

MISAWA

FSS

COMMERCIAL SPONSORSHIP
& ADVERTISING
GUIDE



**Eubank
Award Winner
2015**

Best small FSS in PACAF

Misawa FSS Commercial Sponsorship & Advertising Guide

Index

Reach the Misawa Air Base community today!
Marketing Department
Email: Misawa.Marketing@us.af.mil
On base: 226-9272
Off base: 0176-77-9272

Sponsorship and Advertising are the most effective ways to reach the Misawa Air Base community!

Misawa Air Base Demographics

Active Duty & DoD Civilians	3,486
Spouses	1,647
Children	2,665
Women	34%
Married	47%
Under Age 35	51%

Commercial Sponsorship

What is Commercial Sponsorship?

Commercial sponsorship is when a business enhances an event through monetary, services and/or in-kind (prizes, giveaway) support. In return, sponsors receive access to the military and civilian Misawa Air Base community and advertising in a variety of ways.

Sponsorship Benefits

- Pre-event publicity and advertising
- Sponsor logo on signage, posters, digital advertisements, etc.
- On-site presence at events
- Verbal recognition at events
- Potential for customer activation
- Knowing all support goes towards Airmen, Sailors, Soldiers, and their families

Sponsorship Options

- Monetary support
- Prizes (resort stays, overnight accommodations, electronics, etc.)
- Entertainment
- Services (photography, volunteers, etc.)

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MISAWA FORCE SUPPORT SQUADRON

Leisure



The Leisure Times magazine is the primary information source for the Misawa Air Base community featuring special events, activities and articles. Our high-quality, color magazine is distributed monthly to 1,900 subscribers and 1,000 non-subscribers via public kiosks throughout the base.

If you're looking to reach the Misawa Air Base community, the Leisure Times magazine the advertising tool for you!

Color Advertising Rates

Ad Size	One Month	Annual (12 issues)
Full page	\$875	\$625 per issue
½ page	\$490	\$350 per issue
¼ page	\$280	\$200 per issue
Business card	\$90	\$65 per issue

Advertising Design Fee

We are happy to design a print ready advertisement for your business at a rate of \$25 per hour, with a minimum of one hour required.

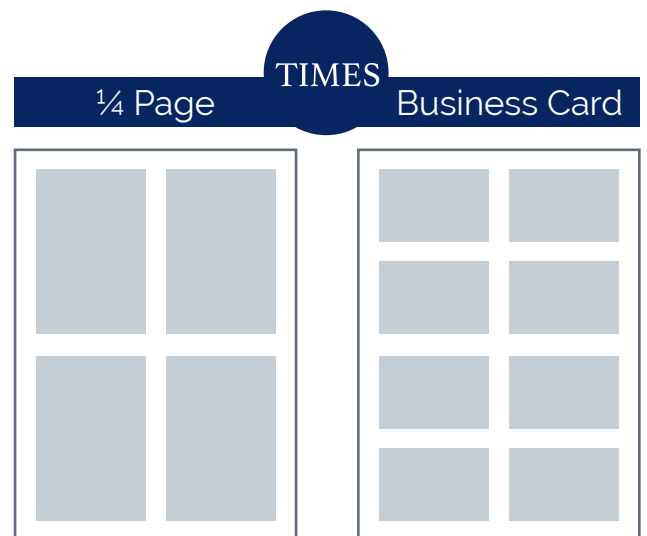
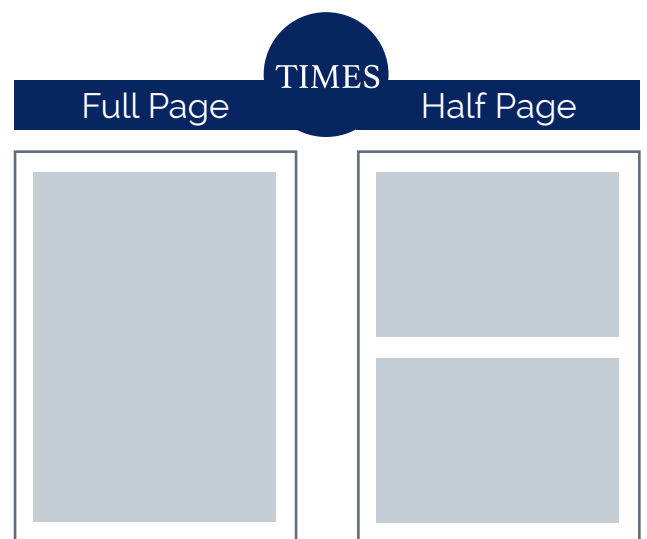
Advertisement Requirements

Advertisements must be print ready in EPS, JPG, GIF, PDF, TIF, or PNG format. A \$25 design fee will be added to the monthly fee for artwork that is not print ready.

