

2025

**REACH THE TRAVIS AIR FORCE BASE COMMUNITY!
60TH FORCE SUPPORT SQUADRON
COMMERCIAL SPONSORSHIP &
ADVERTISING GUIDE**





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"Freedom Launch"
11 SEP 2013
ART COVER PHOTO
Ken Wright, USAF

STRONGER TOGETHER, MISSION-READY ALWAYS

The 60th Air Mobility Wing is the largest air mobility organization in terms of personnel in the Air Force with a versatile all-jet fleet of C-5M Super Galaxy, C-17 Globemaster III and KC-46A Pegasus aircraft. As the host unit of Travis Air Force Base, Calif., the wing controls more than \$15.8 billion in total resources, including 7,035 acres, 420 buildings and about 1,270 military family housing units. It handles more cargo and passengers than any other military air terminal in the United States. Travis is the West Coast terminal for aeromedical evacuation aircraft returning sick or injured patients from the Pacific area.

Part of the Air Mobility Command, the 60th AMW is responsible for strategic airlift and air refueling missions circling the globe. The unit's primary roles are to provide rapid, reliable airlift of American fighting forces anywhere on earth in support of national objectives and to extend the reach of American and allied air power through mid-air refueling. Wing activity is primarily focused in the Pacific and Indian Ocean area, including Alaska and Antarctica. However, the 60th AMW crews can fly support missions anywhere in the world to fulfill its motto of being "America's First Choice" for providing true Global Reach.

PARTNER WITH US

SPONSORSHIP & ADVERTISING PROGRAM



Collaborate with Travis Air Force Base through our Sponsorship & Advertising Program to reach a diverse and engaged audience. Your support directly enhances the well-being of Airmen and their families by funding free or discounted programs and events. This initiative provides a unique opportunity to boost your brand's visibility while making a meaningful difference in the lives of those who serve. Join us in creating unforgettable experiences and fostering a stronger community at Travis Air Force Base.

ECONOMIC IMPACT TO COMMUNITY[‡]

\$4.5 MILLION DAILY

MILITARY*	CIVILIAN WORKFORCE	DEPENDANTS	RETIRES
10,304	2,825	11,320	7,686

*ACTIVE DUTY & 349 AMW RESERVISTS ‡ 2019 ECONOMIC IMPACT ANALYSIS PROVIDED BY THE 60TH COMPTROLLER SQUADRON

The Commercial Sponsorship Program is a Department of Defense Program, which authorizes Force Support Squadrons to give public recognition and limited advertising in return for sponsorship, e.g., the sponsor name/logo printed on a flyer, program or banner, plus announced at the event. Other base agencies and unofficial organizations and activities may not solicit commercial sponsorship from on-base or off-base businesses. While you may choose to contribute to the Air Force through such organizations, you will lose much of the exposure you would gain through the official Commercial Sponsorship & Advertising Program.

BENEFITS OF SPONSORSHIP



Direct Access to the Military Community:

- Engage with active-duty personnel, veterans, and their families.
- Establish a positive connection with a loyal and influential audience.

Brand Visibility:

- Feature your business at FSS events and facilities.
- Gain exposure through banners, event programs, digital promotions, and other materials.
- Advertising opportunities
- Product placement

Positive Public Relations:

- Showcase your organization's commitment to supporting military members.
- Verbal recognition at FSS events.
- Enhance your reputation as a community-focused brand.
- Booth space with ability to attend event & display banners, provide handouts & promote your business/products.



HOW SPONSORSHIP FUNDS ARE USED:

Financial Support

Help cover the costs of events and programs.

In-Kind Contributions

Provide products or services to improve events and programs.

Prizes

Donate items like products, gift cards, or service-based prizes.

Program Needs

Supply uniforms, equipment, medals, trophies, and other essentials for sports programs.

Gifts & Donations

Cash, products, and service donations are welcome.



STEPS TO BECOME A SPONSOR

IDENTIFY YOUR GOALS:

Determine the type of sponsorship that aligns with your business objectives and target audience.

CONTACT THE 60FSS SPONSORSHIP TEAM:

Reach out to discuss available opportunities, customization options, and potential partnerships.

SELECT YOUR SPONSORSHIP PACKAGE:

Choose a package or propose a custom sponsorship to suit your needs.

SIGN THE SPONSORSHIP AGREEMENT:

Finalize the terms of your sponsorship to ensure a clear understanding of expectations.

MAXIMIZE YOUR IMPACT:

Collaborate with the 60FSS team to promote your sponsorship through marketing efforts.

CONTACT INFORMATION:

For more information or to discuss sponsorship opportunities, please contact:

60FSS SPONSORSHIP TEAM

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707-424-5410

60FSS/FSK Marketing Office

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Travis AFB, CA 94535

Conclusion

By sponsoring FSS programs, you can make a meaningful difference in the lives of military families while achieving your business objectives. Together, we can create memorable experiences and lasting connections.



