

Current as of Jan 2024

HURLBURT FIELD

# ADVERTISING & SPONSORSHIP MEDIA KIT

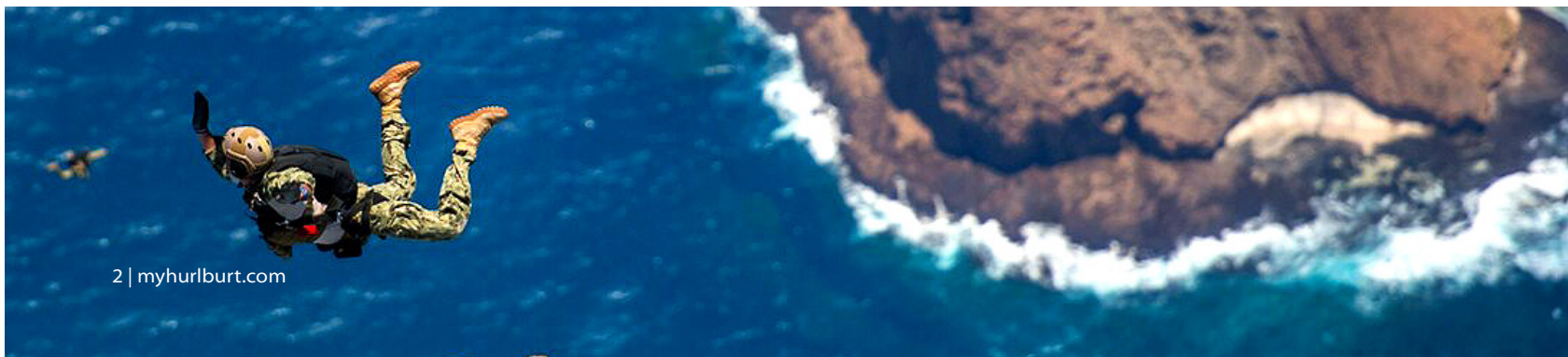
*"Get On Base, Build Your Brand"*





# TABLE OF CONTENTS

- 3** DEMOGRAPHICS
- 4** ADVERTISING PLATFORMS & RATES
- 6** COMMERCIAL SPONSORSHIP OPPORTUNITIES
- 7** EVENT CALENDAR





# GET TO KNOW THE 1 SOFSS

## Our Mission

The Hurlburt Field 1 Special Operations Force Support Squadron is devoted to providing services, programs, and events to our Air Commandos and their families year-round. In a community full of individuals who make a great sacrifice for their nation, we strive to create an environment that improves the quality of life for all. 100% of funds received through advertising and sponsorship support from our community goes directly into the Morale, Welfare, & Recreation (MWR) fund, which facilitates 1 SOFSS on-base events and programs for our military community.

## Ways to Partner, Support, and Participate

### Advertising

Paid advertising spots including digital, print media, and outdoor advertising opportunities at 1 SOFSS facilities.

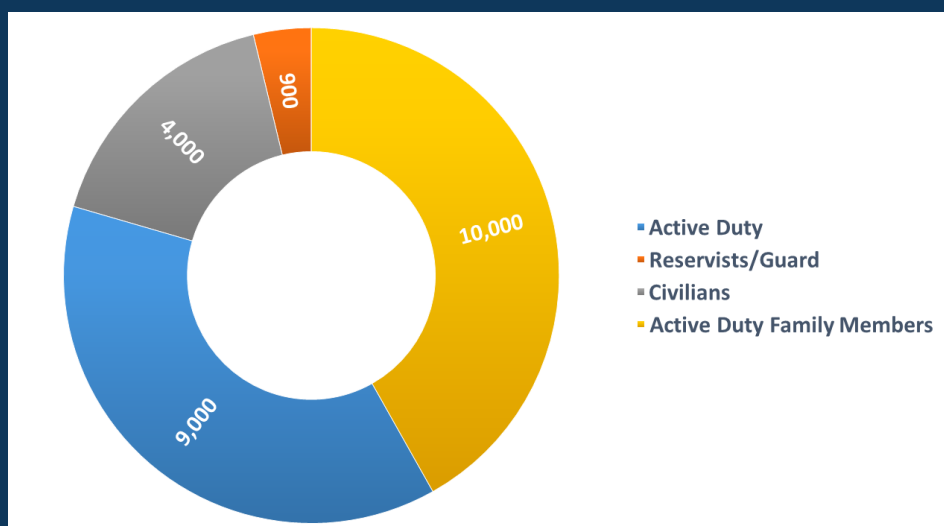
### Sponsorship

Cash or in-kind sponsorship enhancing 1 SOFSS activities in return for sponsorship benefits and recognition.

