

HURLBURT FIELD

ADVERTISING & SPONSORSHIP MEDIA KIT

"Get On Base, Build Your Brand"

This is a solicitation for commercial sponsorship by a Nonappropriated Fund Instrumentality of the United States Government. It does not obligate appropriated funds or nonappropriated funds of the Government.



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Get to know the 1 SOFSS

Our Mission

The Hurlburt Field 1st Special Operations Force Support Squadron (1 SOFSS) is devoted to providing services, programs, and events to our Air Commandos and their families year-round.

In a community full of individuals who make a great sacrifice for their nation, we strive to create an environment that improves the quality of life for all. 100% of funds received through advertising and sponsorship support from our community goes directly into the Morale, Welfare, & Recreation (MWR) fund, which facilitates 1 SOFSS on-base events and programs for our military community.

1 SOFSS Activities

- Child Development
- Youth Program
- Dining/Restaurants
- Education
- Library
- Fitness Centers
- Gator Lakes Golf Course
- Hurlburt Lanes
- Auto Hobby Shop
- Dive Shop
- FAM Camp
- Information, Tickets and Travel
- Lil' Commando Community Park
- Community Center and Special Events
- Outdoor Recreation and Marina
- Rifle & Pistol Club
- Skeet & Trap Range
- Lodging
- Recycling

Ways to Partner, Support, and Participate

ADVERTISING

Paid advertising spots including digital and print media.

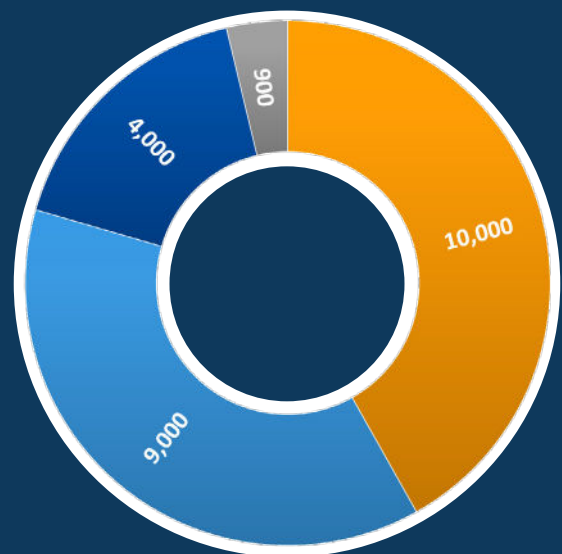
SPONSORSHIP

Paid or in-kind sponsorship enhancing 1 SOFSS activities in return for sponsorship benefits.

DONATION

Donations to the 1 SOFSS are gifts that do not include any benefits.

Demographics



- Active Duty
- Civilians
- Reservists/Guard
- Active Duty Family Members

Advertising Opportunities

DIGITAL ADVERTISING

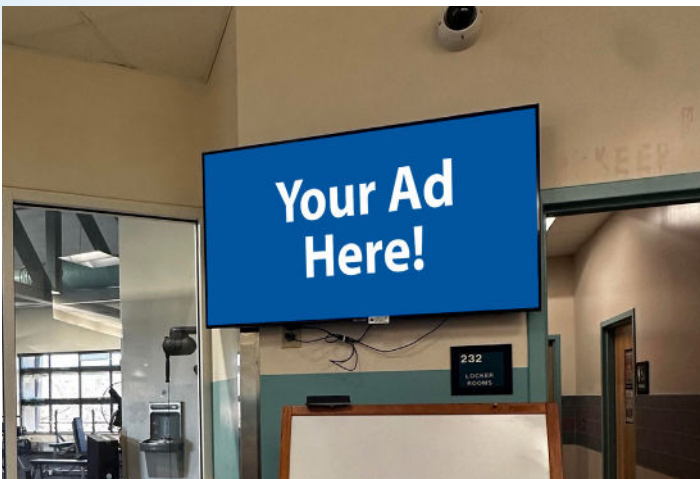


Digital Marquee

\$1,300/month

Size: 1024 x 574 px

(4) 6' x 9' digital screens located at both the front and back entry gates. 24 hour exposure, 6 second rotation, approximately 1,200 total rotations between peak hours of 6am-10pm.

