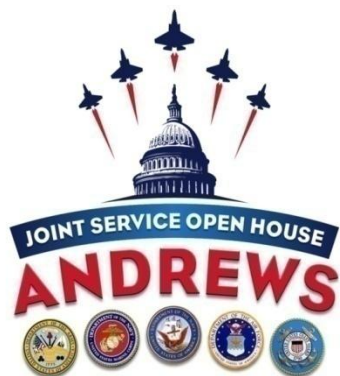


Joint Base Andrews
Sponsorship
Package



May 20, 21 & 22, 2011



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SPONSORSHIP OPPORTUNITIES

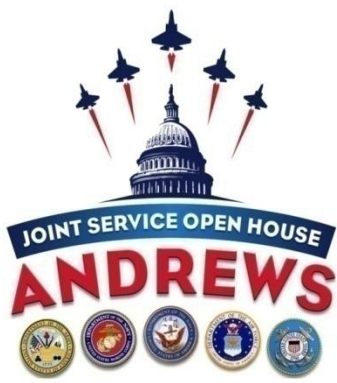
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Quality of Life Programs

WHERE THE MONEY GOES

Over 300 Quality of Life Programs are offered yearly for the military community.

Family Services

- *Career Resource Center
- *Education Center
- *Library
- *Professional Development
- *Deployed Family Events
- *Family Movie Nights
- *Parent's Night Out
- *Family Festivals
- *Family & Teen Talent Contest
- *Financial Seminars
- *GI Bill Briefings
- *Kids in the Kitchen
- *Youth Chess Club
- *Teen Lock-In
- *Instructional Classes
- *Mother Goose Story Times
- *Parent Support Programs
- *Readiness and Deployment Support

Fitness

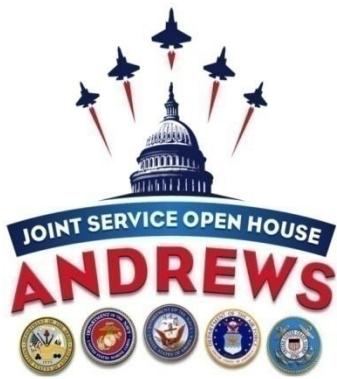
- *Monthly 5K Fun Runs
- *Bench Press Competitions
- *Push-Up/Sit-Up Challenge
- *May Fitness Month
- *Fitness Challenge
- *Commander's Sports Week
- *Tactical Fitness Program
- *Youth Sports Program

Recreation

- *Golf Tournaments
- *March Madness Programs
- *Outdoor Adventure Programs
- *Auto Skills Center
- *Base Lake
- *Pool Parties
- *Ski Trips
- *Cosmic Bowling

Special Events

- *Team Andrews Family Fun Day Picnic
- *Month of the Military Child
- *Jazz Festival
- *Oktoberfest
- *Club Membership Drive
- *Super Bowl Parties
- *AF Tops In Blue
- *Mother's Day Brunch
- *College Fairs
- *Retiree Appreciation Day
- *Hawaiian Luau
- *Educational Programs
- *Football Frenzy
- *Holiday Meals
- *Summer Reading Program



EVENT

Demographics

Over 26 million people attend more than 400 air shows annually. Military Air Shows draw large numbers of demographically attractive spectators – a well educated, affluent group of men, women and children of all ages. During the past decade, air shows drew nearly twice the attendance figures of NFL football! Air shows deliver significant and measurable results for everyone, from mature product marketers with broad customer bases, to new product marketers to those with specialized or niched customer bases. Whatever your marketing objective – moving product, building recognition, enhancing or positing brand image – air shows can help you accomplish your goals.

Gender & Marital Status

Married Male	29%
Married Female	26%
Single Male	24%
Single Female	21%

Ethnicity

Caucasian	39%
African American	25%
Asian	17%
Hispanic	14%
Other	5%

Age

Under 21	11%
21 – 24	16%
25 – 39	41%
40 – 64	29%
64 +	3%

Household Income

Under \$35,000	37%
\$35,000 - \$39,000	13%
\$40,000 - \$49,000	12%
\$50,000 - \$74,000	18%
\$75,000 +	20%

