

Sponsorship Proposal

2009 Football Frenzy Promotion

Sep 2009 – Feb 2010

Join us as a Sponsor and Benefit! Football Frenzy sponsors have access to an audience of over 2M, including 225K Air Force Club Members. An Air Force Club is the place to be for food, beverage and entertainment to the tune of \$152.5M in annual revenue and through sponsorship your brand can be part of the experience.

- **Reach** – Six month promotion reaching a market of 2M, active, enthusiastic military and family members with a demographic make-up of 80% male, 18 – 34 y/o, 60% married.
- **Brand Identity** – Now in its 15th year, the Football Frenzy campaign and its sponsors is highly recognized by the Air Force community.
- **Advertising and Promotion** – Over 70 million logo impressions are yours on professionally designed promotional materials that are shipped to each participating facility
 - POS materials include banners, table tents, danglers, coasters and entry forms
 - Ad layouts for base print publications, distribution of 1.1 mil
 - Season kick-off ad in Week 39 AAFES tabloid, distribution of 1.2 mil
 - Direct mail pieces reach 225K throughout the 6-month campaign
 - Promotion on participating base sites with links to sponsor where permitted
 - Promotion on www.aafes.com registering 7,800+ unique visitors monthly
 - 30-sec radio spots on AAFES radio network
- **Promotional Campaigns**
 - Each location hosts weekly events with prize giveaways
 - Enticing food and beverage specials are an integral part of the campaign
 - Half-time activities may be developed to incorporate sponsor products/services
 - Video uploads on www.afclubs.net show the Air Force the variety of fun going on around the world
- **Publicity** – Press releases are written and distributed through Public Affairs channels monthly through duration of campaign
 - Stories, photos and videos are collected from participating activities, then re-distributed through Public Affairs and on line at www.afclubs.net, and base sites
- **Cross Marketing** - Football Frenzy is promoted at high-traffic locations on each installation such as Lodging, Fitness Centers, Bowling, Dining Facilities and Airmen Dorms
 - Depending on level of support, sponsor product displays may be facilitated at Army & Air Force Exchange Service(AAFES) reaching a monthly walk-thru of 11.5M
 - Posted on www.aafes.com registering 7,800+unique visitors monthly

Commitment

Here's how our campaign can help you. We have direct access to our market, where they work and where they play. We capture this market and deliver messages about Air Force programs and events and we can do the same for your product/service. Logo recognition, links to your website, product displays, sampling, event-themed activities, media recognition and more are all yours through this opportunity. We believe we can tailor benefits to meet your goals and objectives through this popular event and continue the relationship with ongoing programming in our entertainment facilities.

Additionally, we develop step-by-step execution plans and also educate our entire staff on the campaign from the corporate level to our front-line personnel.

From internal to external communications that include press releases, e-marketing and more, Football Frenzy is a success story all the way to the end zone.

Thank you for taking the time to read our proposal. We are excited to collaborate with you and your team to execute a successful promotion that benefits us all. After reviewing this proposal, you may think of other tactics that can be used to leverage our campaign into benefits for you.

Please contact us today!