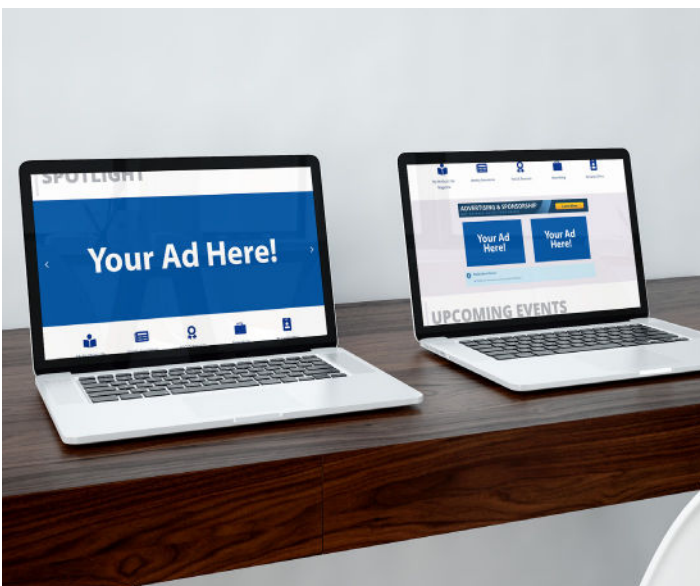


Digital Monitor

\$350/month

Size: 1920 x 1080 px

50" screens gain maximum visibility in 13+ high-traffic 1 SOFSS facilities around Hurlburt Field such as the dining facility, education center, all three fitness centers, and more.



Website

Webslider

\$350/month

Size: 1500 x 550 px

Web Analytics

Avg. Monthly Page Views:
5,500

Active Web Block Ad

\$250/month

Size: 466 x 280 px

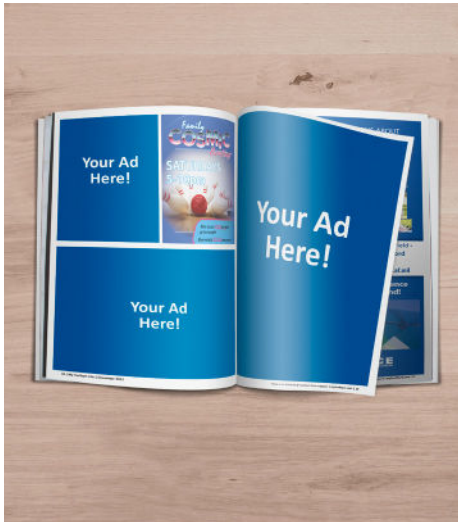
Avg. Monthly Active Users:
3,000

We'll send our web page visitors directly to you! Myhurlburt.com is a prime spot to advertise to all demographics, included incoming Hurlburt members!

Advertising Opportunities

PRINT ADVERTISING

Spots available on a first come, first served basis.



Magazine

Full Page

\$400/month
Size: 8.75 x 11.25 in

Half Page

\$300/month
Size: 7.9 x 5.13 in

Quarter Page

\$150/month
Size: 3.875 x 5.13 in

My Hurlburt Life Magazine is Hurlburt Field's monthly magazine, filled with current events, information, and entertaining reads pertaining to all things 1 SOFSS! Each month 1250+ copies are distributed to over 40 facilities on Hurlburt Field including the BX, Gas Station, and Commissary, and downloadable at MyHurlburt.com! My Hurlburt Life Magazine is also put directly into the hands of Airmen who are new to Hurlburt Field through monthly Newcomer's Orientation.



Poster

\$150/month
Size: 22 x 28 in

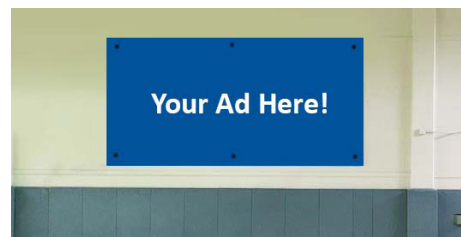
Small(er) advertisement that makes a big statement! Choose one of our many FSS facilities to display your business' advertisement based on your target market.



Cash Counter Wrap

Price and size varies by location

Take a banner to the next level and opt for optimal visibility right at the main point-of-contact at one of our FSS facilities. Sizes are given based on counter.



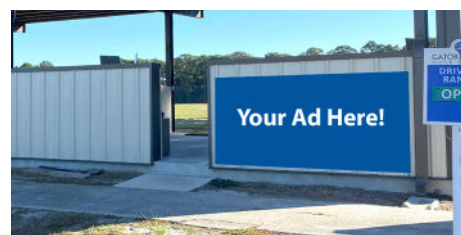
Oversized Banner

Starting at \$500/month
Size starting at 3 x 8 ft

Price varies by size and location



A great way to make a high impact at an FSS facility of your choice. Your business can grab attention at high traffic areas and create awareness within our military community.



Banner Placement

- Aderholt Fitness Center
- Commando Fitness Center
- Pickleball Courts

Advertising Opportunities

SPECIALTY ADVERTISING



Gator Lakes Golf Course is open to the public!*

2,000-2,500 rounds played monthly.

**with affidavit*



Toptracer Screen Covers

\$350/month

Limited to (1) advertiser for all 8 bays

60-120 unique visitors daily.



