

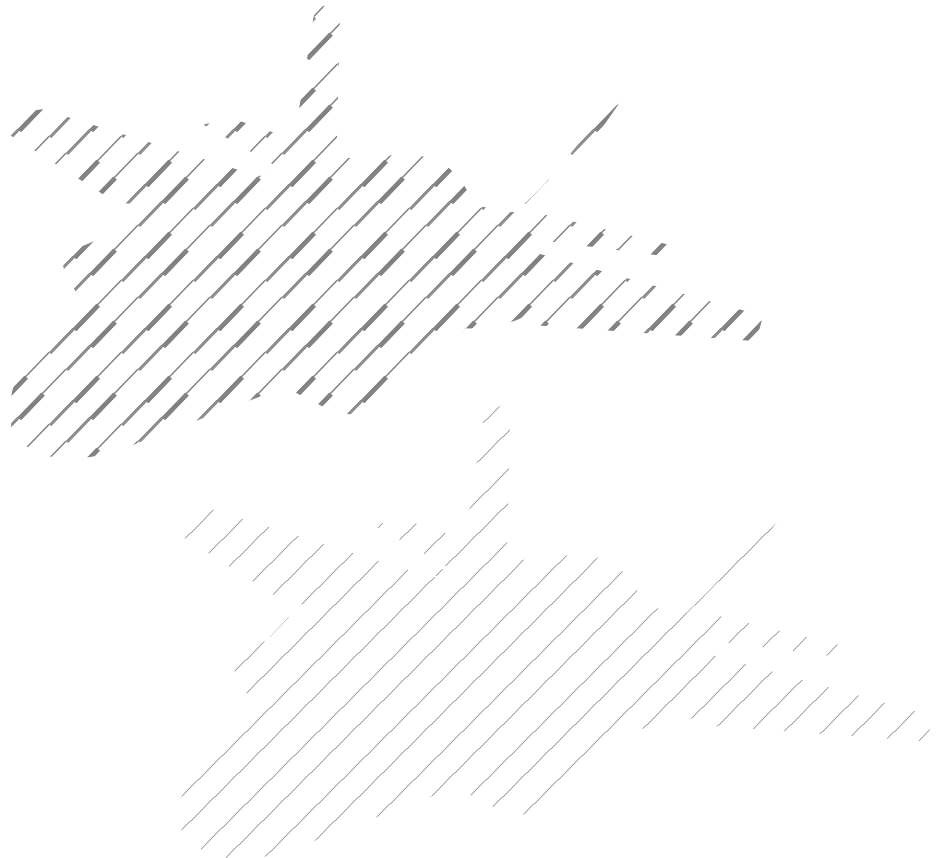
NELLIS

AIR FORCE BASE

COMMERCIAL SPONSORSHIP & ADVERTISING GUIDES | 2024 EDITION



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DEMOGRAPHIC OVERVIEW

Nellis & Creech Air Force Bases are home to the U.S. Air Force Warfare Center, the largest and most demanding advanced air combat training mission in the world

Total Force Population

50K

Nellis Air Force Base is a major focal point for advanced combat aviation training. The Nellis and Creech workforce of about **18,000** military and civilians make it one of the largest single employers in Southern Nevada. Military affiliated (retirees, veterans, DoD civilians) demographics throughout the valley is about **123,500**.

15,128

military personnel

3,286

civilians/contractors

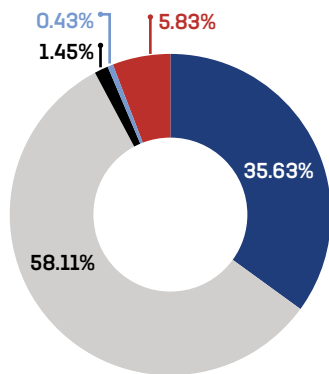
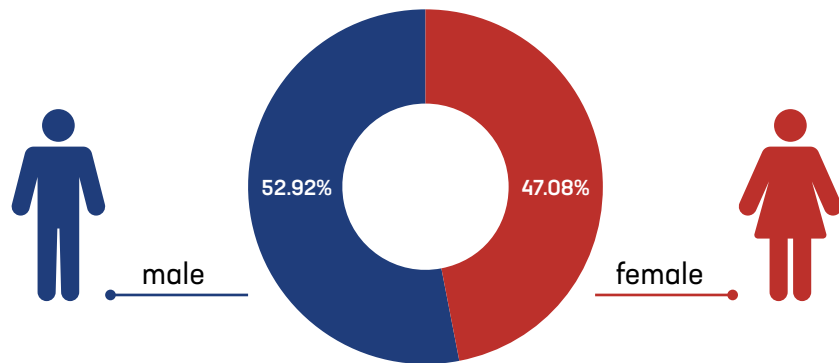
22,728