SPONSORSHIP OPTIONS

EVENT SPONSORSHIPS:

- Large Base Events: High-attendance events such as Rock the Block concerts or Open House/Air Show
- Sports Tournaments: Engage with military personnel through golf tournaments, 5K runs, and other athletic events.
- Family-Friendly Activities: Support movie nights, carnivals, and other activities designed for families.

PROGRAM SUPPORT:

- Youth Programs: Fund educational and recreational activities for children.
- Fitness and Wellness Initiatives: Contribute to health-focused programs such as fitness classes, fun run, or equipment upgrades.
- Community Programs: Supplement class and material costs for FSS patrons.

IN-KIND CONTRIBUTIONS:

Provide goods or services that enhance MWR events and programs, such as catering, equipment, or promotional materials.



2025-2026 EVENTS

SUBJECT TO CHANGE

FITNESS

- ZUMBA Glow Party
- Heart Pump N Fitness Challenge
- Dodge ball Tournament
- For the Love of Fitness Challenge
- Pots of Gold Ping Pong Tourney
- **Hop Till You Drop 1.5mi Run/Walk Egg Hunt**
- Bench Press Competition
- **Triathlon**
- **Spooky Tails & Trails 5k Run/1.5 mi walk**
- **Turkey Trot 1.5 mi Run/Walk**
- Toss a Turkey, Hoc a Ham

FAMILY

- Cookies with Santa
- Easter Eggstravaganza
- **Month of the Military Child - April**
- Purple Up Night
- Themed Story times
- Harvest Festival at the Library
- Winter Festival at the Library
- Spring Festival at the Library
- STEAM at the Library
- **Summer Reading Program**
- Family Sledding
- Pre Teen Night
- Mommy & Me Fun
- **Armed Forces Kids Run**
- Teen Zone Events
- Youth Sports
- Youth Sports Camps
- Youth Summer Camps
- **Trunk or Treat at MFRC**

RECREATION

- ODR Day Trips
- ODR Overnight Trips
- ODR Open House
- ODR Raft Guide Training
- Ski Shuttle
- Auto Hobby Classes
- **Themed Arts & Crafts Classes**
- **Golf Tournaments**

FUN

- Craft Nights
- **Paint n Sip Nights**
- Karaoke Nights
- DJ Nights
- **Hearts & Vines Date Night**
- Sham Rock and Roll Night
- Trivia Nights
- **Themed Bingo Nights**
- Comedy Night
- Summer Luau at DBCC
- Mach Speed: Mixology Classes
- **Holiday Morale Program/Event**

NEW!

- *Mrs. Roper's Romp*
- *Auto Hobby Race Day*
- *Travis Bowl No Tap Tournament Series*
- *Pickle ball Tournament Series*
- *ZUMBA-ween Family Aerobathon*
- *Legends: Senior Sports Challenge*
- *E-Sports League/Tournaments*
- *Indoor NERF Battle*
- *Sports Day*
- *Wings Over Solano Open House Air Show featuring the USAF Thunderbirds*



SPONSORSHIP PACKAGES

COMMAND PRESENTING SPONSOR

(\$2,000-\$5,000*)

- Presenting sponsor recognition and logo placement on all promotional materials.
- Recognition during event speeches.
- Table space or 10' x 10' exhibit space at event
- Social media and website mention.
- Opportunities for co-branded merchandise.
- Digital display ad for 2 months



WINGMAN SPONSOR

(\$750-\$1,500*)

- Table space or 10' x 10' exhibit space at event
- Logo placement on promotional materials.
- Social media and website mention.
- Digital display ad for 1 month



SUPPORT SPONSOR

(\$300-\$500*)

- Table space or 10' x 10' exhibit space at event
- Logo placement on event materials.
- Social media and website mention.

CONTRIBUTING SPONSOR

(\$250)

- Logo placement on promotional materials.
- Social media and website mention.

CUSTOMIZABLE OPPORTUNITIES

Tailored sponsorship packages allow you to align your brand with specific events or initiatives that resonate with your goals. Contact us for more information.



** Based on event attendance. Subject to change. Contact us for more information.*

GROW YOUR BUSINESS

ADVERTISING OPPORTUNITIES



MORE
IS WHAT YOU
TAKE OF IT

READY FOR MORE
www.afreserve.com/Reserve 1-800-289



ADVERTISING PRICE GUIDE

PRINT ADVERTISEMENT

POSTERS

22" x 28" (200DPI)

Displayed at our high-traffic facilities throughout Travis AFB: Travis Bowl, Cypress Lakes G.C..., Delta Breeze Community Center, Westwind Inn, Monarch Dining Facility, FSS HQ, Education Center, and Arts & Crafts/Auto Hobby.