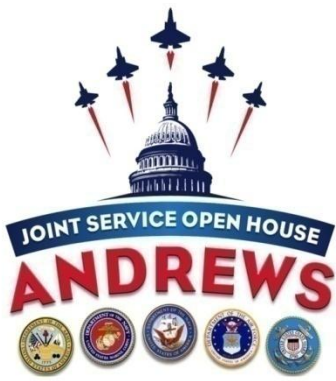
Heard about Air Show

Returning/	
Word of mouth	36%
Radio/TV	23%
Internet	22%
Newspaper	5%
Other	14%

Average Miles Traveled to Air Show

1-10 miles	27.3%
11-20 miles	17.8%
21-40 miles	18.1%
41-70 miles	10.9%
71-100 miles	10.9%
100+ miles	15.0%





Event Information

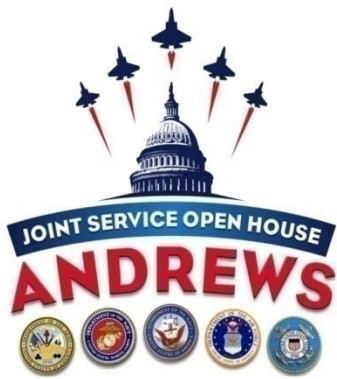
SUMMARY

The third week in May is set aside annually to commemorate the Armed Forces and Armed Forces Day. This observance includes a number of major events in the National Capital Region (NCR). Joint Base Andrews will again host the Department of Defense (DoD) Joint Service Open House (JSOH) on behalf of the Secretary of Defense.

Our 3-day event consists of aerial and static displays, exhibits, special demonstrations, etc to recognize the accomplishments and heritage of the US Military and supporting civilian personnel and to showcase the US Military capabilities to the public to enhance recruiting efforts in a safe and secure environment.

Your company, whether large or small, can take advantage of the opportunity to support the United States Armed Forces and market your product and/or service to this unique group.

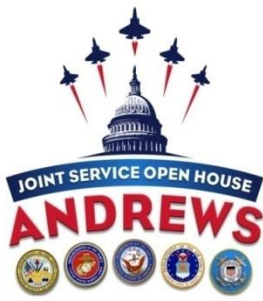




SPONSORSHIP

Benefits Summary

	Level 1 \$2,500	Level 2 \$5,000	Level 3 \$10,000	Level 4 \$20,000	Airfest \$25,000
Right of First Refusal	no	no	no	no	no
Product Category Exclusivity	no	no	no	no	no
Recognition on Event Website	yes	yes	yes	yes	yes
Publicity Inclusion	yes	yes	yes	yes	yes
Display Space Footprint	10'x10'	10'x20'	10'x30'	10'x40'	10'x50'
Public Address Mention	2	3	4	6	8
Advertisement on JumboTron	no	2	4	6	8
Sponsor Signage	1	2	3	5 plus (1) inflatable	7 plus (2) inflatables
Preferred Parking	yes	yes	yes	yes	yes
Sponsor Party	yes	yes	yes	yes	yes
Fulfillment Report	yes	yes	yes	yes	yes
Corporate Recognition Award	no	no	yes	yes	yes



LEVEL 1

Benefits Summary

ADVERTISING-PUBLICITY

- Sponsor Logo in Air Show print advertisement and on event website (must meet deadlines)
- Inclusion in Base Newspaper (The Capital Flyer) and FSS Spotlight Magazine "recognition page"
- Prominent inclusion of logo on Corporate Banners on the flightline

ON-SITE ACTIVATION

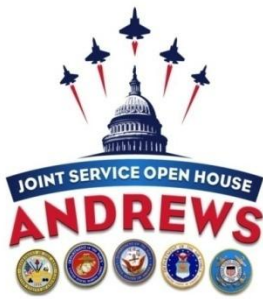
- Interaction with well over two hundred thousand (200,000+) Air Show attendees
- Sponsor mentions over public address system
 - Two (2) per day over event weekend
- Product Display Space on the flightline
 - One (1) 10'x10' footprint
 - One (1) Sponsor-provided signage up to 4'x8'

HOSPITALITY

- On-site Sponsor Hospitality
 - Light refreshments and beverages provided throughout the day to your booth
 - Sponsor area provided on flightline with seating to relax
- Preferred Parking Passes
- Invitations to Airfest Sponsor Party
 - Airfest Party held at the Club at Andrews, Friday May 20 beginning at 6 p.m. Event includes unlimited food and entertainment

POST EVENT

- Post event fulfillment report provided



LEVEL 2

Benefits Summary

ADVERTISING-PUBLICITY

- Sponsor Logo in Air Show print advertisement and on event website (must meet deadlines)
- Inclusion in Base Newspaper (The Capital Flyer) and FSS Spotlight Magazine "recognition page"
- Prominent inclusion of logo on Corporate Banners on the flightline