family members

8,000

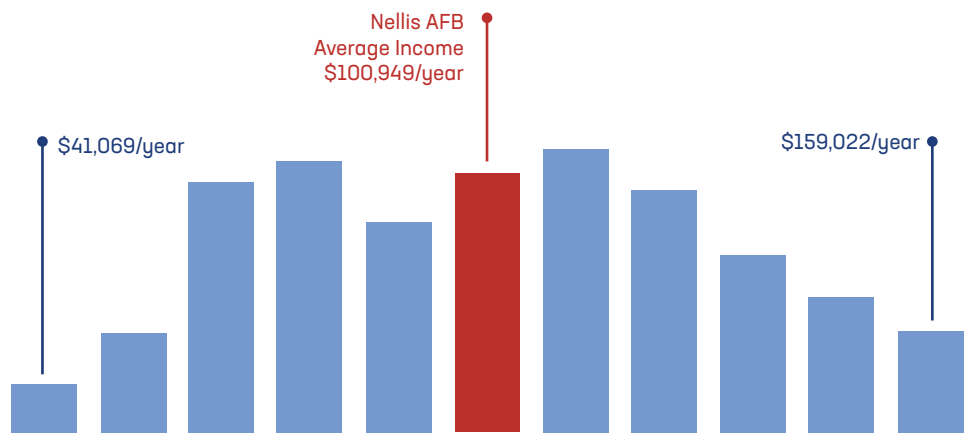
official annual visitors

Support from sponsors significantly contributes to the success and enrichment of our community programs and events. Aligning with the 99th Force Support Squadron enables sponsors to foster youth development, provide entertainment for our active duty military members and their families, and cultivate a stronger sense of community.



- Single
- Married
- Separated
- Divorced
- Widowed

Marriage Status



National Average Income 2024 - ZipRecruiter

103K

total home page visits to
WWW.NELLISLIFE.COM - As of 2023

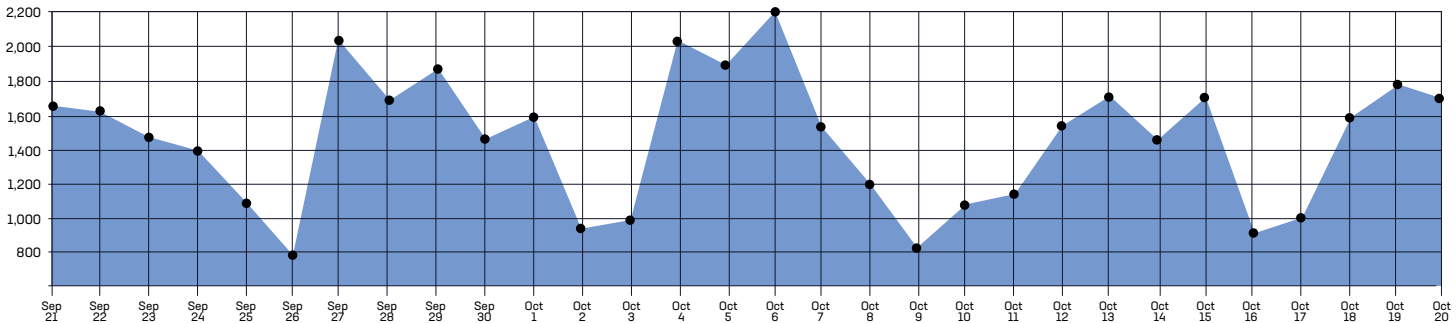


PAGE VIEWS ON SUBPAGES

- MILITARY PERSONNEL 50,131
- ITT 48,001
- DESERT EAGLE RV PARK 23,546
- OUTDOOR RECREATION 16,354
- DEERS ID CARD/CAC SERVICES 14,388
- SUNRISE VISTA GOLF COURSE 14,900
- WARRIOR FITNESS CENTER 12,804
- THE CLUB 10,646
- CHILD DEVELOPMENT CENTER 4,407

31% Returning visitors

69% New visitors



Page views for nellislife.com - Period of September to October of 2021



540K

reaches to our FB annually
@NellisForceSupport

7,600 follower *as of Mar 2024*
Engagement rate 19%



15K

impressions/mo on our IG
@NellisForceSupport

1,200 followers *as of Mar 2024*
Engagement rate 13.6%

INTRODUCTION OF OUR FACILITIES

*WE EMPOWER THE NELLIS
COMPLEX'S NUMBER ONE
VALUABLE WEAPONS
SYSTEM - OUR AIRMEN!*



WARRIOR FITNESS CENTER



ADVERTISING OPPORTUNITIES:

> 7 POSTERS | 5 BANNERS | 1 DIGITAL SCREEN



MEDIA EXAMPLE ↑
BANNER

FACILITY ESTIMATED
IMPRESSION: 54,000/mo



COMMUNITY COMMONS

Nellis' communal facility frequented by E1-E5 personnel for socializing & studying

ADVERTISING OPPORTUNITIES:

