

Sponsor Promotional Opportunity

Executive Summary

OKTOBERFEST



Synopsis of the event: Oktoberfest is held annually during the last weekend in September. The event includes an authentic German Band, a German meal, dancing, activities for children, games for adults and prize giveaways. The event is appx. 3 hours in length. Previous sponsors include: USAA, Credit Union West, Lancome, Stategic Alliance, Armed Forces Bank and Apache Gold Casino.

Target Audience:

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

Previous Oktoberfest Celebrations have drawn in excess of 1,500 people

Where: Luke Air Force Base Desert Star Enlisted Club

When: Annual, late September

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

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