ON-SITE ACTIVATION

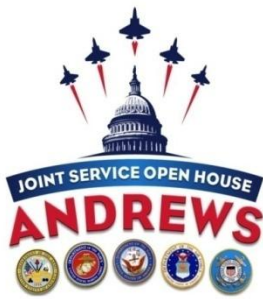
- Interaction with well over two hundred thousand (200,000+) Air Show attendees
- Sponsor mentions over public address system
 - Three (3) per day over event weekend
- Sponsor Recognition on large Jumbo-Trons located on the flightline
 - Two (2) commercial spots per day over event weekend
- Product Display Space on the flightline
 - One (1) 10'x20' footprint (prominent space of 200 sq ft)
 - Two (2) Sponsor-provided signage up to 4'x8'
 - Sampling, couponing or mutually agreed upon marketing activity

HOSPITALITY

- On-site Sponsor Hospitality
 - Light refreshments and beverages provided throughout the day to your booth
 - Sponsor area provided on flightline with seating to relax
- Preferred Parking Passes
- Invitations to Airfest Sponsor Party
 - Airfest Party held at the Club at Andrews, Friday May 20 beginning at 6 p.m. Event includes unlimited food and entertainment

POST EVENT

- Post event fulfillment report provided



LEVEL 3

Benefits Summary

ADVERTISING-PUBLICITY

- Sponsor Logo in Air Show print advertisement and on event website (must meet deadlines)
- Inclusion in Base Newspaper (The Capital Flyer) and FSS Spotlight Magazine "recognition page"
- Prominent inclusion of logo on Corporate Banners on the flightline

ON-SITE ACTIVATION

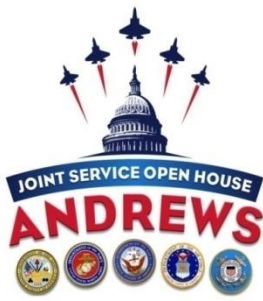
- Interaction with well over two hundred thousand (200,000+) Air Show attendees
- Sponsor mentions over public address system
 - Four (4) per day over event weekend
- Sponsor Recognition on large Jumbo-Trons located on the flightline
 - Four (4) commercial spots per day over event weekend
- Opportunity for one (1) inflatable (mutually agreed upon size)
- Product Display Space on the flightline
 - One (1) 10'x30' footprint (prominent space of 300 sq ft)
 - Three (3) Sponsor-provided signage up to 4'x8'
 - Sampling, couponing or mutually agreed upon marketing activity

HOSPITALITY

- On-site Sponsor Hospitality
 - Light refreshments and beverages provided throughout the day to your booth
 - Sponsor area provided on flightline with seating to relax
- Preferred Parking Passes
- Invitations to Airfest Sponsor Party
 - Airfest Party held at the Club at Andrews, Friday May 20 beginning at 6 p.m. Event includes unlimited food and entertainment

POST EVENT

- Post event fulfillment report provided
- Corporate Recognition Award



LEVEL 4

Benefits Summary

ADVERTISING-PUBLICITY

- Sponsor Logo in Air Show print advertisement and on event website (must meet deadlines)
- Inclusion in Base Newspaper (The Capital Flyer) and FSS Spotlight Magazine "recognition page"
- Prominent inclusion of logo on Corporate Banners on the flightline

ON-SITE ACTIVATION

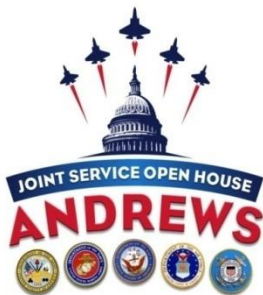
- Interaction with well over two hundred thousand (200,000+) Air Show attendees
- Sponsor mentions over public address system
 - Six (6) per day over event weekend
- Sponsor Recognition on large Jumbo-Trons located on the flightline
 - Six (6) commercial spots per day over event weekend
- Opportunity for one (1) inflatable (mutually agreed upon size)
- Product Display Space on the flightline
 - Two (2) 10'x20' footprint **-or-** one (1) 10'x40' footprint (prominent space of 400 sq ft)
 - Five (5) Sponsor-provided signage up to 4'x8'
 - Sampling, couponing or mutually agreed upon marketing activity

HOSPITALITY

- On-site Sponsor Hospitality
 - Light refreshments and beverages provided throughout the day to your booth
 - Sponsor area provided on flightline with seating to relax
- Preferred Parking Passes
- Invitations to Airfest Sponsor Party
 - Airfest Party held at the Club at Andrews, Friday May 20 beginning at 6 p.m. Event includes unlimited food and entertainment