> 2 POSTERS | 1 COUNTER WRAP | 1 DIGITAL SCREEN



MEDIA EXAMPLE ↑
COUNTER WRAP

FACILITY ESTIMATED
IMPRESSION: 2,300/mo



THE CLUB

ADVERTISING OPPORTUNITIES:

> 4 POSTERS | 4 DIGITAL SCREENS



MEDIA EXAMPLE ↑
SCREEN

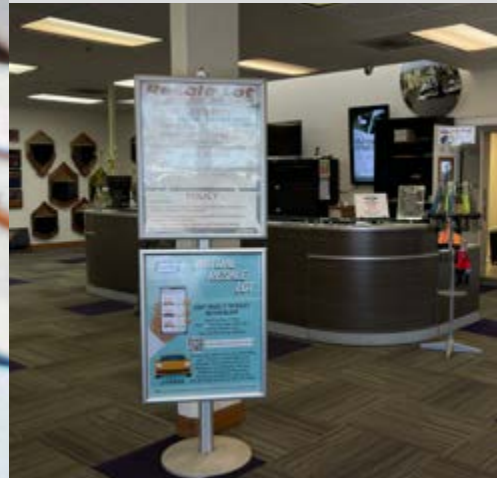
FACILITY ESTIMATED
IMPRESSION: 2,000/mo



ARTS & CRAFTS CENTER

ADVERTISING OPPORTUNITIES:

> 2 POSTERS | 1 COUNTER WRAP | 1 DIGITAL SCREEN



MEDIA EXAMPLE ↑
POSTERS

FACILITY ESTIMATED
IMPRESSION: 1,200/mo

ADVERTISING OPPORTUNITIES:

> 2 POSTERS | 1 DIGITAL SCREEN



OUTDOOR RECREATION



MEDIA EXAMPLE ↑
SCREEN

FACILITY ESTIMATED
IMPRESSION: 2,000/mo

ADVERTISING OPPORTUNITIES:

> 1 POSTER | 1 DIGITAL SCREEN



INFORMATION TICKET & TRAVEL



MEDIA EXAMPLE ↑
SCREEN

FACILITY ESTIMATED
IMPRESSION: 4,000/mo

SUNRISE VISTA GOLF COURSE



ADVERTISING OPPORTUNITIES:

> 4 POSTERS | 3 BANNERS | 2 DIGITAL SCREENS



MEDIA EXAMPLE ↑
POSTERS

FACILITY ESTIMATED
IMPRESSION: 2,000/mo

ADVERTISING OPPORTUNITIES:

> 4 POSTERS | 10 BANNERS | 1 DIGITAL SCREEN



YOUTH CENTER



MEDIA EXAMPLE ↑
BANNER

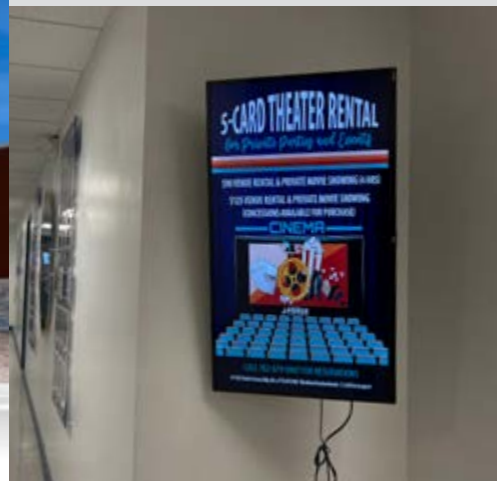
FACILITY ESTIMATED
IMPRESSION: 4,800/mo

ADVERTISING OPPORTUNITIES:

> 2 DIGITAL SCREENS



PASS & ID CENTER



MEDIA EXAMPLE ↑
SCREEN

FACILITY ESTIMATED
IMPRESSION: 3,000/mo

The Pass & ID office is where everyone comes to obtain & update base access. This building serves not only Pass & ID services but also an education & training center, relocation office & the executive leadership office of 99th FSS

DESERT EAGLE RV LOT



ADVERTISING OPPORTUNITIES:

> 1 DIGITAL SCREEN



MEDIA EXAMPLE ↑
SCREEN

FACILITY ESTIMATED
IMPRESSION: 800/mo

NELLIS INN



ADVERTISING OPPORTUNITIES:

> 4 DIGITAL SCREENS



MEDIA EXAMPLE ↑
SCREEN

FACILITY ESTIMATED
IMPRESSION: 11,000/mo

CROSSWIND DINING FACILITY



ADVERTISING OPPORTUNITIES:

> 1 DIGITAL SCREEN



MEDIA EXAMPLE ↑
SCREEN

FACILITY ESTIMATED
IMPRESSION: 13,500/mo

The Crosswind Dining facility serves as Nellis' cafeteria. Originally restricted to military personnel, the facility is now accessible to anyone with base access.

