



OSAN AB, SOUTH KOREA

SPONSORSHIP & ADVERTISING

CONNECTING WITH THE MILITARY MARKET



Dec2021

51st Force Support Squadron

SMALL BASE

BIG IMPACT

Our goal is to ensure the people of our community will gain a positive and memorable experience living on Osan Air Base. 51 FSS facilities provide a supportive and inclusive environment with regular programs and events which appeal to a wide range of interests. From educational to recreational, large events to fun weekly and monthly competitions. One thing's for sure, everyone comes out a winner!

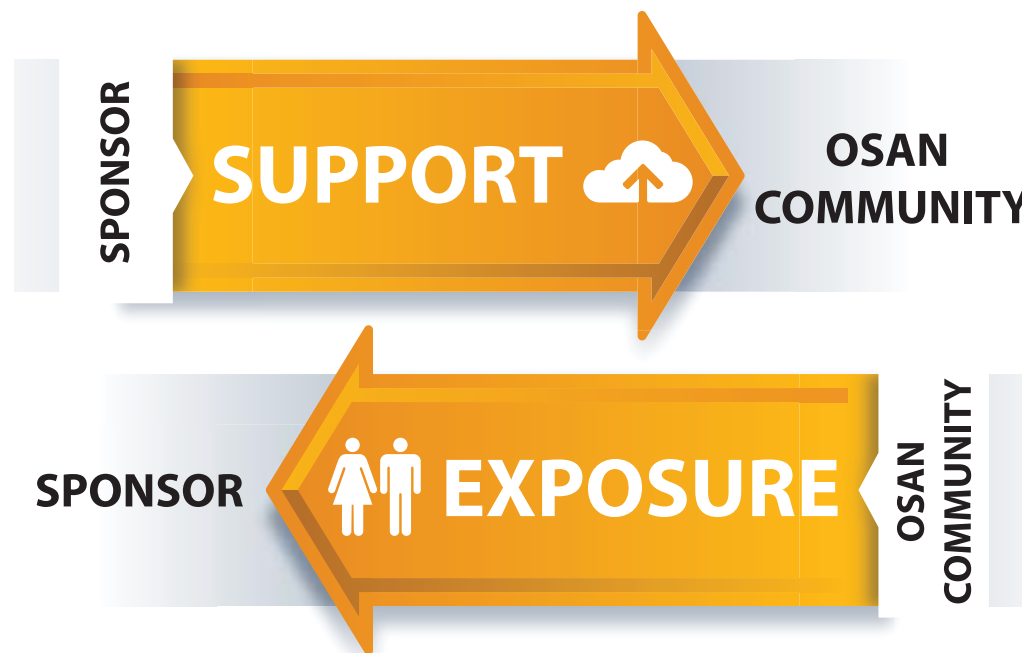
O S A N A B , S O U T H K O R E A



S P O N S O R S H I P & A D V E R T I S I N G

What is Commercial Sponsorship?

Great opportunities to grow your awareness and business with the military market!



Commercial sponsorship is enhancing an event or program through monetary and/or in-kind support. In return, sponsors receive access to the Osan Air Base community in a variety of ways. This is an opportunity to boost the morale for airmen and their families as they sacrifice being away from home.

