



Pumpkin Mania

The 12th Services Division of Randolph AFB is organizing the 2009 Pumpkin Mania. The event is scheduled to be held at the Randolph's Recreation Park at Canyon Lake in the month of October. Pumpkin Mania is a free family oriented event celebration of fall. The guests can enjoy beautiful Canyon Lake, a hot or cold beverage, treats and a pumpkin-carving contest, pumpkin face painting contest and hay rides. Sponsors will benefit from name recognition before the 4,000+ active duty personnel, plus the 67,000+ retirees, their families and civilian population of Randolph Air Force Base. Retired military and their families add millions of dollars in purchasing power to this market area and are a major consumer group.



Specific Support Needed:

One, or more sponsors, to provide one or more of the following:

Cash: Cash to pay for prizes and/or help cover cost of event.



Products in place of cash support: Sponsoring companies may provide an appropriate product or service in lieu of cash supporting Pumpkin Mania. In the past, sponsors have provided food items to be used as lunch or gifts to be used as door prizes for those attending the event.

SERVICES PUBLICITY - 12th Services will recognize sponsors when referring to the Pumpkin Mania as "sponsored in part by..." with any in-house publicity. The combined circulation of the magazine/newspaper written media is approximately 30,000 copies. Sponsors may

provide camera-ready logos for reproduction on printed materials prepared by Services.

ANNOUNCEMENTS - During public presentations concerning Pumpkin Mania, Services personnel will be asked to refer to the supporting sponsors by name when announcing the program. Announcements may be made at the Base Exchange. Presentations at commander's calls, staff meetings, and newcomers briefing offer potential coverage in the hundreds.



VISUAL PRINTED MATERIALS - To promote awareness of Pumpkin Mania; posters, handouts and table tents will be printed which will notify the base population about Pumpkin Mania and will have the corporate sponsors listed. The posters, handouts and table tents will be distributed to the 23 Services activities and other base units for display such as BX, BXTRA, and Clinic, etc. The potential impression of a sponsor's name/logo is 6,700 a day.

Randolph AFB Demographics (as of 30 Sep 08)	
Appropriated Fund Military	
Active Duty Permanent Party	3,826
A.F. Reserve/ Air National Guard	800
Active Duty Military Dependents	6,540
Total	11,116
Civilian	
Civilian Population	6,323
Retirees	
Military Retirees in Economic Area	67,629
TOTAL RANDOLPH POPULATION	85,118

For more information, contact:

Ed McDaniel

12 Services Marketing

Phone: 210-652-2940

FAX: 210-652-8756

Cell: 210-863-8109

E-mail: edward.mcdaniel@randolph.af.mil

Solicitation # RAND-SVS-2009-016

This is a solicitation for commercial sponsorship by a Nonappropriated Fund Instrumentality of the United States Government. It does not obligate appropriated funds or nonappropriated funds of the Government.

→ The **Power** Behind Our **Force** is **You**.