CHILD DEVELOPMENT CENTER



ADVERTISING OPPORTUNITIES:

> 5 BANNERS | 4 DIGITAL SCREEN



MEDIA EXAMPLE ↑
BANNER

FACILITY ESTIMATED
IMPRESSION: 5,000/mo

MIKE O'CALLAGHAN MEDICAL CENTER



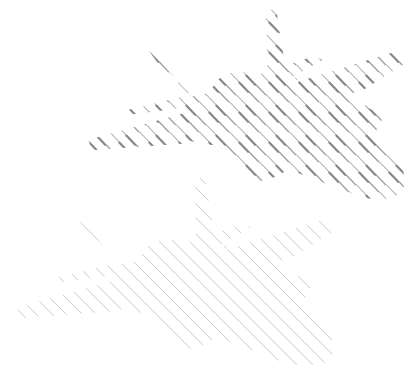
ADVERTISING OPPORTUNITIES:

> 10 POSTERS



MEDIA EXAMPLE ↑
POSTER

FACILITY ESTIMATED
IMPRESSION: 60,000/mo



COMMERCIAL SPONSORSHIP

**Commercial sponsorship examples*



Nellis Air Force Base is a closed market and, therefore, an exclusive community not heavily impacted by outside forces.



There are many benefits to becoming a sponsor here at Nellis Air Force Base, other than being given access to the on-base Community.

Marketing provides businesses with the opportunity to do every single one of the aforementioned by hosting an array of programs and events for Airmen, Retirees, Veterans, and Civilians - as well as their families - at Nellis Air Force base every year.

Through sponsorship, businesses are provided the opportunity to directly interact with the families that make up the Nellis Community, increasing positive community relations and gaining loyal customers.

*** Sponsor must provide artwork and/or logos to the 99 FSS Marketing Department. We reserve the right to approve and/or disapprove all ad content and graphics.*

Sponsorship Benefits

BASE WIDE EVENTS

Join us at our expansive base-wide events, the largest celebrations at Nellis Air Force Base. These events attract diverse crowds, with over 1000 attendees at each event. Maximize your benefits by securing prominent recognition and exposure, ensuring exceptional visibility. Your Business has the opportunity to become a part of Nellis Air Force Base event by paying monetary and/or in-kind fee.

	After-action report	Company Logo placement on signage at event	Company logo on event posters	Exhibit Space (10x10 tent 1 table & 4 chairs)	Social media posts on Facebook, Instagram, LinkedIn	Website banner placement	Digital advertisement on all FSS screens	Outdoor banner (sponsor provide) placement
TIER 1 \$500	✓	✓	✓	•	2 posts	•	•	•
TIER 2 \$1,000	✓	✓	✓	✓	3 posts	1 month	1 month / 4 screens	•
TIER 3 \$2,000	✓	✓	✓	✓	3 posts	2 months	1 month / 10 screens	•
TIER 4 \$4,000	✓	✓	✓	✓	4 posts	6 months	4 month / All screens	✓

NEW EVENT!

SPRING CARNIVAL

Expected attendance: **1,000**

Free event open to those with base access. A new family-friendly event that features giveaway gifts, carnival games, bounce houses, petting zoos.

The event is open to all types of sponsors, but businesses that focus on *Entertainment & Media, Travel & Adventure, Technology & Electronic, Toy & Game Retailers, Arts & Crafts, Fashion & Apparel* will benefit the most.

APR 26 2024 | FRI

EGGSTRAVAGANZA

Expected attendance: **2,500**

Free family event featuring various activities, including egg hunt, family friendly games, bounce houses, face painting, etc.

The event is open to all types of sponsors, but businesses that focus on *Mom & Kids, Beauty and Personal Care, Health & Wellness, Education and Learning* will benefit the most.

MAR 2025

SUMMER FEST

Expected attendance: **1,000**

The event is a free summertime celebration open to all with base access.

The event is open to all types of sponsors, but businesses that have high sales during summer and/or focus on *Recreation, Outdoor Activities* will benefit the most

JUN 2024

OKTOBERFEST

Expected attendance: **1,400**

Free event open to those with base access. Raise your steins & immerse yourself in the vibrant atmosphere of Oktoberfest with live music, traditional Bavarian entertainment, games, contest and family friendly activities.

The event is open to all types of sponsors, but businesses that focus on *Entertainment & Media, Travel and Adventure, Automotive Dealerships, Technology & Electronic*, will likely receive the most benefits.

OCT 2024

FROST FEST

Expected attendance: **1,200**

Experience the magic of winter at Frost Fest with fun activities, train ride & fun photo shoot sessions with Mr. Santa & Mrs.Claus. Free event open to those with base access.

The event is open to all types of sponsors, but businesses that focus on *Mom & Kids, Beauty and Personal Care, Health & Wellness, Travel and Adventure* will rip the most benefits.

