**All Sponsorship Request Form(s) Must Be Submitted For FY2027 Consideration**

# 78 FSS Sponsorship Request Form

Program Requesting Sponsorship:

POC for Sponsorship Request:

POC Duty Telephone Number:

Date of Request:

Event Name:

Date of Event:

Time of Event:

Location of Event:

Open to:

Cost/Cover Charge:

Is this a bonifide Family and MWR Program or Event? Yes ◯ No ◯

Are you partnering with any other programs or outside organizations?

Yes ◯ No ◯

If Yes, please list each organization by name and contribution to the event.

Organization(s): _____

Type of Sponsorship Requested (Detail Below):

Food:

Giveaways/Prizes:

Volunteer Support:

CASH Include itemized list of cash requested below)

IN KIND:

Description of your event include what is budgeted and what you need for Sponsorship support to enhance your event:

What makes this event special / unique? (help us sell your event):

## Audience Demographics

Expected Attendance: % Men %Women

Targeted Audience: Age: Rank:

How will you track attendance for this event?

*Note: Solicited and Unsolicited Commercial Sponsorship are limited to Family and MWR supported events and activities as governed in AFI 34-108 Sponsorship requests must be made at least 120 days prior to the event for greater feasibility.

AFI 34-108 the mission of the Commercial Sponsorship Program is to provide portioned support for Family and MWR programs by obtaining private sector funding, services, or supplies in exchange for advertising and promotional opportunities within the Air Force community. The Commercial Sponsorship program is not intended to offset 100 percent funding, services or supplies for the requesting programs activities. Air Force sponsorship enhances existing FSS Family and MWR events, programs and activities.

I understand that sponsorship is an investment and that it is an opportunity for me to partner with outside businesses to enhance my program. It benefits my customers, myself and the sponsor. I also understand that sponsorship comes with certain responsibilities. Companies take part in Sponsorship expecting a return on their investments, such as increased recognition, sales and exposure within the military community.

- ◯ I have read and understand the above information.
- ◯ I understand that sponsorship IS NOT GUARANTEED.
- ◯ I understand that FSS FAMILY AND MWR EVENTS SHOULD BE BUDGETED AND EXECUTED WITHOUT SPONSORSHIP SUPPORT.

Activity Manager

Flight Chief Signature

CSA Signature

Marketing Director Signature

## UNBUDGETED OR NEW SUBMISSION REQUIRE ADDITIONAL APPROVAL

Deputy Director, FSS

Director, FSS

Each request form must be signed by Manager/POC and reviewed and signed by a Department Chief. Thereafter the form must be sent to the Commercial Sponsorship and Advertising Representative withActivity Manager and Department Chief Signatures **NLT 120 Days before event.**

Once the Commercial Sponsorship and Advertising Representative receives the request, consolidated requests are then sent to the Marketing Director, the Deputy Director and Director, FSS for further review and approval. A list of approved/denied events will be forwarded to the Financial Management Branch after final approval. Unbudgeted or new events require additional approval by the Director, FSS. If approved, the Activity Manager will provide an AAR after event to reconcile the Sponsorship Funds with receipts and event details. Request submitted after the budget season must be sent directly to the FSS Marketing Office by email to: daniel.tate.8@us.af.mil