POST EVENT

- Post event fulfillment report provided
- Corporate Recognition Award



AIRFEST PARTY

Benefits Summary

ADVERTISING-PUBLICITY

- Sponsor Logo in Air Show print advertisement and on event website (must meet deadlines)
- Inclusion in Base Newspaper (The Capital Flyer) and FSS Spotlight Magazine "recognition page"
- Prominent inclusion of logo on Corporate Banners on the flightline
- Recognition in the printed Air Show Guide as the 2011 Airfest Party Sponsor

ON-SITE ACTIVATION

- Interaction with well over two hundred thousand (200,000+) Air Show attendees
- Sponsor mentions over public address system
 - Six (6) per day over event weekend
- Sponsor Recognition on large Jumbo-Trons located on the flightline
 - Six (6) commercial spots per day over event weekend
- Opportunity for two (2) inflatables (mutually agreed upon size)
- Product Display Space on the flightline
 - Two (2) 10'x20' footprint plus one 10'x10' -or- one (1) 10'x50' footprint (prominent space of 500 sq ft)
 - Seven (7) Sponsor-provided signage up to 4'x8'
 - Sampling, couponing or mutually agreed upon marketing activity

HOSPITALITY

- On-site Sponsor Hospitality
 - Light refreshments and beverages provided throughout the day to your booth
 - Sponsor area provided on flightline with seating to relax
- Preferred Parking Passes

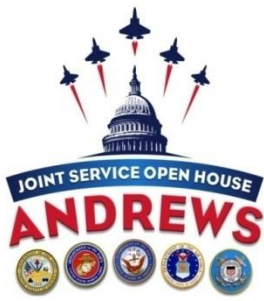
AIRFEST PARTY HOSPITALITY

- Permission to display banners at the Club one week prior to party
 - Five (5) banners (mutually agreed upon size)
- Permission to display vehicle and/or inflatable in support of Airfest one week prior
- Two (2) reserved tables at event to entertain your guests

POST EVENT

- Post event fulfillment report provided
- Corporate Recognition Award

\$25,000 *Your investment in military families' Quality of Life Programs.*



PREFERRED EXHIBITOR – MOBILE MARKETERS

Display Space

INTERACTIVE DISPLAY SPACE

The Preferred Exhibitor booth spaces are stand-alone opportunities for interaction with Air Show attendees. Preferred Exhibitor booth spaces may be set up throughout the Air Show venue. These high-profile exhibition spaces afford **an ideal opportunity for mobile marketing, product sampling and lead-gathering**. This is an ideal program for measuring product awareness and/or surveying the hundreds of thousands of daily event attendees.

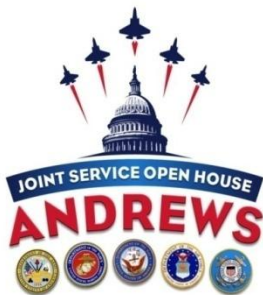
We provide the event, attendees and space, and you set up your booth in a key location we choose for you in our venue. Preferred Exhibitors are given space only, neither hospitality nor branding are provided, Exhibitors must supply their own rental needs.

PREFERRED EXHIBITOR BOOTH SPACE PRICING

- One (1) 10' X 10' footprint only \$5,000
- One (1) 10' X 20' footprint only \$7,500
- One (1) 20' X 20' footprint only \$10,000

Custom footprints available





ADDITIONAL OPPORTUNITIES

Friends of the JSOH

We offer additional opportunities to participate if you have a small company and not the budget to come in at our regular sponsor levels.

Package #1 (\$500-\$1,499)

- Sponsor Logo in Air Show print advertisement and on event website (must meet deadlines)
- Inclusion in Base Newspaper (The Capital Flyer) and FSS Spotlight Magazine "recognition page"
- Logo on Corporate Banners on the flightline
- Preferred Parking Passes
- Invitations to Airfest Sponsor Party at the Club at Andrews, Friday May 20 beginning at 6 p.m.