PUBLICATION:

OUTDOOR ADVENTURE GUIDE

Half Page | Full Page

Inside Front Page | Back Cover

"The Adventure Guide" is one of the most recognized publications on Travis with Outdoor Recreation. This publication highlights adventure programs, trips, tours, and tickets offered to Travis personnel and their families. This magazine is printed quarterly with 5,500 copies that are distributed around base. After the first month of distribution, copies are usually gone!

BANNERS

SPACE AVAILABLE FOR 8'x3' and up

Each banner is placed outside a high traffic location or within an approved facility to maximize the visibility of your ad. Due to the restriction of outdoor advertising, these locations are exclusive in nature. We recommend mesh banners for outdoor locations due to high winds.

COMING SOON

- GOLF CART ADVERTISING
- 18" x 18" GOLF COURSE HOLE MARKERS
- PIN SWEEPS AT TRAVIS BOWL
- MASKING PANELS AT TRAVIS BOWL
- MARKETING VEHICLE WRAP

Contact us for more information.

DIGITAL ADVERTISEMENT

WEBSITE

Home Page Rotator | Home Page Spotlight

Gain exposure through our website, TravisFSS.com by advertising with Travis Force Support Squadron. Our website generates an average of 10,000+ users and upwards of 35,000 views per month. *Note: Max. of three (3) advertisers per month, includes hyperlink.*

LED DISPLAY

1920px x 1080px static or video

6' x 9' Digital LED Display strategically placed across from the on-base lodging facility & main intersection, in proximity of the north gate entrance. Capability to display both static & video advertisements.

DIGITAL DISPLAYS

1920px x 1080px static or video

Digital ads displayed on 36–40" HDTV screens in 18 facilities* across Travis AFB, as well as TV greeting screens in 562 rooms at our on-base lodging facility, Westwind Inn. Total of 611 viewing screens for your advertisement.

BOWLING DISPLAYS & CONSOLES

1920px x 1080px static

Digital ads displayed on 36–40" HDTV screens in 18 facilities* across Travis AFB, as well as TV greeting screens in 562 rooms at our on-base lodging facility, Westwind Inn. Total of 611 viewing screens for your advertisement.

EXPERIENCE TRAVIS NEWSLETTER

500px x 500px static

Our monthly Experience Travis Newsletter is emailed to over 3,000+ Travis members, including personnel & opt-in, engaged customers. In addition, we publish and share our Newsletter on-line.

ADVERTISING LOCATIONS

Monarch Dining Facility:

- 1 Digital Screen
- 2 Posters

Cypress Lakes Golf Course:

- 1 Digital Screen
- 1 Poster
- 2 Banners
- 2 Large Banners
- 18 Tee Markers
- 80 Golf Carts

Westwind Inn Lodging:

- 1 Digital Screen
- 4 Posters
- 562 In-room TV Greeting Screens

Travis Fitness Center:

- 1 Digital Screen
- 1 Counter Wrap
- 2 Banners

Delta Breeze Community Center:

- 1 Digital Screen
- 1 Poster
- 1 Banner

Travis Youth Center:

- 1 Poster
- 2 Banners

Outdoor Recreation:

- 1 Digital Screen
- 1 Poster

All Night Cafe:

- 1 Digital Screen
- 1 Poster

Military & Family Readiness Center:

- 2 Digital Screens
- 1 Poster

Arts & Crafts / Auto Hobby:

- 1 Digital Screen
- 1 Poster
- 1 Banner

Travis Bowl:

- 1 Digital Screen
- 1 Poster

- 64 Qubica Scoring Screens
- 32 Lane Sweeps
- 1 Banner
- Masking Panels

Education Center:

- 1 Digital Screen
- 1 Poster

FSS HQ - BLDG 381:

- 4 Posters

Digital Screen Locations:

- Travis Dorm Office
- Mitchell Memorial Library
- eXchange Shoppette/Gas Station
- TAFB Visitor Center
- eXchange Pharmacy/Mini Mall
- Travis PAX Terminal

ADVERTISING GUIDELINES

- Advertisement is first come, first serve and space availability.
- All advertisements must include the following disclaimer: *Paid Advertisements. No Federal endorsement of advertiser(s) intended. Hyperlinks & the information contained within do not constitute endorsement by the DoD.*
- Advertiser provides all artwork and logos.
- Artwork must be 200dpi, logos should be in vector format.
- Advertisers supplies all advertising assets: banners, posters, clings, and counter wraps.
- 60 FSS Marketing offers additional support for creative design, printing, and installation services for additional fees.

We realize every company is unique, which is why we offer custom advertising packages. Tell us your marketing needs and we'll create a custom advertising solution to suit your business.

Email us at 60fss.fsk.csa@us.af.mil

SUPPORT THOSE WHO SERVE PARTNER WITH 60FSS



Your Advertising/Sponsorship helps strengthen the well-being of Airmen, families, and the entire Travis AFB community. Join us in making a lasting impact--contact us today to explore opportunities to connect with the TRAVIS AFB COMMUNITY.