Golf Tee Markers

\$300/month

Limited to (1) advertiser per tee marker

Your company logo displayed on tee markers throughout Gator Lakes Golf Course.



Golf Score Card

Starting at \$425/year

Limited space available

Reserve Your Spot

Ad space is reserved upon agreement signature on a first come, first serve basis. All platforms have limited amount of spaces allowed per month. For current availability, please contact us.

(850) 884-3821

HurlburtSponsorship@us.af.mil

Materials Deadline

Magazine Ads:

Due 30 days prior to first running month.
Ex. Due 1 December to be featured in January issue.

Digital Ads:

Due 10 business days prior to publication date.

Other Print Ads:

Due 7 business days prior to publication date.

Please contact us for graphic specifications and guidelines. In-house design fees and print orders are available on a case by case basis and are due at signing of agreement.

Commercial Sponsorship

YOUR OPPORTUNITY

Get On Base, Build Your Brand

GET "INSIDE THE GATE"

As the Air Force Special Operations Command Headquarters and home to the 1st Special Operations Wing, Hurlburt Field has exclusive and limited access to the public. However, many of our events offer businesses the opportunity to attend and market face-to-face with our base populous through sponsorship.

BRAND VISIBILITY

Build your brand's awareness with included logo recognition on marketing collateral for events/programming which may include print, web, digital, and social media materials.

COMMUNITY INVOLVEMENT THAT'S FUN!

Not only do we provide the best events for our military members, our sponsors are also able to have fun while engaging with customers and promoting their business. What are you waiting for?

Sponsorship Benefits

Sponsorship benefits and pricing vary per event and can be negotiated to reach the optimal terms for the sponsor while maintaining the best interest of the 1 SOFSS.

BENEFITS INCLUDE:

- Pre- and post-event publicity with sponsor logo recognition on event/program print, web, and digital materials created and distributed by 1 SOFSS Marketing
- Face-to-Face interaction with a lucrative market at events with reserved table space
- Ability to offer giveaways/prizes (within guidelines) - a great opportunity for lead generation and photo ops
- Sponsor recognition at events with on-site signage and product displays/samples
- After-Action Reports showing how your sponsorship enriches our 1 SOFSS programming and events

How Does Sponsorship Work?

STEP 1

LET'S GET CONNECTED

The sponsorship process begins with choosing an event or program that you would like to support and how you would like to do so (cash, in-kind, donation).

STEP 2

APPROVAL TO SPONSOR/ADVERTISE

New sponsors & advertisers must be approved to participate in our Advertising & Sponsorship program. As this process can take a while, for best use of sponsorship benefits we recommend connecting with us at least 3 months before the event date.

STEP 3

REVIEW & SIGN CSA

A Commercial Sponsorship Agreement (CSA) will be written and delivered via email to be reviewed, signed, and returned by the sponsor.

STEP 4

FINAL APPROVAL & PRE-EVENT PAYMENT

Once the final signed agreement is processed and completed, the sponsor will be notified via email.

Annual Community Events

All event packages are customizable and vary by events, as does the amount and type exposure.
Information subject to change

Contact us for Sponsorship Tier pricing.

Eggstravaganza

Saturday, 4 April 2026

Lil' Commando Community Park

Est. Attendance: 2,000+

Target Market: Families, Active Duty & Hurlburt Field Community

Each year we kick off our community events with Eggstravaganza! This family event, features thousands of eggs to hunt, plenty of photo-ops with the Easter Bunny, games, activities, and treats for attendees of all ages!



Commando Games

Friday, 8 May 2026

Base-Wide

Est. Attendance: 2,500+

Target Market: Active Duty, Reserves & Guard

Our annual 'track & field' event, spanning across the base with a variety of sports, games, and activities for our Active Duty and DoD Civilians to put their units to the test in head-to-head challenges! There will be prizes to be won and bragging rights to secure!



Freedom Fest

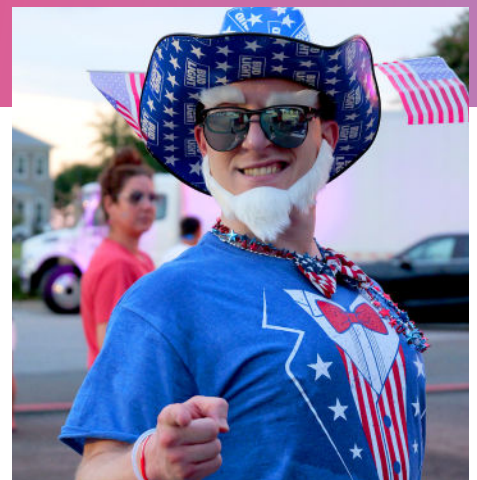
Friday, 26 June 2026

Outdoor Recreation Marina

Est. Attendance: 2,000+

Target Market: Active Duty Families, Retirees & Hurlburt Field Community

Celebrate our nation with your local military community at Freedom Fest, fit with live entertainment, food trucks, carnival games and a brilliant firework show to close out the night!



