

Randolph Air Force Base
Open House/Air Show

2009 SPONSORSHIP PACKAGE





Randolph Open House 2009

The 12th Services Division of Randolph AFB is organizing the ground entertainment portion of the Randolph Open House for 2009. The event will be held on Randolph's South & East Flightlines on November 7 & 8, 2009. The Open House will include the premiere acts US Navy "Leap Frogs" parachute team, also the demonstrations from the C-17 team, Aeroshell T-6 team, USAF Academy Glider demo, 12 FTW Composite of the T-1, T-6, T-38 & T-43 will be there to show off the Air Force's latest combat capabilities and the entertainment of TORA, TORA, TORA with their spectacular rendition of the attack on Pearl Harbor. The B-25 and C-47 will be there to represent the warbird family. The Air Force's F-22 Raptor and Navy's F-18 may also be present at our 2009 air show. Sponsors will benefit from name recognition before the 4,000+ active duty personnel, plus the 50,000+ retirees, their families and civilian population of and around 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. In addition, this event is open to the public with attendance figures surpassing 125,000 attendees for this powerful two-day event.

Specific Support Needed: Sponsors to provide one or more of the following:

Cash: Cash to pay for children's entertainment and/or volunteer food. Products in place of cash support: Sponsoring companies may provide an appropriate product or service in lieu of cash support of the Randolph Open House. In the past, sponsors have provided food & drink for the volunteers.

SERVICES PUBLICITY - 12th Services will recognize sponsors when referring to the Randolph Open House 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 Randolph Open House, Services personnel will be asked to refer to the supporting sponsors by name when announcing the program. Presentations at commander's calls, staff meetings, and newcomers briefing along with announcements made at the Base Exchange offer potential coverage in the hundreds.

VISUAL - To promote the Randolph Open House we will push electronic visual information to six LCD TV monitors within the Fitness Center and the same information is sent as screen savers to both clubs, dining, lodging and the library for a total of 28 screens displaying sponsor information.

VISUAL PRINTED MATERIALS - To promote awareness of the Randolph Open House, posters, handouts and table tents will be printed which will notify the base population about the Open House and 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 6700 a day.

Randolph AFB Demographics (as of 31 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 SERVICE POPULATION	85,118

For more information, contact:
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Solicitation # RAND-SVS-2009-001
 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.





Randolph Open House 2009

EVENT DEMOGRAPHICS

One of the best-kept secrets is now out - in the last millennium, the air show industry represents one of the very largest, if not the largest, outdoor professional sports in North America. Over 10 - 12 million people attend more than 325 - 350 air shows annually. Based on the volume of spectators alone, air shows represent a significant marketing/sponsorship opportunity for companies at the local and national level. And this opportunity becomes even more attractive when you start looking at the attractive demographics of the audience of well-educated, affluent families. Whatever your marketing objective - moving product, building recognition, enhancing or positioning brand image - air shows can help you accomplish your goals.

Gender	Male (18+)	62%
	Female (18+)	38%
Age	Under 24	6%
	25 - 34	18%
	35 - 44	37%
	45 - 54	21%
	55 or over	18%
Attending w/Children	Yes	40%
Household income	Under \$24,999	17%
	\$25K - \$34,999	10%
	\$35K - 49,999	15%
	\$50K - 74,999	28%
	\$75K or over	30%
Own home	Own	56%
	Rent	33%
	Other	11%
Education	Some High School	1%
	High School Graduate	19%
	Some College	41%
	College Graduate	25%
	Post Graduate	14%
Ethnicity	Caucasian	60%
	Hispanic	21%
	Asian	1%
	African American	3%
	Other	15%

Statistics above base on International Council of Air Shows (ICAS) exit survey of 2004 MCAS Miramar Air Show

12th Services Division - Randolph Air Force Base - 415 B Street East - Suite 108 - Randolph AFB TX 78150

Ed McDaniel (210) 652-2940 - Shelta Reese (210) 652-2052 - Fax (210) 652-8756- www.servicesatrandolph.com



Randolph Open House 2009

Bronze Level

SPONSORSHIP BENEFITS

ADVERTISING-PUBLICITY

- * Permission to use Randolph Air Show logo and Bronze Level Sponsor designation in advertising and promotion
- * Logo in 12th Services Division Open House advertisements and appropriate digital media
 - * 80,000 exposures

ON-SITE ACTIVATION

- * Interaction with well over 65,000 Open House attendees per day
- * Sponsor mentions over public address system
 - * Three (3) over event weekend
- * Signage displayed throughout Open House grounds
 - * Two (2) sponsor provided signs up to 4' x 10'
- * Product display space on the flight line
 - * One (1) 10' x 10' footprint

HOSPITALITY

- * Preferred parking passes
- * Invitations to Randolph Open House party
 - * Hangar party held in Hangar 4, Friday, November 6, 2009. Event includes food, beverages and entertainment
 - * Two (2) entries
- * Invitations to Sponsorship/VIP Hospitality Chalet
 - * Chalet located on flight line with seating, food and beverages
 - * Two (2) per day for two shows (4 total)
- * Additional benefits available

\$5,000 Investment

Randolph Sponsorship dollars benefit our service members and their families' Quality of Life Programs.