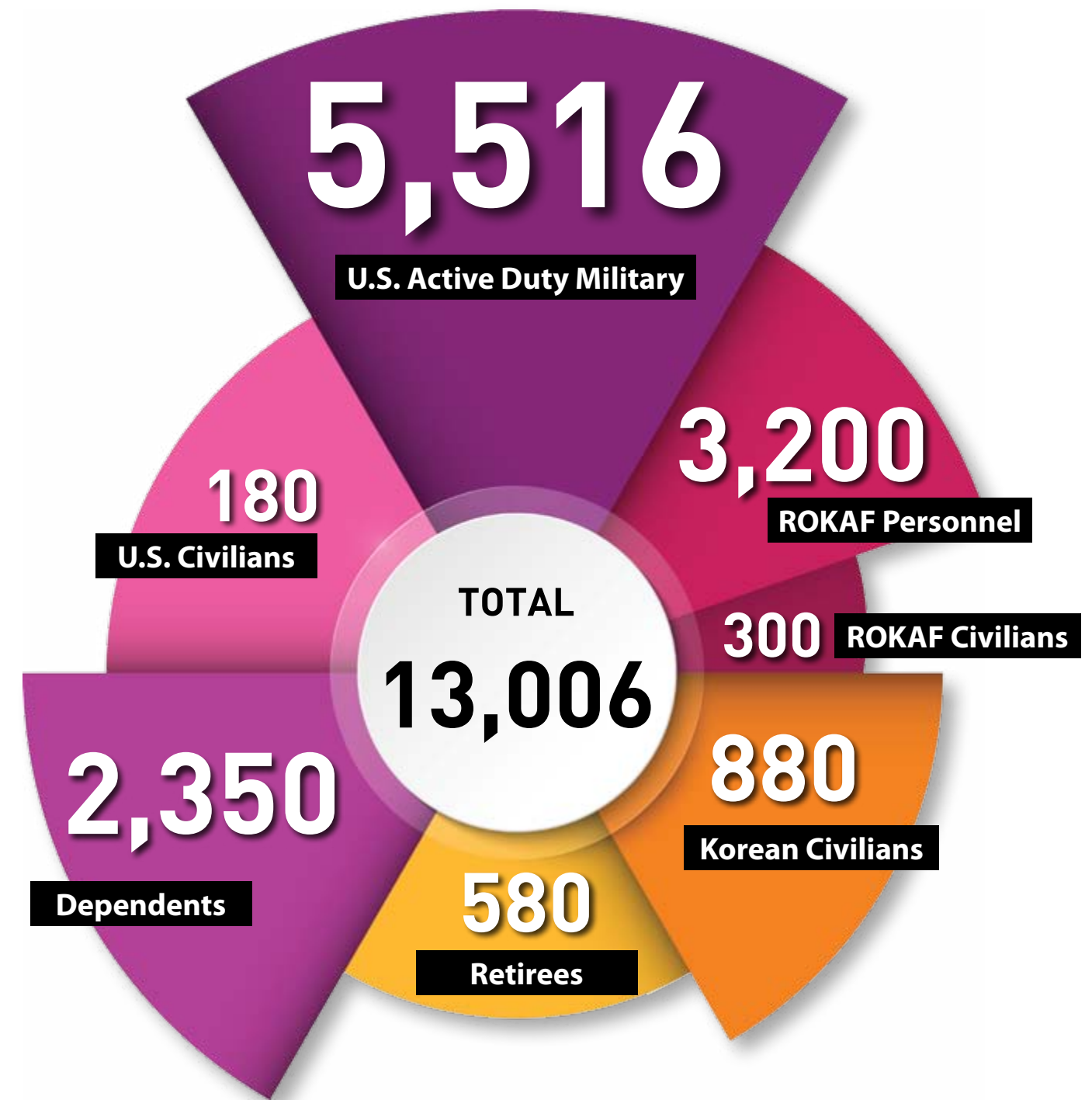
Gain access to over 10,000 potential customers!



New customers every month!

Home to the 51st Fighter Wing whose mission is to provide air support, air strikes, and counter air and fire interdiction in the defense of the Republic of Korea. Osan processes 450 incoming airmen on average per month due to the typical 12-month rotation.

Osan AB Population



Don't miss out on your opportunity to reach the military market!

STEP 1 SELECT EVENT OR PROGRAM

Deadline: 3 months prior to the event's month.
For example, please contact us in April for events occurring in July.

