

# FOOTBALL FRENZY



Don't miss out on this great opportunity to target your market segment. Where else are you going to gain access to active, enthusiastic members of the military community? Where else are you going to have the opportunity to put your products in the hands of your customers? How else can you get the face-to-face contact that is so critical to gaining new customers?

The Luke Air Force Base Football Frenzy program kicks off September 2005 at the Desert Star Enlisted Club. Previous Football Frenzy sponsors include: American Airlines, Miller Brewing Co., Double Tree Hotel, Arizona Cardinals and more.

This program is expected to be one of the biggest programs the Desert Star Enlisted club will offer this year and includes four large special events (at a minimum) at which the club will offer football fans free food, drink specials, games, giveaways and prize drawings. DoD identification card holders are eligible to participate in Football Frenzy and each time they participate they will be entered to win a trip to the Falcons vs. Buccaneers game, the Super Bowl or the Pro Bowl in addition to other local prizes. This program builds morale and encourages esprit de corps in our active duty members. In addition, Football Frenzy may be combined with other base events/activities such as the annual AF membership drive, retiree appreciation day and the base picnic. Each of these events offer opportunities for added impressions of Football Frenzy sponsors logo/name.

The military market is very diverse in age, ethnicity, education and income level. It includes not only the active duty military members, but the civilians, retirees, students, family members and reservists in our community as well.

Just turn this form over to see a complete listing of the added benefits of sponsorship and select the options that are most suited to your needs. Fax or mail the form to the address at the bottom, and you will be contacted soon after your reply is received.

The military community enthusiastically anticipates Football Frenzy each year. Tremendous planning and hundreds of hours go into the execution of the various events. You can be confident of your association with a top-notch program designed to enhance the quality of life of our community members. Come be a partner!

Jennifer Greenwood,  
Commercial Sponsorship Coordinator  
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-2005-004

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.