Randolph Open House 2009

Silver Sponsorship

SPONSORSHIP BENEFITS

ADVERTISING-PUBLICITY

- * Permission to use Randolph Air Show logo and Silver Level Sponsor designation in advertising and promotion
- * Logo in 12th Services Division Open House advertisements and appropriate digital media
 - * 80,000 exposures

ON-SITE ACTIVATION

- * Interaction with well over 65,000 Open House attendees per day
- * Sponsor mentions over public address system
 - * Three (3) over event weekend
- * Signage displayed throughout Open House grounds
 - * Four (4) sponsor provided signs up to 4' x 10'
- * Product display space on the flight line
 - * One (1) 10' x 15' footprint
 - * Sponsor provided signage up to 4' x 8'
 - * Sampling, couponing or mutually agreed upon marketing activity

HOSPITALITY

- * Preferred parking passes
- * Invitations to Randolph Open House party
 - * Hangar party held in Hangar 4, Friday, November 6, 2009. Event includes food, beverages and entertainment
 - * Four (4) entries
- * Invitations to Sponsorship/VIP Hospitality Chalet
 - * Chalet located on flight line with indoor and outdoor seating, food and beverages
 - * Three (3) per day for two shows (6 total)
- * Additional benefits available

\$12,000 Investment

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Randolph Open House 2009

Gold Sponsorship

SPONSORSHIP BENEFITS

ADVERTISING-PUBLICITY

- * Permission to use Randolph Air Show logo and Gold Level Sponsor designation in advertising and promotion
- * Logo in 12th Services Division Open House advertisements and appropriate digital media
 - * 80,000 exposures

ON-SITE ACTIVATION

- * Interaction with well over 65,000 Open House attendees per day
- * Sponsor mentions over public address system
 - * Six (6) over event weekend
- * Signage displayed throughout Open House grounds
 - * Eight (8) sponsor provided signs up to 4' x 10'
 - * Opportunity for one (1) inflatable (mutually agreed upon size)
- * Product display space on the flight line
 - * One (1) 20' x 20' footprint
 - * Sponsor provided signage up to 4' x 8'
 - * Sampling, couponing or mutually agreed upon marketing activity

HOSPITALITY

- * Preferred parking passes
- * Invitations to Randolph Open House party
 - * Hangar party held in Hangar 4, Friday, November 6, 2009. Event includes food, beverages and entertainment
 - * Six (6) entries
- * Invitations to Sponsorship/VIP Hospitality Chalet
 - * Chalet located on flight line with indoor and outdoor seating, food and beverages
 - * Four (4) invitations per day for two shows (8 total)
- * Additional benefits available

\$20,000 Investment

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Randolph Open House 2009

Platinum Sponsorship

SPONSORSHIP BENEFITS

ADVERTISING-PUBLICITY

- * Permission to use Randolph Air Show logo and Platinum Level Sponsor designation in advertising and promotion
- * Logo in 12th Services Division Open House advertisements and appropriate digital media
 - * 80,000 exposures

ON-SITE ACTIVATION

- * Interaction with well over 65,000 Open House attendees per day
- * Sponsor mentions over public address system
 - * Nine (9) over event weekend
- * Signage displayed throughout Open House grounds
 - * Twenty (20) sponsor provided signs up to 4' x 10'
 - * Opportunity for one (1) inflatable (mutually agreed upon size)
- * Product display space on the flight line
 - * Two (2) 10' x 20' footprint
 - * Sponsor provided signage up to 4' x 8'
 - * Sampling, couponing or mutually agreed upon marketing activity
- * Product category exclusivity

HOSPITALITY

- * Preferred parking passes
- * Invitations to Randolph Open House party
 - * Hangar party held in Hangar 4, Friday, November 6, 2009. Event includes food, beverages and entertainment
 - * Eight (8) entries
- * Invitations to Sponsorship/VIP Hospitality Chalet
 - * Chalet located on flight line with indoor and outdoor seating, food and beverages
 - * Eight (8) invitations per day for two shows (16 total)

\$27,000 Investment

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Sponsorship

BENEFITS SUMMARY

	Bronze \$5,000	Silver \$12,000	Gold \$20,000	Platinum \$27,000
Right of First Refusal	no	no	no	yes
Product Category Exclusivity	no	no	yes	yes
Air Show Logo Use	yes	yes	yes	yes
Publicity Inclusion	yes	yes	yes	yes
Display Space Footprint				
Display Space Footprint	10' x 10'	10' x 15'	20' x 20'	20' x 20' (2)
Public Address Mentions	3*	3*	6*	9*
Sponsor Signage	2	6	10 + inflatable (1)	20 + inflatable (1)
Preferred Parking	yes	yes	yes	yes
Golf Cart Use	no	no	no	yes
Corporate Hospitality Chalet				
Corporate Hospitality Chalet	no	no	no	yes (cost of Chalet is on sponsor.)
VIP Hospitality Invitations	2*	3*	4*	8*
Air Show Hangar Party	2	4	6	8

* = per day

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