

Sponsor Promotional Opportunity

## Executive Summary

# SPRINGFEST



**Synopsis of the event:** Springfest is an annual basewide festival, featuring the Easter Egg Hunt, Colossal Cookie Bakeoff, parade, music, food, prize drawings, squadron booths, children's activities.

### Target Audience:

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

*Previous Springfest events have drawn in excess of 3,000 people*

**Where:** Luke Air Force Base, Fowler Park

**When:** Saturday one week prior to Easter

**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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