Deadline

Artwork and payment must be submitted two months prior to publication date. For example, the deadline for the November Leisure Times is September 1.

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Gosser Golf Course

We have a brand new advertising opportunities at **Gosser Golf Course!** Gosser Golf Course is a unique FSS facility that attracts both American and Japanese customers. Have your ad printed on our golf carts, the driving range or advertise at our coffee shack for increased business exposure and access to the military, civilian and Japanese market.

The Golf Course season runs from the end of March to the end of November (weather permitting)

Advertising Options

Golf Cars

90 Golf Cars

Ad fee is \$25 per car for the season (5x7 ad)
Average time spent using a car to play golf is 3-4 hours

Driving Range

15 Driving Range Stations

Ad fee is \$250 per month
(\$350 in July and August, our peak months)
Average user time is 30 min-1 hour

Coffee Shack

1 Coffee Shack

\$250 for 6 months (6 foot banner)
\$500 for the year (6 foot banner)
Year round usage (turns into cross country ski shack in the winter)

Statistics & Demographics

- Most customers are male, ages 35-60
- Golf course sees 20,000 rounds of golf per year (8,000 is military & SOFA play and 12,000 is local national play)
- 11,000 golf car rentals per year
- Golf cars could also be used at large events like American Day and other special events

Your marketing will be printed on high quality materials by our professional Print Shop. You can provide us with a print-ready design at no extra cost or we can design an ad for you at **\$25 per hour.**

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Major Events

Weekly Sunday Buffets

January–December
Expected attendance per
brunch: 200 families and kids

Quarterly Bowling Tournaments

January–December
Expected attendance per
tournament: 100 adults and
older kids

Aerobathon Fitness classes event

January & June
Expected attendance: 100
adults

Super Bowl Party

February
Expected attendance: 600
adults, including single
members

Fitness Fun Runs

April–November
Expected attendance per run:
200 adults, including single
members, and older kids

Brunch with Bunny

April
Expected attendance: 500
families and kids

Eggstravaganza Egg Hunt

April
Expected attendance: 600
families and kids

Misawa Stars

Three nights of performances
plus finale
March–May
Expected attendance: 350 per
performance / 400 for
finale adults, including single
members

Tour de Ogawara

53k bike ride around base
May
Expected attendance: 300
adults, including single
members, and Japanese
nationals

Mother's Day Brunch

May
Expected attendance: 500
families and kids

Father's Day Brunch

June
Expected attendance: 500
families and kids

Summer Splash Beach Party Beach opening day

June
Expected attendance: 500
adults, families and kids

Northern Japan Body Building Competition

July
Expected attendance: 100
adults and families

Monthly Golf Tournaments

July–September
Expected attendance per
tournament: 100 adults, primarily
men, including Japanese
nationals

Omnicon

August
Expected attendance: 500
families, single members,
and kids

Friendship Perimeter Run

October
Expected attendance: 350
adults, including single
members, older kids, and
Japanese nationals