DEC 2024

AIR SHOW

Expected attendance: **200,000**

A thrilling event that show cases aviation powers, featuring aerial displays, demonstrations and performances. The largest free public event in Nevada. A must see festivity!

The event is open to all types of sponsors, *every business* will benefit from this event.

** Separate sponsorship packet. Contact us for more details.

APR 2025

Sponsorship Benefits

YOUTH PROGRAM

By sponsoring our child and youth programs, you contribute to the enrichment of their activities and events. These programs and events play a crucial role in providing valuable support to children and youth with deployed parents, ensuring they stay engaged and worry-free during challenging times.

MONTH OF THE MILITARY CHILD

Expected attendance: 50+

APR 2024

YOUTH INTRAMURAL SPORTS SEASON

Expected attendance: 1,200 - 1,500

YEAR ROUND

YOUTH SOCIAL EVENTS

Expected attendance: 70+

YEAR ROUND

EDUCATIONAL TRIPS

Expected attendance: Varied by trip

YEAR ROUND

BACK-TO-SCHOOL BASH

Expected attendance: 500+

AUG 2024

	After-action report	Company Logo placement on signage at event	Company logo on event posters	Exhibit Space (10x10 tent 1 table & 4 chairs)	Social media posts on Facebook, Instagram, LinkedIn	Website banner placement	Digital advertisement on all FSS screens
TIER 1 \$250	✓	✓	✓	•	2 posts	•	•
TIER 2 \$500	✓	✓	✓	✓	3 posts	•	1 month / 1 screen
TIER 3 \$750	✓	✓	✓	✓	3 posts	•	1 month / 2 screens
TIER 4 \$1,000	✓	✓	✓	✓	4 posts	2 months	1 month / 5 screens

Sponsorship Benefits

FITNESS EVENTS

Our fitness center hosts a variety of fitness events such as 5K runs, intramural sports, March Madness, and half marathons. Our event draws a diverse audience, with over 500 attendees, including squadrons incorporating them into their physical training. Enhance your brand's reach by being the exclusive on site brand sponsor, ensuring prominent recognition and exposure for exceptional visibility. With a monetary and/or in-kind contribution, your business can a part of our fitness events.



MARCH MADNESS

Expected attendance: 1,200 - 1,500

MAR 2025

INTRAMURAL SPORTS SEASON

Expected attendance: 1,700

YEAR ROUND

5K RUNS

Expected attendance: 2,000 - 3,000

- Shamrock Shimmy Run
- AF Birthday Color Fun Run
- Zombie Zinger Run
- Turkey Trot (Great American Smokeout) Run
- Santa Fun Run

YEAR ROUND

	After-action report	Company Logo placement on signage at event	Company logo on event posters	Exhibit Space (10x10 tent 1 table & 4 chairs)	Social media posts on Facebook, Instagram, LinkedIn	Website banner placement	Digital advertisement on all FSS screens
TIER 1 \$250	✓	✓	✓	•	2 posts	•	•
TIER 2 \$500	✓	✓	✓	✓	2 posts	•	1 month / 2 screens
TIER 3 \$1,000	✓	✓	✓	✓	3 posts	1 month	1 month / 4 screens
TIER 4 \$1,500	✓	✓	✓	✓	4 posts	2 month	2 month / 5 screens

Sponsorship Benefits

GOLF PROGRAM

Sunrise Vista Golf Course presents a 18-hole championship golf course surrounded by picturesque mountain views. Sunrise Vista Golf Course hosts monthly golf tournaments attracting participants of all ages with over 85 participants. Additionally, SVGC boasts amenities such as a driving-range, maintained putting green, a fully stocked pro-shop, professional golf lessons, a dedicated chipping area, a short course, and golf club fitting services. Experience the best in golfing at Sunrise Vista!



MONTHLY GOLF TOURNAMENTS

Expected attendance: 80+

YEAR ROUND

MEMORIAL DAY GOLF TOURNAMENT

Expected attendance: 50 - 80

MAY 2024

AIR FORCE BIRTHDAY GOLF TOURNAMENTS

Expected attendance: 100+

SEP 2024

YOUTH GOLF PROGRAM

Expected attendance: 25+

JUN 2024

	After-action report	Company Logo placement on signage at event	Company logo on event posters	Exhibit Space (10x10 tent 1 table & 4 chairs)	Social media posts on Facebook, Instagram, LinkedIn	Website banner placement	Digital advertisement on all FSS screens	Outdoor banner (sponsor provide) placement
TIER 1 \$250	✓	✓	✓	•	2 posts	•	•	•
TIER 2 \$500	✓	✓	✓	✓	3 posts	•	1 month / 1 screen	•
TIER 3 \$1,200	✓	✓	✓	✓	3 posts	2 months	2 months / 4 screens	•
TIER 4 \$2,000	✓	✓	✓	✓	4 posts	3 months	4 months / 5 screens	✓

Sponsorship Benefits

COMMUNITY COMMONS

Community Commons and The Club organize more intimate gatherings, providing an ideal opportunity for new sponsors to engage with our events or for those interested in supporting smaller-scale occasions. Our diverse range of activities caters to various audiences, including family-friendly events like BINGO, Reading Program, and Murder Mystery Dinners. Additionally, we host events tailored for adults and airmen, such as Video Game Tournaments, Airmen Summer Bash, Wine Nights, UFC and NFL Viewing parties. Sponsorship contributions, both monetary and in-kind, are welcome for all our events. Consider becoming a part of these dynamic and community-oriented experiences!

