AIR FORCE
COMMERCIAL SPONSORSHIP PROGRAM
COMMERCIAL SPONSORSHIP
Air Force Definition (AFI34-108 12 OCTOBER 2011)

... the act of a civilian enterprise providing support to help finance or provide enhancements for MWR elements of Services activities, events, and programs in exchange for promotional consideration and access to the Air Force market for a limited period of time. Support may take the form of goods, cash, or services.
Program Eligibility for Sponsorship?

1.2. MWR programs should be open to all eligible patrons.

However, in accordance with (IAW) AFI 34-262, Services Programs and Use Eligibility, “This does not prohibit tailoring unique promotions to major target groups (i.e., families, single personnel, retirees, etc.)”

1.4. Commercial sponsorship will be either unsolicited or solicited and applies only to FSS activities, events, or programs defined as MWR. Other sections of FSS as well as other Air Force organizations, units, private organizations, or unofficial activities or organizations are not authorized to use commercial sponsorship nor may they partner with an MWR program to gain access to sponsorship benefits.
Program Eligibility for Sponsorship continued . . .

• Non appropriated program or event – at one of (MWR) activities or special event/base wide
• Has a determined start /end date – not to exceed 1 year
• Is an adequate venue for sponsors to receive recognition
• Impacts at least 50 participants/attendees
• Request for Commercial Sponsorship funds submitted 3 months prior to the planned event.

Note:
MWR events appropriate for commercial sponsorship do not include normal day to day management, programming and overhead.
HOW CAN COMMERCIAL SPONSORSHIP FUNDS BE USED?

- Enhancement of the program/event
  - The addition of a band or DJ and prizes
- Offset the program/event budget
  - Supplying food and other items necessary
- Cost reduction to all attendees
  - Reducing an admission cost for all, if applicable
Process of requesting Commercial Sponsorship

- After your event has been planned and budget has been set, fill out sponsorship request form and contact office for a meeting if needed. 722-5318

Review form (handout)

Information needed: Date – Location – Length of event - Target Market –Approximate Attendance Expected

What are event needs?
Submit 3 months prior – Why?

*The process is time consuming*

- Event letter is developed based on information from request
- Coordinator builds a sponsorship list of potential sponsors.
- Mailing to potential sponsors
- Follow up phone calls are made
- On receiving a verbal acceptance – Sponsorship Coordinator does
  Agreement with company

1. Agreement submitted for review to -- FSS accounting office – Legal – Contracting - AAFES
2. Agreement submitted for sponsor signing and then, approval and signing by FSS Commander (acceptance of up to $5,000) or to Wing Commander (greater than $5000)

- Accepting funds or product
- Funds deposited in event account for sponsorship GLAC 802.
- Advertising of program with sponsors logos are developed
Something to think about!

- Have a backup plan – in the budget
- Is the location suited for a sponsor display?
- Get a copy of final agreement to make certain you know what is being offered.
- Does the program match the sponsor
- Work with sponsorship coordinator on entry, setup and general support of sponsors, to include recognition the day of the event.
Managers and POC’s of events . . .

It just makes good sense to offer a “thank you” to businesses who support our events. Stop by their tent/booth and let them know their business partnership with us is appreciated.

Make certain they are receiving what has been promised in the agreement.

When time permits introduce commander or leadership attending the event to our sponsor representatives.

This is simply a good business practice to maintain sponsors for participation in future events.

CS office provides an after-action package and thank you letter to sponsors following the event.
Gifts and Donations

2.15. Donations (not to be confused with Commercial Sponsorship)

2.15.1. Donations offered to the NAFI may be accepted in support of bona fide MWR activity, events and programs IAW AFI 34-201.
2.15.2. Donations may never be solicited.
2.15.3. Acknowledgement of donations is limited to one-time: mention in the appropriate base media, verbal thank you at the event, mention in event program, and/or a “donated by” name plate if applicable.

Donation acceptance letter must be offer to donor and approved by the appropriate authority according to the dollar value.

Note:
Depending on the amount of support gifted or donated – this can be negotiated into an unsolicited commercial sponsorship agreement if the value is adequate (not less than $100 and is associated with an event) at which time would allow the sponsor recognition/advertising benefits.
Proper Handling of Donated Tickets

Tickets may be donated to the NAFI or to the Wing, if through the NAFI the appropriate acceptance letter will need to be submitted. AFI34-108 Attachment 4 – CS office maintains a copy for recording to AF.

Tickets may be distributed through Tickets and Tours on a first come, first serve basis.
Commercial Sponsorship Coordinator
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