



Summer Reading Program

The 12th Services Division of Randolph AFB is organizing our Summer Reading program scheduled for June to August 2009. The Summer Reading program is designed to encourage children to continue reading through the summer. 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 Summer Reading program. 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 Summer Reading program 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 Summer Reading program, 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 Summer Reading program; posters, handouts and table tents will be printed which will notify the base population about Summer Reading program 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

For more information, contact:
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Solicitation # RAND-SVS-2009-010
 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.

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