

Sponsor Promotional Opportunity



## Executive Summary

# LUKE AFB 4TH OF JULY PICNIC

**Synopsis of the event:** Celebration of Independence Day. Program begins at the base swimming pool at 10am with water races, diving for dollars, free refreshments and contests. It continues in the evening, with live music & dj, food, Splash Zone & Kids Zone activities, squadron booths, food & beverage booths, prizes and fireworks.

### Target Audience:

- 5,300 active duty Military Personnel
- 1,100 Military Reserves
- 2,200 Civilian Employees
- 1,000 Students

Previous 4th of July picnics have drawn in excess of 4,000 people

**Where:** Luke Air Force Base, Fowler Park

**When:** 4th of July

**Specific Support Requirements:** Cash to help offset the cost of the event and or prizes/giveaways to enhance the event.

**Promotional Strategies:** This event is promoted in advance with posters, flyers, base paper articles, direct mail. Cross marketing in Services facilities, base exchange, commissary, dining facility and other high-traffic areas on base can produce more than one hundred thousand impressions for sponsors over a 3-4 week period. Sponsor name and logo recognition is part of Air Force produced advance promotional signage at all on-base Air Force Services facilities and signage at the event.



### Luke AFB Commercial Sponsorship Coordinator

Jennifer Greenwood

56 SVS/SVK

Luke AFB, AZ

Phone: 623-856-3245

Fax: 623-856-8618

Email: [jennifer.greenwood@luke.af.mil](mailto:jennifer.greenwood@luke.af.mil)

### Solicitation # LUKE-SVS-2005-003

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