- * Rush options available
- * Customizable packages available
- * Multi event packages available

• Sponsorship Packages

PREMIERE
Investment Amount of Sponsor \$600
Acknowledgement at event in the form of signage and/or announcements.
Logo recognition in monthly The Force magazine.
Thank you acknowledgement on social media.
Logo placement on Channel 15.
Booth/table space set-up to include banner display, entry box for giveaways during the event or at the facility.
Logo placement on 51FSS.com with link to sponsor's website.
Social media mentions promoting sponsor with link to sponsor's website or social media page.
Merchandising display at event or facility to include car display, demonstration, and crowd engagement.
Recognition in the Roundup newsletter
Value: \$1,150 Exposure Number : 48,800

Type of Exposure:
High End Hands-On & High End Digital and Print

STEP 2 PROVIDE SPONSORSHIP INFORMATION

Type of sponsorship:
In-kind-products, giveaways, services, food, entertainment, & enhancements to the event
Cash- pays for elements and enhancements of the event or program.
Payment methods accepted: Check, Credit, and Cash.

STEP 3 REVIEW AND SIGN AGREEMENT

You will receive an agreement by email after our legal review is completed.
Please review the agreement and notify us if there are any errors or if changes need to be made.
Please sign and return the agreement by email, direct mail, and drop off to the office.

STEP 4 FINAL APPROVAL

You will receive the final approval from the Commander within two to three weeks.
Please feel free to contact the Sponsorship Coordinator anytime for more information.

PARTNER
Investment Amount of Sponsor \$400
Acknowledgement at event in the form of signage and/or announcements.
Logo recognition in monthly The Force magazine.
Thank you acknowledgement on social media.
Logo placement on Channel 15.
Booth/table space set-up to include banner display, entry box for giveaways during the event or at the facility.
Logo placement on 51FSS.com with link to sponsor's website.
Social media mentions promoting sponsor
Value: \$800 Exposure Number : 47,600

Type of Exposure: High End Hands-On & Mid Level Digital

SUPPORTING
Investment Amount of Sponsor \$200
Acknowledgement at event in the form of signage and/or announcements.
Logo recognition in monthly The Force magazine.
Thank you acknowledgement on social media.
Logo placement on Channel 15.
Booth/table space set-up to include banner display, entry box for giveaways during the event or at the facility.
Logo placement on 51FSS.com with link to sponsor's website.
Value: \$650 Exposure Number : 47,600

Type of Exposure: High End Hands-On & Low Level Digital

ASSOCIATE
Investment Amount of Sponsor \$100
Acknowledgement at event in the form of signage and/or announcements.
Logo recognition in monthly The Force magazine.
Thank you acknowledgement on social media.
Logo placement on Channel 15.
Value: \$350 Exposure Number : 12,600

Type of Exposure: Low Level Digital

Additional Benefits Based on Event

Sponsor Logo on T-shirts, Event Tickets, etc.

Thank you name plate placed in the facility.
*For annual facility sponsorship ONLY

FSS Events and Programs for Sponsorship

	EVENT TITLE	FACILITY
WINTER (December-February)	Holiday Party/Tree Lighting	Enlisted/Officers' Club
	Customer Appreciation	Marketing
	New Year's Eve Party	Enlisted/Officers' Club/ Bowling
	Winter Fitness Program	Fitness Center
	The Big Game (Super Bowl)	Enlisted/Offices' Club
	Valentine's Day Dinner	Enlisted Club
	Sweetheart Dance	Enlisted Club
SPRING (March-May)	Mardi Gras	Enlisted/Offices' Club
	St Patty's Day Celebration	Enlisted/Offices' Club
	Spring Festival	CPPO
	Egg Hunt	CPPO
	Cinco De Mayo Party	Enlisted Club
	Pool Opening	Outdoor Recreation
	Crab Fest	Enlisted/Offices' Club
SUMMER (June-August)	Liberty Fest	CPPO
	Alpha Warrior Competition	Fitness Center
	End of the Year Pool Party	Outdoor Recreation
FALL (September-November)	ROKtober Fest	Enlisted/Offices' Club
	Wine Fest	Officers' Club
	Halloween Bowling Party	Bowling Center
	Trunk-or-Treat	CPPO
	Zombie Run	Fitness Center
	* Air Show	Osan AB