Package 2 (\$1,500-\$2,499)

- Sponsor Logo in Air Show print advertisement and on event website (must meet deadlines)
- Inclusion in Base Newspaper (The Capital Flyer) and FSS Spotlight Magazine "recognition page"
- Logo on Corporate Banners on the flightline
- Sponsor mentions over public address system – Two (2) per day over event weekend
- Preferred Parking Passes
- Invitations to Airfest Sponsor Party at the Club at Andrews, Friday May 20 beginning at 6 p.m.
- Post event fulfillment report provided

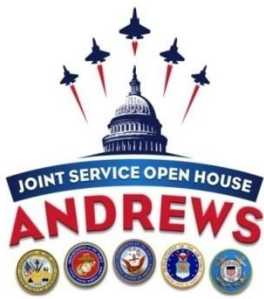
Donors

A considerable amount of support is needed to put on an event as large as the JSOH. Thousands of military members and civilian employees work long hours during the show, sometimes more than 15 hours a day. We are seeking items to support these members for their hard work and dedication. Your company can take part in providing support items. Below you will find a list of what is needed:

Bottled Water and Food – to support several hospitality areas and military members working on the flightline and at FedEx Field/Branch Ave metro station, providing safety and transportation to and from our event. A great way to advertise your company is by putting a label with your logo on the bottle.

Food – to support several hospitality areas. Between 500-750 military members need to be fed per day. Companies can take part by providing hot or cold sandwiches, barbecue items, pastries, juice and much more.

***Those companies interested in participating should call (301) 981-5211.
We can tailor a donation package just for you!**



2010 JOINT SERVICES OPEN HOUSE SPONSORS

Thank You

Airfest Sponsor

A portion from ALL 2010 Sponsors provided support for the 2010 Airfest Party!

Level 4 Sponsor



Level 3 Sponsor



Level 2 Sponsor



Level 1 Sponsor



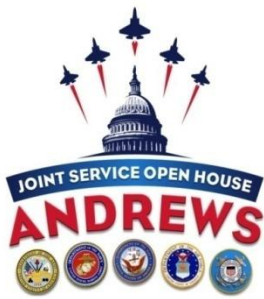
Friends of the JSOH



JSOH Donors



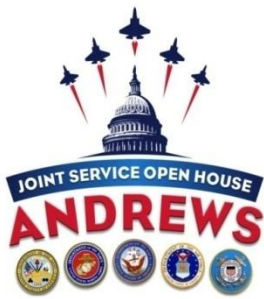
Joint Base Andrews sincerely thanks and appreciates the sponsors of this event. However, "No Federal Endorsement of any company, sponsor, product or service above is Intended."



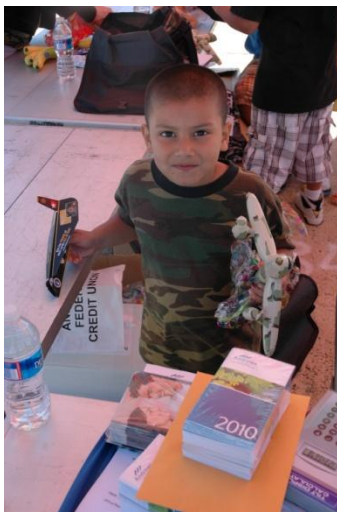
2010 JOINT SERVICES OPEN HOUSE

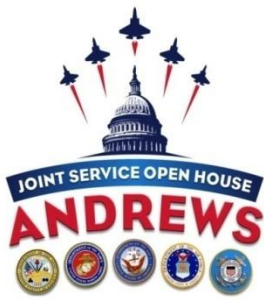
Highlights





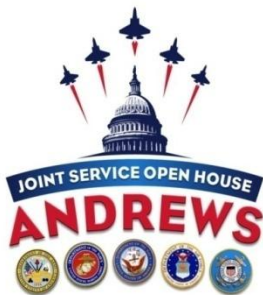
2010 JOINT SERVICES OPEN HOUSE Highlights





2010 JOINT SERVICES OPEN HOUSE Highlights





SPONSORSHIP REGISTRATION FORM

How to Participate

Please complete form and fax back to (301) 981-3950

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Name: _____
(Last) (First)

Title: _____ Phone: _____

Fax: _____ Email: _____

Sponsorship Levels

Please check level of participation below:

- _____ Level 1 Sponsorship
- _____ Level 2 Sponsorship
- _____ Level 3 Sponsorship
- _____ Level 4 Sponsorship
- _____ Airfest Party Sponsorship

Other Business Opportunities

- _____ Preferred Exhibitor Display Space (Mobile Marketing)
- _____ Friends of the JSOH
- _____ Donors

We thank you in advance for your support and hope you will join us and continue to support our nation's finest! **Should you have any questions or comments, call (301) 981-5211 or email: Jerome.spearman@afncr.af.mil**