BINGO EVENTS

Expected attendance: 30 - 40

YEAR ROUND

AIRMEN SUMMER BASH

Expected attendance: 100+

TBD | CONTACT FOR MORE INFO

READING PROGRAM

Expected attendance: 20-30

JUL 2024

MURDER MYSTERY DINNERS

Expected attendance: 30 - 60

TBD | CONTACT FOR MORE INFO

VIDEO GAME TOURNAMENT

Expected attendance: *Varies on Game*

YEAR ROUND

	After-action report	Company Logo placement on signage at event	Company logo on event posters	Exhibit Space (10x10 tent 1 table & 4 chairs)	Social media posts on Facebook, Instagram, LinkedIn	Website banner placement	Digital advertisement on all FSS screens
TIER 1 \$250	✓	✓	✓	•	2 posts	•	•
TIER 2 \$500	✓	✓	✓	✓	3 posts	•	1 month / 1 screen
TIER 3 \$750	✓	✓	✓	✓	3 posts	•	1 month / 2 screens
TIER 4 \$1,000	✓	✓	✓	✓	4 posts	2 month	1 month / 5 screens

Sponsorship Benefits

THE CLUB

The Club hosts small events designed to provide entertainment, camaraderie and relaxation to our military community. These smaller-scale events provide an ideal opportunity for newcomers to sponsorship to get involved.

WINE NIGHTS

Expected attendance: 100 - 150

YEAR ROUND

UFC VIEWING PARTIES

Expected attendance: 50 - 100

YEAR ROUND

NFL VIEWING PARTIES

Expected attendance: *Varies by match*

FEB 2025

	After-action report	Company Logo placement on signage at event	Company logo on event posters	Exhibit Space (10x10 tent 1 table & 4 chairs)	Social media posts on Facebook, Instagram, LinkedIn	Website banner placement	Digital advertisement on all FSS screens
TIER 1 \$250	✓	✓	✓	•	2 posts	•	•
TIER 2 \$500	✓	✓	✓	✓	3 posts	•	1 month / 1 screen
TIER 3 \$750	✓	✓	✓	✓	3 posts	•	1 month / 4 screens
TIER 4 \$1,000	✓	✓	✓	✓	4 posts	2 months	1 month / 5 screens

Sponsorship Benefits

FSS PROGRAMS

Force Support Squadron programs offer unique opportunity for business sponsorship. They are designed to promote resilience, foster creativity and provide valuable recreation resources to our military community.

FORCE SUPPORT SQUADRON

NEW EVENT!

RECHARGE 4 RESILIENCE

Expected attendance: *Varies by trip*

YEAR ROUND

AUTO SKILL CLASS

Expected attendance: *50+*

YEAR ROUND

FIRST FRIDAY FINDERS

Expected attendance: *200+*

YEAR ROUND

	After-action report	Company Logo placement on signage at event	Company logo on event posters	Exhibit Space (10x10 tent 1 table & 4 chairs)	Social media posts on Facebook, Instagram, LinkedIn	Website banner placement	Digital advertisement on all FSS screens
TIER 1 \$250	✓	✓	✓	•	2 posts	•	•
TIER 2 \$500	✓	✓	✓	✓	3 posts	•	1 month / 1 screen
TIER 3 \$1,000	✓	✓	✓	✓	3 posts	1 month	1 month / 4 screens
TIER 4 \$1,500	✓	✓	✓	✓	4 posts	2 months	1 month / 5 screens

PRINT & DIGITAL MEDIA GUIDELINES

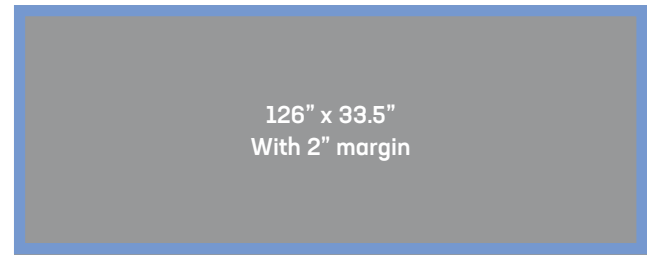
BANNER LOCATIONS & SPECS

- Child Development Center
- Community Commons
- Desert Eagle RV Lot
- Youth Center baseball field
- Warrior Fitness Center (indoor track)