• Monthly/Ongoing Events

EVENT TITLE	FACILITY
Bowling Tournaments	Bowling Center
Golf Tournaments	Golf Course
5K Fun Runs	Fitness Center
Reading Events	Library
Single Airmen Events	Community Center/ Outdoor Recreation
Club Membership Events	Enlisted/Offices' Club
Youth Events (Talent Show, American Kids Run, Youth Sports etc.)	Youth Programs
Kids Night	Enlisted Club
BINGO	Enlisted Club
Trivia Night	Enlisted Club
Video Game Tournaments	Community Center
Various Armed Forces Entertainment Events (concerts, comedy shows, etc.)	CPPO/Enlisted Club
Body Building/Weight Lifting Competition	Fitness Center

Annual Commercial Sponsorship opportunities available per facility. *All events subject to change.
* Not held on an annual basis. Current event list available upon request.

51st Force Support Media Exposure



• Event Attendance



Small Scale



Medium Scale



Large Scale

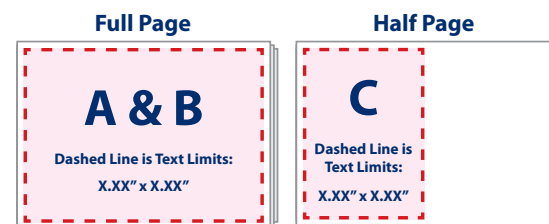
Advertising

• The Force Magazine

The Force Magazine is a monthly publication that serves as a valuable media source for the population of Osan that highlights events and programs occurring throughout the base. Approximately 4,000 English and 500 Korean copies are published on a monthly basis. The Force has been a one-stop shop for information on quality of life happenings for over 15 plus years, and is still going strong. It's also available for online viewing on 51FSS.com. The Force is delivered to 70 plus locations around Osan AB to include every tour bus that goes out on, every lodging room, and all of the airmen dormitories. It is also mailed to all Air Force Club Members. If you are looking for a way to reach the military market, The Force will put your business in front of the military community!

- Monthly Advertising Rates

	CATEGORY	SIZE	RATES
A	Back Cover Full Page	7" x 10"	\$300
B	Full Page	7" x 10"	\$200
C	Half Page	7" x 5"	\$150



Space location for ads is subject to change. Back cover guaranteed.
The 51st Force Support Squadron reserves the right to approve all advertisements.
Alcohol and tobacco product advertisements are prohibited.

- Design Fee

Studio 51 is more than able to provide assistance with designing your ad for The Force. Additional rates apply.

• Advertising Requirements

- Format: PDF or JPEG
- Resolution: 350 dpi
- Color: CMYK
- Please do not lock file

• Deadline

Space reservation must be confirmed and artwork design must be submitted two months prior to publication date. Camera ready artwork can be submitted one month prior to print.

• Payment Methods:

- Invoice will be sent upon order finalization via mail or email. Payment must be made one month prior to publication (i.e. October due by September).
- The following: formats of payment may be used:
 - Cash, Check, or Credit Card (VISA, MasterCard, & American Express)
- To pay in Won, the dollar amount must be converted to the rate provided by the 51st Force Support Squadron.

• Print Collateral

- Osan FSS is offering to give you advertising spaces within the facilities.
- The advertisement location will be advised by Marketing professional team for your business!

Advertising Options

ADVERTISEMENT	PERIOD	COST
Web Banner (300x300pixels)	1 month	\$125/1st position (\$100/2nd position)
	6 month	\$325/1st position (\$275/2nd position)
	12 month	\$600/1st position (\$525/2nd position)
Marquee	1 day	\$20
Poster (22x28 inches) Facility options: Fintness Center, Mustang Community Center, Enlisted Club, Officers' Club, & Bowling Center	1 month	\$80
	6 month	\$220
	12 month	\$400
Road Banner	1 week	\$100
	2 week	\$160
Fitness Center	3 month	\$500/36" x 72" banner
Channel 15	1 month	\$200
	3 month	\$540
Bowling Lane Sweeps	1 month	\$200
Golf Score Cards	n/a	\$3,000/40,000 scorecards

• Web Banner

- Web banners are standard 300x300 pixels, and displayed on the 51st FSS website. Prices are based on duration and position. See chart for details.

