

# MISAWA

# FSS

COMMERCIAL SPONSORSHIP  
& ADVERTISING  
GUIDE



# Misawa FSS Commercial Sponsorship & Advertising Guide

## Index

Reach the Misawa Air Base community today!  
Marketing Department  
Email: [Misawa.Marketing@us.af.mil](mailto: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 two hours required.

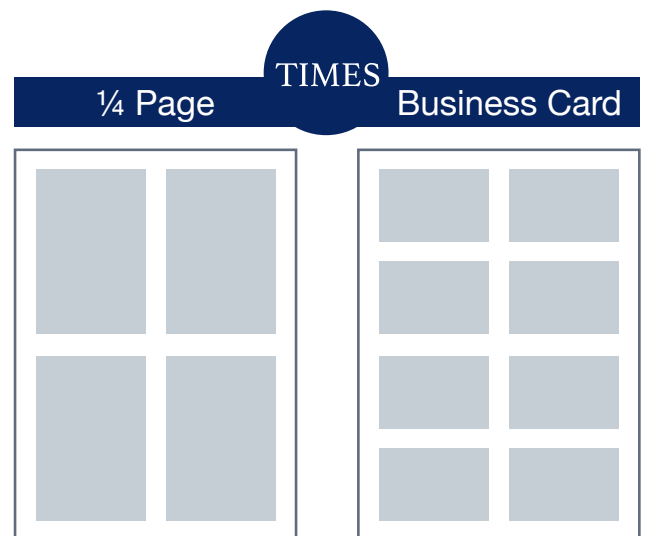
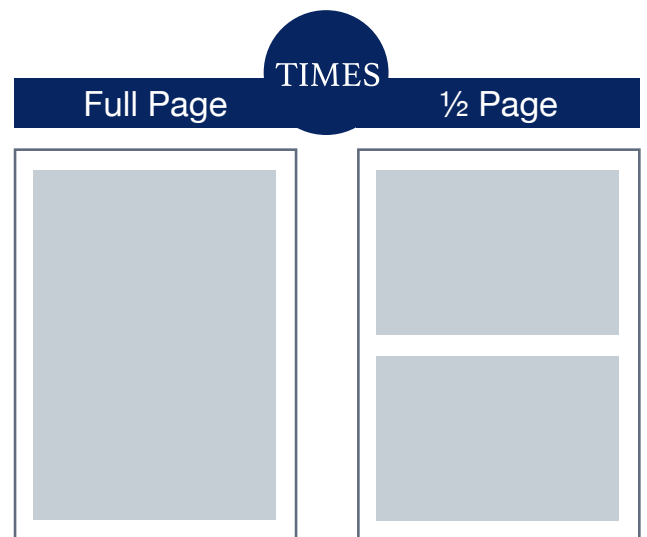
## Advertisement Requirements

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 Memorial Golf Course

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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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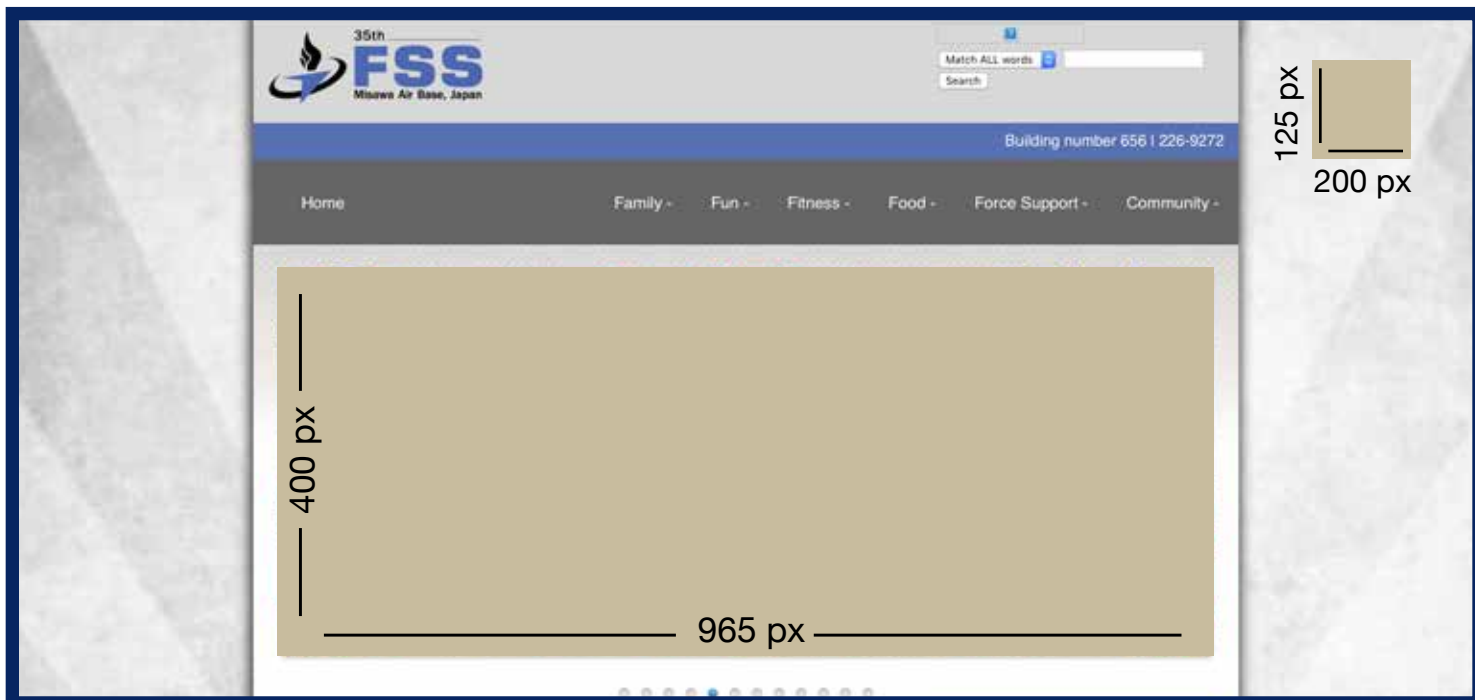
# 35FSS.com

## 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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