

Commercial Sponsorship & Advertising Guide



BEALE AIR FORCE BASE

FORCE
SUPPORT SQUADRON



ALWAYS READY

Beale Air Force Base, home of to the 9th Reconnaissance Wing (9 RW), stands as a pillar of global intelligence, surveillance, and reconnaissance operations. The 9 RW operates at the forefront of national defense, ensuring operational readiness, and support, 24 hours a day; 365 days a year.

With over 4,000 personnel, this elite wing conducts missions critical to protecting our nation's interests and advancing strategic initiatives around the globe. Every day, a 9 RW airframe takes to the skies, gathering intelligence and experience that shapes the future of American national security.





PARTNER WITH BEALE

The 9th Force Support Squadron connects brands with one of the most committed and engaged communities at Beale AFB. Through programs that support Airmen, families, civilians and retirees, 9 FSS delivers trusted services ranging from recreation and dining to education, family programming, and mission support.

When you partner with 9 FSS, you help enhance the quality of life for our military community while gaining meaningful visibility across base events, digital platforms, and our base facilities.

MILITARY COMMUNITY

Military families represent a powerful and often overlooked consumer market. With at least one source of stable income in every household, the average pay for enlisted personnel is **\$50,285**, while officers earn an average of **\$80,100** annually.

Your investment helps fund programs that enhance the quality of life for service members and their families, ensuring your brand is associated with community impact and meaningful support.

Military families, as a demographic, are defined by their loyalty. They bring their spending habits with them from base to base, supporting the brands and businesses that support their way of life. When you sponsor a 9 FSS event, you're not just advertising-- *you're building a lasting connection with a dedicated audience.*



Base Demographics

\$627M

ECONOMIC IMPACT ON THE SURROUNDING COMMUNITY

10,000+

POTENTIAL CUSTOMERS
AS OF SEPT 2019

Military	>34 Years Old
48%	74%
Civilian	With Children
12%	44%
Dependants	Married
40%	48%



2026 ADVERTISING



POSTER PLACEMENT

Enhance your brand's visibility via poster placement across many of our high-traffic FSS facilities.

SINGLE POSTER 22" x 28"
 Monthly Rate: **\$ 210**
 Annual Rate: **\$2016**
 (20% Discount)

DIGITAL MEDIA SLIDES

Displayed across 189 screens in high-traffic locations: Bowling, Youth Center, Dining and Lodging.

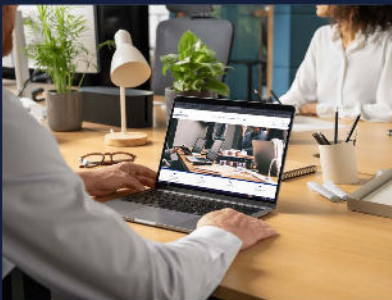
SINGLE SLIDE 1920 x 1080 px
 Monthly Rate: **\$105**
 Annual Rate: **\$1260**

PHYSICAL BANNER

Banner placement in high impression FSS facilities, fitness centers, outdoor placements, and more.

SINGLE BANNER 3' x 6' Max
 Monthly Rate: **\$315**
 Annual Rate: **\$3024**
 (20% Discount)

100% of advertising fees go directly back to MWR programming. **Save 20%** on annual campaigns.



DIGITAL BANNER

15,000 clicks per month with your web banner, and link to your site, on our website!

WEB BANNER 336 x 380 px
 Monthly Rate: **\$100**
 Annual Rate: **\$1260**

'RECCE' MAGAZINE

Get monthly exposure with a featured ad in our magazine, distributed to 2,000+ readers.

FULL PAGE 5" x 8"
 Monthly Rate: **\$300**
 Annual Rate: **\$3024**
 (20% Discount)

HALF PAGE 5" x 3.9"
 Monthly Rate: **\$157**
 Annual Rate: **\$1507**
 (20% Discount)

TABLE TENTS

Captive, seated exposure through repeated impressions across 30+ tables at Beale AFB dining facilities.

FULL PAGE 5" x 8"
 Monthly Rate: **\$1000**
 Annual Rate: **\$9600**
 (20% Discount)



9 FSS FACILITIES

The 9th Force Support Squadron operates a unique blend of Non-Appropriated Fund (NAF) and Appropriated Fund (APF) facilities that directly support the quality of life for our Airmen, families, and veterans, across Beale Air Force Base. These facilities act as the heart of our installation's Morale, Welfare and Recreation (MWR) programs; offering touchpoints where your brand can be seen, experienced, and remembered.