• Marquee

- Osan has two marquee locations: Main Gate (10" x 4"), and Songtan Blvd, in front of the new chapel building (10" x 6")

• Poster

- Standard poster is 22" x 28", and can be displayed in a variety of facilities. see chart above for full facility list.

• Road Banner

- Road banner is displayed over Songtan Blvd. Banner dimensions are 23' x 3'.

• Fitness Center

- Hanging banner dimensions are 36" x72". These banners are displayed in the Fitness Center lobby.

• Channel 15

- Channel 15 slides operate on a x minute rotation, each slide shown for x seconds each rotation.

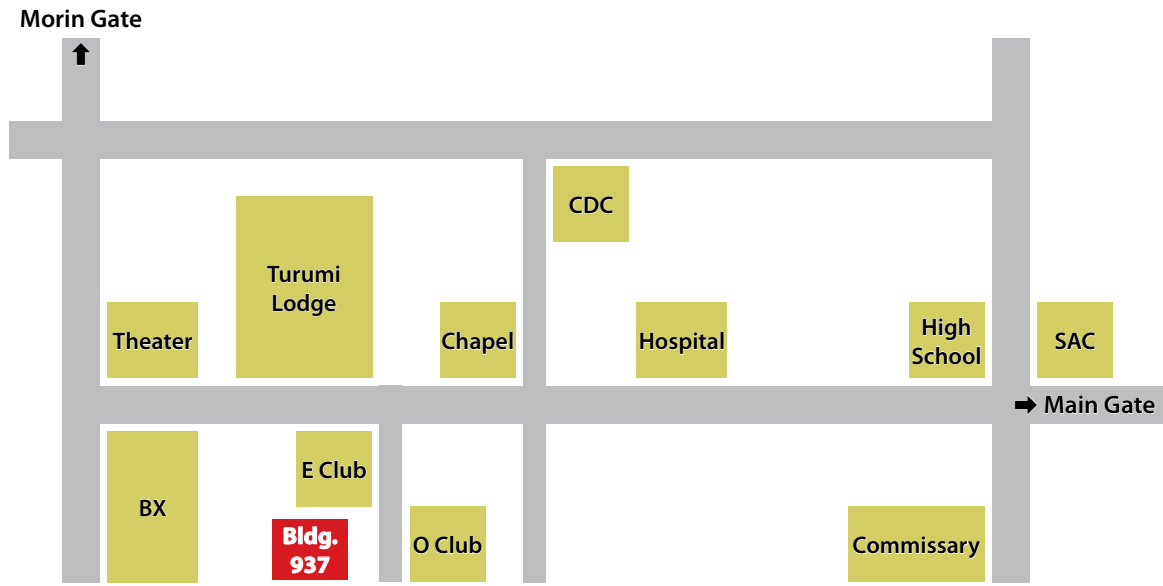
• Bowling Lane Sweeps

-A line sweep is the bar on a bowling lane that cleans away pins between throws. the add space on these lane sweeps are L"xW"

• Golf Score Cards

- Place your logo/advertisement on a packet of golf scorecards. Advertising space is 3.6" x 1.56"

Contact Us!



51 FSS Marketing & Commercial Sponsorship & Advertising Office

Access

Main Gate for visitor sign in.

By Train

12 minute walk to the front gate once you arrive at Songtan Train Station.

By Car

Use Waze App to drive to Osan Main Gate. bit.ly/osanfrontgate

By Bus

10 minute walk to the front gate once you arrive at Songtan Bus Station.



51FSS.com



@ 51FSS



@ 51FSS

POC: Minsuk Hyong, Commercial Sponsorship Coordinator

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DSN: 315-784-5609

EMAIL: minsuk.hyong@gmail.com

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(KOREA): 51 FSS/FSK, Bldg 937, Osan AB, Pyeongtaek-city, Kyeonggi-do.