval
 - Website Ad: \$45
 - 3' x 5' Banner: \$125 - does not include printing
 - Additional charges after two revisions: \$25 each
 - Screen Ad \$75

HEADS *UP!* MALMSTROM ADVERTISING

BANNERS // POSTERS // FLYERS

HEADS *UP!* is the premier monthly publication circulated digitally by official email to Malmstrom's population to keep them informed about what is happening on base. Additionally, pages are printed and distributed to all FSS facilities every month. This means your ad will appear online, with a link to your website, as well as on take-away flyers at our busiest locations like the Fitness Center, Outdoor Recreation, Grizzly Bend, Aces High Bowling Alley and the Youth Center.



ART REQUIREMENTS:

- Vector art preferred (EPS w/ fonts changed to outlines) or at least 300 DPI JPG
- Ads are in full color (CMYK)
- No bleeds
- 341 FSS Marketing reserves the right to approve all ad content and graphics

DESIGN FEES:

- Includes meet, design, two revisions & approval
- Website Ad: \$45
- 3' x 5' Banner: \$125 - does not include printing
- Additional charges after two revisions: \$25 each
- Screen Ad \$75

BANNERS

Hang your banner in the *Fitness Center* or *MAFB's Campgrounds* and reach hundreds of viewers every day! Everyone has to come in for physical training so why not take advantage of the opportunity and show them YOUR business? **Banners must be provided by the advertiser.** Design services are available, but print services currently are not available.

COUNTER WRAP - NEW

Your company will be boldly highlighted at the Fitness Center's front desk. Only one advertisement will be permitted per year, and monthly rates are not available.

Counter wrap materials and installation must be provided by advertiser at advertiser's expense.

COFFEE CUP SLEEVES - NEW

Malmstrom Inns is Malmstrom's on-base lodging for military personnel or retirees who are passing through Great Falls, temporarily stationed at Malmstrom or contracted to work at Malmstrom for any number of services. The Inn offers free coffee and cocoa to all guests all day long. And the coffee's always hot! Your logo and other information could literally be in the palm of your next customer's hand!

Sleeves must be provided by advertiser at advertiser's expense.

POSTERS/FLYERS

Have an event coming up and want to reach the base population? Bring us your flyer on posterboard and have it displayed in either the *Grizzly Bend*, *Fitness Center* or *Outdoor Recreation*!

- posterboard is an extra \$5 charge
- rates will be pro-rated if flyer is up for less than one month

BATHROOM BREEZE - COMING SOON

More than 200 bathrooms on base have a monthly calendar of events in them. In a recent focus survey where we asked where people were getting their information about events and happenings on base, more than half of the respondents said this was the most effective source of information. Reach your captive audience with an exclusive, month long advertisement on this calendar. Only one advertisement will be allowed per month. This will sell quick, so reserve your month now!

COUNTERTOP PROMOTION - NEW

Place your business card, brochures, or other smaller takeaway items on the main front desk at one of several facilities, including the Fitness Center, Outdoor Recreation, the Youth Center, Ace's High Bowling, the Child Development Center or Malmstrom Inns. Only one drop box opportunity will be available at each facility.

All materials must be provided by advertiser at advertiser's expense.

FITNESS CENTER

\$75 1 month
\$400 6 months
\$650 12 months

ODR CAMPGROUND

\$50 1 month*
\$250 7 months*
*per campground

FITNESS CENTER

\$1200 1 per year

MALMSTROM INNS

\$40 per 1300 sleeves

8.5" x 11" or 11" x 17

Daily **\$1** per facility
Monthly **\$20** per facility
Quarterly **\$50** per facility
Annually **\$150** per facility

BATHROOM BREEZE

3.875' x 2.5'

\$150 per month

COUNTERTOP PROMOTION

\$50 1 month
\$45 6 months
\$40 12 months

ALL ARTWORK MUST APPROVED BY MALMSTROM'S MARKETING DEPARTMENT.

341 FSS.COM

PHONE: 406.731.4408

PHYSICAL ADDRESS

7025 GODDARD DRIVE BLDG 1180 ROOM 12
MALMSTROM AIR FORCE BASE MT 59402

MAILING ADDRESS

FSS/FSK
7215 GODDARD DRIVE BLDG 1191
MALMSTROM AIR FORCE BASE MT 59402

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