COUNTER WRAP LOCATIONS & SPECS

- Arts & Crafts Center
- Community Commons



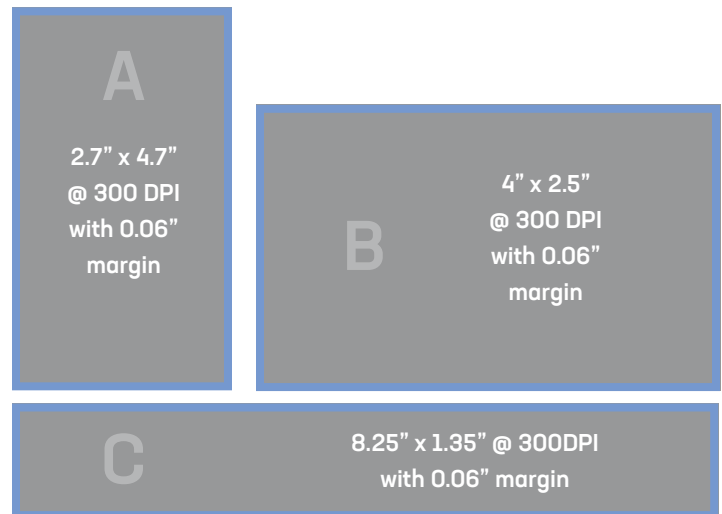
POSTER LOCATIONS & SPECS

- Arts & Crafts Center
- Child Development Center
- Community Commons
- Desert Eagle RV Lot
- Information Travel & Tickers
- Sunrise Vista Golf Course
- Warrior Fitness Center
- Medical Center



PRINT NEWSLETTER SPECS

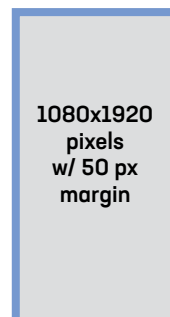
- Option A: 2.7" x 4.7"
 - Option B: 4" x 2.5"
 - Option C: 8.25" x 1.35"
- Print newsletters will be delivered to all MWR facilities at the beginning of each month



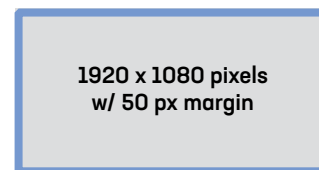
DIGITAL SCREEN LOCATIONS

- Arts & Crafts Center
- The Club
- Community Commons
- Crosswind Dining Facility
- Desert Eagle RV Lot
- Youth Center
- Information Travel & Tickers
- Nellis Inn (*landscape*)
- Outdoor Recreation
- Warrior Fitness Center
- Pass & ID
- Executive Floor