Annual Community Events

All event packages are customizable and vary by events, as does the amount and type exposure.
Information subject to change

Contact us for Sponsorship Tier pricing.

Fall Fest

Friday, 30 October 2026

Lil' Commando Community Park

Est. Attendance: 4,000+

Target Market: Families, Youth & Active Duty

A fan favorite! This family friendly festival starts off the holiday season right with trunk-or-treating, costume contests, haunted hayrides, carnival games, and candy - lots of candy!



Winter Wonderland

Friday, 4 December 2026

Air Memorial Park

Est. Attendance: 3,000+

Target Market: Families, & Youth

This annual event invites attendees to celebrate the annual lighting of the Hurlburt Field Christmas Tree! We celebrate with entertainment, hot cocoa and snacks, photo ops with fun characters, and lots of family fun!



Sponsorship Opportunities

Activities and attendance may vary.

Target Market: Active Duty, Families & Youth

Community Events **\$100/event**

Curated events to meet the needs of every demographic in our military community including single airmen, military spouses, youth, and more!

- Book Clubs
- Craft Events
- Game Nights
- Interactive Events for Families & Children
- Special Events for Airmen

The Soundside **\$250/event**

The Soundside provides opportunities for our community to come together at a beautiful venue!

- Oktoberfest
- Family Dances
- Country Music Night
- Bingo

Library **\$100/event**

Our Hurlburt Field Library provides superior programming for our Active Duty, Dependents, and Retirees!

- Game Nights
- Summer Reading Program
- Book Clubs
- Professional Development Events for Airmen

Youth Programs & Child Development

Support Hurlburt Field's Child & Youth Programs

- Celebrate Month of the Military Child
- Support our Teachers & Caregivers

Target Market: Retirees, Active Duty & Families

Gator Lakes Golf Course

Starting at \$250/event

Annual Packages available

Gator Lakes Golf Course located on Hurlburt Field is home to 18 holes, Toptracer covered driving range, and of course the occasional gator! Gator Lakes is now open to the public!

- Monthly Tournaments
- Pizza Scramble Series
- Kids Golf Clinics

Target Market: Active Duty

Fitness

Starting at \$250/event

Annual Packages available

Recently awarded "Best in the Air Force", Hurlburt Field has one of the largest fitness complexes in the Air Force with monthly 5Ks and fitness centered programming to attend and support

- Cupid's 1/2 Marathon - February 2026
- May Fitness Month - May 2026
- POW/MIA 24-Hour Vigil Run - September 2026
- Monthly 5Ks
 - New Year New Me 5K
 - Shamrock 5K
 - Running with my Peeps 5K
 - Run for the Buns 5K
 - Monster Dash 5K
 - Gobble Till You Wobble 5K
 - Jingle All the Way 5k

Hurlburt Field Varsity Sports

Sponsor the elite athletes and traveling varsity teams representing Hurlburt Field across the Air Force! Opportunities include logo on uniforms/jerseys, advertising banner space, and more.

- Basketball
- Volleyball
- Softball
- Soccer

Customer Reward Programs

Target Market: Hurlburt Field Community, Active Duty, Families & Retirees

Hurlburt Kraken Rewards Program

Introducing Hurlburt Kraken Rewards, a customer rewards program exclusive to Hurlburt Field and a great way to give back to our Team Hurlburt community. Patrons to the 1 SOFSS facilities enjoy discounts and promotions like free meals, discounted services, and more just for being a member! This program is free for our community thanks to our amazing sponsors.

What's in it for you? Sponsors enjoy opportunities to attend monthly Hurlburt Kraken Rewards pop-up events throughout the year, monthly logo recognition on all printed and digital marketing collateral, including monthly ads in our My Hurlburt Life Magazine, digital marquee, and digital monitors. Customizable packages available!



Holiday Sparkle Giveaway

Our annual holiday feel-good event hosted by Hurlburt Kraken Rewards! For 10 Days our team hosts pop-ups around Hurlburt Field, spreading holiday cheer. Enjoy booth opportunities, logo exposure on My Hurlburt FSS Facebook and Instagram pages and more. Sponsor one day or sponsor the whole event!





Get on Base, Build Your Brand

CONTACT

Andy Franklin

Advertising &
Sponsorship Coordinator

Book a Meeting



Phone: (850) 884-3821
Cell: (850) 598-4345
Email: HurlburtSponsorship@us.af.mil

Deborah Ledbetter

Marketing Director

Phone: (850) 884-4252
Email: HurlburtSponsorship@us.af.mil