Halloween Ball

October
Expected attendance: 300
adults, including Japanese
nationals

Brunch with Santa

December
Expected attendance: 500
families and kids

New Year's Eve Party

December
Expected attendance: 300
adults, including single
members

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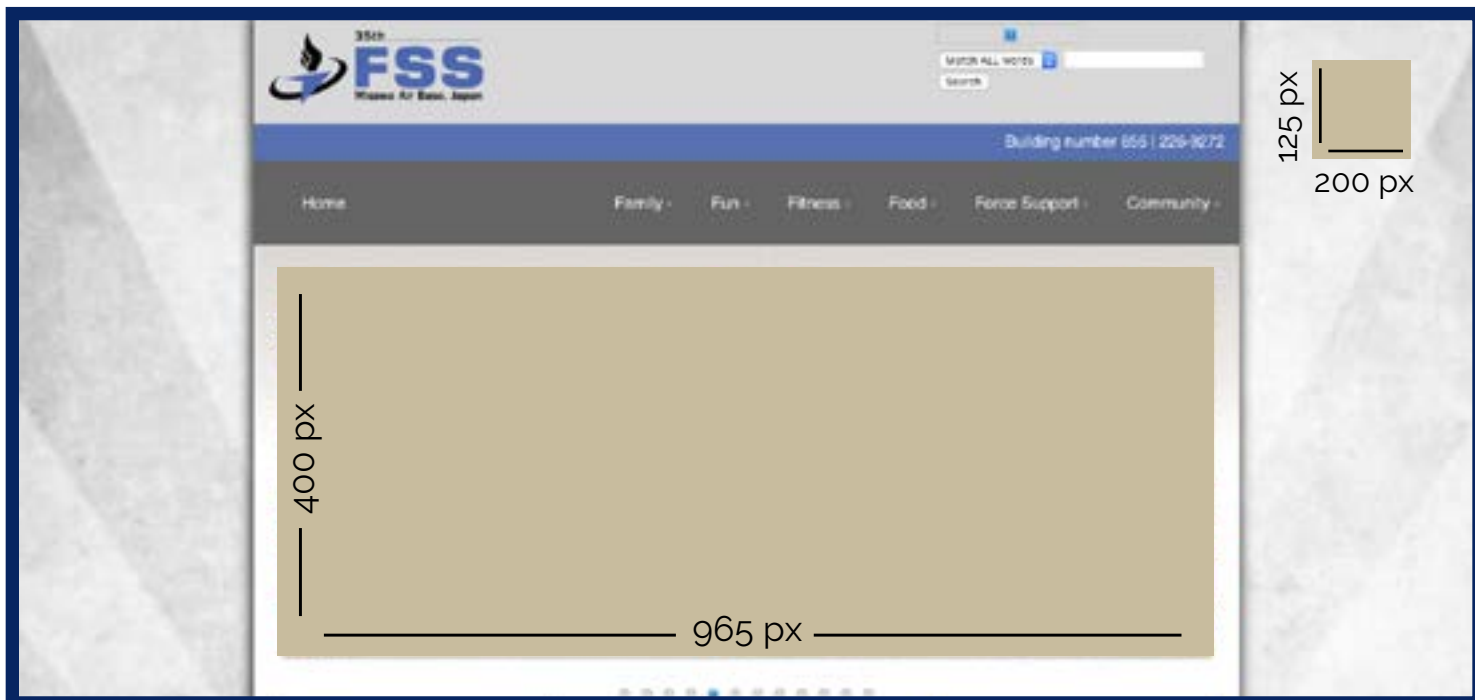
35FSS.com

35FSS.com is the official website for the Misawa Force Support Squadron.

It's the main source of real-time, up-to-date information about all of the fun FSS activities happening at Misawa Air Base. The site has an average of 6,300 unique visitors per month, with an average of 17,300 monthly visits. Advertising on 35FSS.com is a quick, easy way to reach over 10,000 members of the Misawa Air Base community!

Advertising Rates

Ad size	One month	Annual
965 px by 400 px slider with link	\$440	\$390 per month
965 px by 400 px slider without link	\$340	\$290 per month
200 px by 125 px spinner with link	\$220	\$195 per month
200 px by 125 px spinner without link	\$120	\$95 per month



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Digital Signage

Digital signage is a dynamic new way to reach the Misawa Air Base community!

Digital signs are stand alone and mounted screens placed strategically throughout Misawa Air Base to reach the highest traffic areas with views in the thousands!

Advertising Requirements

Advertisements must be display ready in vertical JPG format. Size must be 1440 px by 2560 px, and the recommended font size is no smaller than 60. A minimum \$25 design fee will be added to artwork that is not display ready.

Advertising Rates

Monthly Facility Headcount	One month	Annual
Low Traffic	\$100	\$85 per month
Medium Traffic	\$240	\$205 per month
High Traffic	\$600	\$510 per month

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