Portrait specs

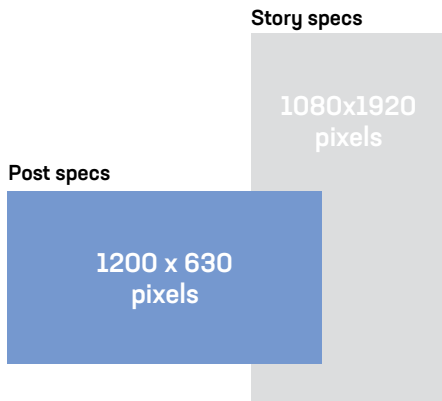


Landscape specs



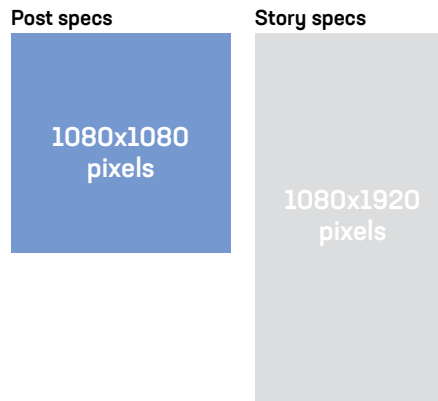
FACEBOOK

- Format acceptance: **JPG & MP4** only
- Animated ads: less than 60-seconds



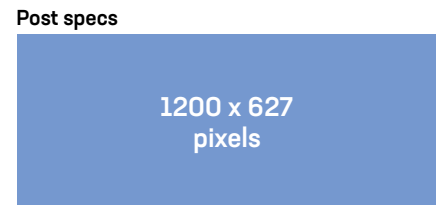
INSTAGRAM

- Format acceptance: **JPG, PNG, GIF, MP4**
- Animated ads: less than 30-seconds



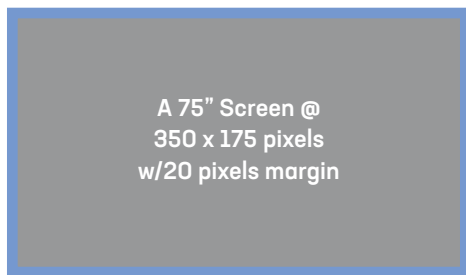
LINKEDIN

- Format acceptance: **JPG, PNG, GIF, MP4**
- Animated ads: less than 60-seconds



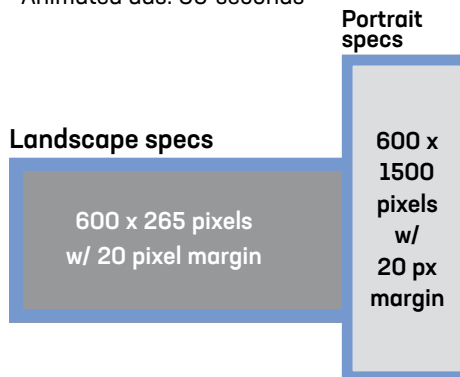
DIGITAL MARQUEE

- Format acceptance: only **JPG & MP4**.
- Static ads : 06-seconds
- Animated ads: 06-seconds



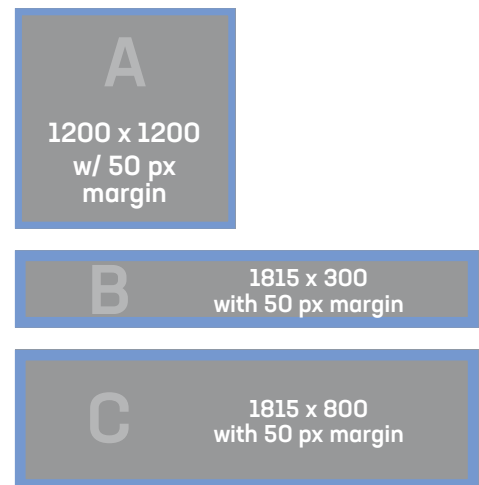
WEBSITE BANNERS

- Format acceptance: **JPG, PNG & GIF**.
- Static ads : 06-seconds
- Animated ads: 06-seconds



E-NEWSLETTER

- Option A: 1200 x 1200
- Option B: 1815 x 300
- Option C: 1815 x 800



ADVERTISING GUIDELINES

- Advertisement is contingent upon space.
- All advertisements must include the verbiage:
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 to the Nellis AFB Marketing Department.
- Artwork must be 300dpi, logos should be in vector format.
- Advertisers supplies clings, banner, counter wrap print & installation.
- In cases where advertisers lack artwork, they can provide their logo in vector format along with key messages.
- Nellis AFB Marketing Dept - Studio 99 offers additional support for creative design, printing, and installation services for additional fees.

COMING SOON!

- More indoor digital screens
- Floor clings
- Window clings
- Wall wraps
- Outdoor digital billboards
- Mobile App with push notifications

Feel free to reach out to us for the most current pricing details, including our latest promotional prices and guidelines. We're here to help!

OVERVIEW OF 99TH FSS

The 99th Force Support Squadron oversees military and civilian personnel support, education services, enlisted professional education, and family support along with lodging, food services, club management, laundry, mortuary affairs, base honor guard, base library, and recreational activities.

The 99th Force Support Squadron Morale, Welfare, Recreation provides our Airmen and families with sense of community. Morale, Welfare, & Recreation (MWR) provides the necessary building blocks essential to retention, resiliency, squadron readiness, and trust among service members.

MISSION STATEMENT

Delivering customer-focused MWR Services capabilities; generating resilient, mission-ready warfighters and strengthening families and communities.

The MWR services include:

- Base wide events
- Community centers
- Lodging
- RV parks
- Ticketing & tours
- Auto hobby
- Arts and crafts
- Dining
- Golf
- Fitness centers
- Outdoor recreation

99TH FSS MARKETING PROGRAMS

Commercial Sponsorship & Advertising

The Air Force's Commercial Sponsorship program is an opportunity for civilian enterprises to help enhance morale, welfare and recreational elements of FSS activities, events and programs. In exchange, a sponsor receives promotional consideration as well as exclusive benefits. Investments can be made in the form of goods, financial support, and/or services and helps add value to our quality of life programs.

Gifts & Donations

Gifts and donations are gladly accepted for base programs. These gifts and donations to the Air Force are unsolicited and do not receive public acknowledgment. However, the impact that they have on the Nellis Community are immensely appreciated.

POINT OF CONTACT

MS. ROSALIND DAHLIG

Marketing & Sponsorship Coordinator

Rosalind@nellislife.com

(702) 652 - 2030

4475 England Ave, Bldg 20, STE 208

Nellis AFB, 89191

READY TO PARTNER UP?

Scan our QR CODE (or you can visit us on NellisLife.com) for more examples of the latest happenings – you can also contact us there to get you started!



This is a solicitation for commercial sponsorship by a Non appropriated Fund instrumentality of the United States government. It does not obligate Appropriated Funds of the government.

LET'S CONNECT



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