### Donation

Donations to the 1 SOFSS are gifts that do not include sponsorship benefits in return and are always welcomed and appreciated!

## Demographics



# Advertising Opportunities

Digital Advertising - High Impact, Maximum Visibility

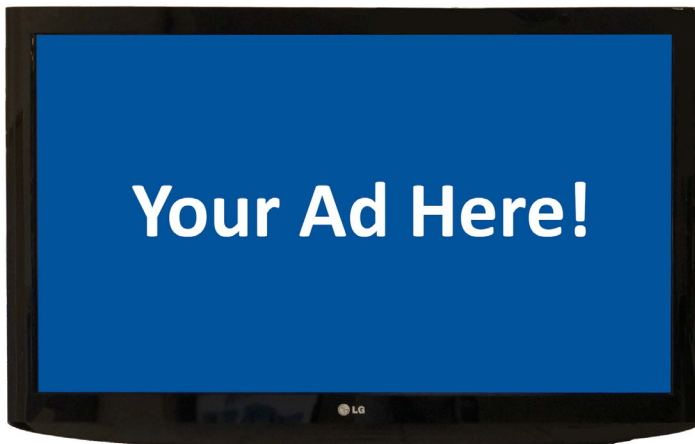


## Digital Marquee

\$1,300/month

Size: 1024 x 574px

(4) 6' x 9' digital screens located at both the front and back entry gates. 24 hour exposure, 6 second rotation, approx. 1,200 total rotations between peak hours of 6am-10pm.



## Digital Monitor

\$350/month

Size: 1920 x 1080px

50" screens gain maximum visibility in 12 high-traffic 1 SOFSS facilities around base such as the lodging center, education center, all three fitness facilities and more.



## Webslider

\$350/month

Size: 1500 x 550px

## Web Banner

\$300/month

Size: 970 x 90px

## Active Web Block Ad

\$200/month

Size: 320 x 215px

We'll send our web page visitors directly to you! With an average of 2,500 page views a month, myhurlburt.com is a prime spot to advertise to all demographics, including incoming Hurlburt members!

# Advertising Opportunities

## Print Advertising - Target Your Audience

*Spots available on a first come, first served basis.*



### Magazine

Full Page: \$375/month  
Size: 8.75" x 11.25"  
*includes .125" bleed each side*

Half Page: \$300/month  
Size: 7.9" x 5.13"

1/4 Page: \$150/month  
Size: 3.875" x 5.13"

Hurlburt's monthly magazine, "My Hurlburt Life" contains between 24-32 pages with 1,500 - 3,000 copies distributed each month to over 40 Hurlburt facilities. The monthly magazine is uploaded to myhurlburt.com and social media pages with a growing audience through downloads and views.



### Poster

\$125/month  
Size: 22" x 28"

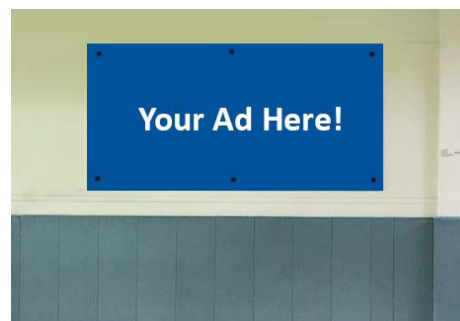
Small(er) advertisement that makes a big statement! Choose one of our many 1 SOFSS facilities to display your business' advertisement based on your target market.



### Cash Counter Wrap

\$275/month  
Size: Varies

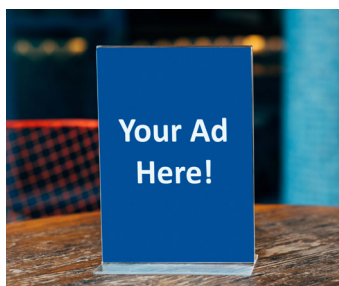
Take a banner to the next level and opt for optimal visibility right at the main point-of-contact at one of our 1 SOFSS facilities. Sizes are given based on counter.