Our portfolio includes dining and entertainment venues, child and youth programs, community events, fitness and outdoor recreation centers used daily by thousands of military personnel and their families. Each facility provides targeted opportunities for brand visibility through digital screens, posters, table tents, event integration, on-site engagement, and more.

NAF facilities operate mostly on self-generated revenue, as such, they offer flexible sponsorship and advertising opportunities. From major annual events like BealeCon, Beale vs. Travis Sports Day, and Winterfest, to high-visibility advertising in our Recce Magazine and FSS digital network, your brand can build real loyalty with a dedicated and stable audience.

Your support not only strengthens brand awareness within our military community, it directly contributes to programs that enhance morale, family stability, recreation, and mission readiness across the Beale Air Force Base.

Facility Demographics

253+

UNIQUE AD PLACEMENTS ACROSS ALL FSS FACILITIES.

2

24/7 ACCESS FSS FACILITIES WITH ADVERTISEMENT OPPORTUNITIES.

1150+

AVERAGE ATTENDANCE OF MAJOR ANNUAL FSS EVENTS.

13

FACILITIES AVAILABLE FOR COMMERCIAL ADVERTISING.

2026 EVENT SPONSORSHIP



Hone in on your target market by selecting one of our activities to better build relationships with your future clientele, while enjoying a built-in advertising campaign.



QUARTERLY SPONSOR
\$ 840.00

PACKAGE INCLUDES:

Two Months of Company Advertisement in FSS Facility

10x10 Booth Space at **One** Event

Logo on Event Promotional Materials

Social Media Tags & Mentions During Promotion

Company Logo on FSS Website



SEMI-ANNUAL SPONSOR
\$ 1680.00

PACKAGE INCLUDES:

Three Months of Company Advertisement in FSS Facility

10x10 Booth Space at **Two** Events

Logo on Event(s) Promotional Materials

Social Media Tags & Mentions During Promotion

Company Logo on FSS Website



ANNUAL SPONSOR
\$ 2520.00

PACKAGE INCLUDES:

Six Months of Company Advertisement in FSS Facility

10x10 Booth Space at **Three** Events

Logo on Event(s) Promotional Materials

Social Media Tags & Mentions During Promotion

Company Logo on FSS Website

ASSOCIATE SPONSOR
\$150.00

PACKAGE INCLUDES:

For **One** Event: Your choice of tabling or in-name sponsor recognition only.

Ask about our **Program Sponsorship** or **Facility Events!**

- **ROD & GUN CLUB**
- **MOOS & BREWS**
- **MAIN & LAKE HOUSE POOL**
- **HARRIS & OMNI FITNESS CENTERS**
- **OUTDOOR RECREATION CENTER**
- **COMMUNITY CENTER**
- **BEALE LANES BOWLING CENTER**
- **HUB ZEMKE LIBRARY**
- **ARTS & CRAFTS CENTER**
- **AUTO HOBBY SHOP**

**Any Cancelled Event may have sponsorship transferred to another event upon request. Dates can be subject to change.*

SPONSOR an EVENT today!



SPONSORSHIP BENEFITS

DIRECT ACCESS TO BEALE COMMUNITY

Reach Airmen, families, civilians and retirees through the base's largest annual events.

HIGH-VISIBILITY MARKETING

Sponsors receive recognition showcased across event signage, digital displays, print media, and social platforms.

POSITIVE BRAND ALIGNMENT

Sponsors can show commitment to supporting military quality-of-life programs.

CUSTOMIZABLE PACKAGES

Tiered sponsorship options designed to fit your goals--whether you want brand impression, customer engagement, or on-site activation.

ON-BASE ENGAGEMENT

Connect face-to-face with attendees' booths, demos, and product placements at signature events.

2026 UPCOMING EVENTS

- DAY FOR KIDS
- EASTER EXTRAVAGANZA
- POWERLIFTING COMPETITION
- BEALE BASH
- SUMMER READING PROGRAM
- BEALECON
- FALL BAZAAR
- WINTERFEST
- FIRST FRIDAY

OFFERS

