

Sponsor Promotional Opportunity

Executive Summary

LUKE AFB TREE LIGHTING

& CHRISTMAS MARKET

Synopsis of the event: Held annually, this is a celebration to light the base tree. Consists of 20 tons of snow for the children, haywagon for rides, children's choo choo train, Santa's workshop, arrival of Santa on the fire engine, free hot chocolate and cookies, squadron booths, food booths and crafts bazaar booths.



Target Audience:

- 5,300 active duty Military Personnel + family members
- 1,100 Military Reserves
- 2,200 Civilian Employees
- 1,000 Students
- 60,000+ Retirees

Previous Tree Lighting events have drawn in excess of 2,500 people

Where: Luke Air Force Base Desert Star Enlisted Club

When: Dec. 9, 2004, 5-8 p.m. *(Tentative Date)*

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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56 SVS/SVK

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Solicitation # LUKE-SVS-2005-009

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