### Banner Placement

\$500/month  
Size: Starting at 3' x 8'

A great way to make a high impact at an 1 SOFSS facility of your choice. Your business can grab attention at high traffic areas and create awareness within our military community!



### Countertop Display Acrylic Holder

Per Location  
\$100/month



### Golf Tee Markers

Limited to one advertiser  
\$300/month

*Please contact us for graphic specifications and guidelines.*

# Commercial Sponsorship

Get On Base, Build Your Brand

## Get “Inside the Gate”

As the Air Force Special Operations Command Headquarters and 1 Special Operations Wing, Hurlburt Field has exclusive and limited access to the public. However, many of our sponsorship opportunities offer access to on-base events to enable the face-to-face marketing potential to our 22,000 base populous.

## Brand Visibility

Sponsoring events and/or programs may include logo recognition on print, web, digital, and social media materials.

## Community Involvement that’s FUN!

Not only do we provide the best events for our military members, our sponsors can also have fun while engaging with customers and promoting their business. What are you waiting for?

## Sponsorship Benefits

Sponsorship benefits and pricing vary per event and can be negotiated to reach the optional terms for the sponsor while maintaining the best interest of the 1 SOFSS.

### Benefits may include:

- Pre- and post-event publicity with sponsor logo recognition on event/program print, web, and digital materials created and distributed by 1 SOFSS Marketing
- Face-to-Face interaction with a lucrative market at events with reserved table space
- Ability to offer giveaways/prizes (within guidelines) - a great opportunity for lead generation and photo ops!
- Sponsor recognition at events with on-site signage and product displays
- After-Action Reports showing how your sponsorship enriches our 1 SOFSS programming and events





# 2024 COMMUNITY EVENTS

## & Program Opportunities

Major Community Events - Average 3K – 7K attendees Range of Sponsor Level	1 SOFSS Facility Programs/Events - Average 50-250 attendees each
<p><b>Eggstravaganza</b> Saturday, 30 March</p> <p><b>Commando Games</b> Friday, 3 May</p> <p><b>Freedom Fest</b> Friday, 28 June</p> <p><b>Battle on the Beach 18+</b> Friday, 16 August</p> <p><b>Fall Fest</b> Friday, 25 October</p> <p><b>Winter Wonderland &amp; Tree Lighting</b> Friday, 6 December</p> <p><i>Dates subject to change.</i></p>	<p>FOCUS rewards program</p> <p>Golf Tournaments</p> <p>Aderholt, Commando and Riptide Fitness Events</p> <p>Hurlburt Library Events &amp; Programs</p> <p>Soundside Club Events &amp; Programs</p> <p>Hurlburt Lanes Bowling Programs</p> <p>Child Development and Youth Programs</p> <p>Community Center Programs</p>

All event packages are customizable and vary by events,  
as does the amount and type of exposure.

### RESERVE YOUR SPOT

Ad space is reserved upon agreement signature on a first come, first serve basis. All platforms have limited amount of spaces allowed per month. For current availability, please contact us.

Phone: (850) 884-3821

HurlburtSponsorship@us.af.mil

### MATERIAL DEADLINES

**Magazine Ads:** Due 30 days prior to first running month.  
Ex: Due 1 December to be featured in January issue.

**Digital Ads:** Due 10 business days prior to publication date.

**Other Print Ads:** Due 7 business days prior to publication date.

*Please contact us for graphic specifications and guidelines.  
In-house design fees and print orders are available on a case by case basis and are due at signing of agreement.*



# GET ON BASE, BUILD YOUR BRAND

## CONTACT

### ANDY FRANKLIN

Advertising & Sponsorship Coordinator

Phone: (850) 884-3821

Cell: (850) 598-4345

Email: [HurlburtSponsorship@us.af.mil](mailto:HurlburtSponsorship@us.af.mil)

### DEBORAH LEDBETTER

Marketing Director

Phone: (850) 884-4252

Email: [HurlburtSponsorship@us.af.mil](mailto:HurlburtSponsorship@us.af.mil)

[MYHURLBURT.COM](http://MYHURLBURT.COM) • [FACEBOOK.COM/MYHURLBURT](https://FACEBOOK.COM/MYHURLBURT)

