



Customer Appreciation Party

The 12th Services Division of Randolph AFB is organizing a 2009 Services Customer Appreciation Week Party to demonstrate support and say thanks to the customers for choosing to use our Services activities. This year the event theme is Oktoberfest planned for the month of September. 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 door 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 the Customer Appreciation Week Kick-off Party. In the past, sponsors have provided food items to be used as snacks or gifts to be used as door prizes for those attending the event.

SERVICES PUBLICITY -
12th Services will recognize sponsors when referring to the Customer Appreciation



Oktoberfest 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 the Customer Appreciation Oktoberfest, 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 Customer Appreciation Week Kick-off Party; posters, handouts and table tents will be printed which will notify the base population about Customer Appreciation Kick-off Party 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

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Solicitation # RAND-SVS-2009-015
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**.