

Just to inform you...

Air Force members and their families are one of the most brand loyal groups around.

By participating in our events or promotions, you can reach the military market along with the general public through your sponsorship dollars.

Every promotional and event that we host here at the Niagara Falls Air Reserve Station is available for either financial or in-kind sponsorship such as advertising or promotional items.

You can purchase advertising in the Services Loop Magazine. This publication is available at the www.914services.com web site.

Don't forget, our military members patronize your company either where they live or when they travel abroad.

What a great way to show your patriotism and support the military!



Demographics

Location

The Niagara Falls Air Reserve Station is located five miles east of downtown Niagara Falls in Niagara Falls, New York. The greater Niagara County area has a population of over 200,000 people. Cities that are under 100 miles from Niagara Falls are: Buffalo, 15 miles; Rochester, 73 miles; and Toronto, Canada; 90 miles.

Base History

The 914th Airlift Wing started as the Third Combat Cargo Group back in 1944. Their mission was to serve in the India-Burma and Central Burma region during World War II. In 1963, the unit was assigned to Niagara Falls when it became a Reserve unit. The 107th Air National Guard is a tenant to the Niagara Falls Air Reserve Station. Both units fly the C-130 Hercules airplane.

Target Market

(Both Units)

Civilian Employees: 400
Military Members: both base units 2,000
Military Members & Families 6,000
Retired Air Force Members 3,000
Retired Air Force Members & Families 10,000

*Source: Base Military and Civilian personnel offices. All people live in the Greater Western New York area and Canada. We do cross market our programs to other military units in the area.

Be a Part Of....

The Niagara Falls Air Reserve Station's Commercial Sponsorship and Advertising Program



What a great way to get the most out of your promotional dollars and your product in front of the military and civilian markets.

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www.914services.com

What is the Commercial Sponsorship and Advertising Program?

Air Force Services, or as we refer to it at the Niagara Falls Air Reserve Station as Niagara Services is a department of the Air Force formerly known as Morale, Welfare, and Recreation. Niagara Services' job is to contribute a "great way of life" for all military personnel and their families. Our programs include everything from dining and entertainment at our club, to sports and fitness activities. The facilities at the Niagara Falls Air Reserve Station consist of: Consolidated Club, Fitness Center, Information, Tickets and Travel, and picnic pavilion. These facilities host many events and promotions including: tournaments, dances, fitness events, travel excursions, open houses, holiday celebrations and much more.

Not only do we host these promotions throughout the year, but also we have many events throughout the year that involve everyone employed at the base and the local community.

These programs and events are essential to not only the mental and physical well-being of Air Force families, but also to the local community. The Commercial Sponsorship program provides opportunities to continue and enhance these vital programs and events while offering new and expanded avenues to increase visibility, awareness, and even loyalty of your product to the Air Force and local community.

In addition, you can purchase advertising in the free Services Loop magazine. This magazine is distributed to various units on the base, posted on the 914 Services web site, and is emailed to military members that request it.

What do I get for my sponsorship & advertising dollars?

Exposure and Product Awareness

Your name, product and service displayed in front of the military community which includes: retirees, civilians, military members and their families.

Name and Logo Recognition

You will be recognized at the Base events by: displaying banners, signage, recognized through announcements, and even can present awards at some of the events.

Event Title Recognition

(Name of Event) - sponsored in part by you!

Product Sampling & Demonstrations

Direct Mail

Press Releases

Cross Marketing Opportunities

Excellent Community Relations

Post Event Report with Photos

Advertisement in the Services STAR

How can my company get involved?

All you have to do is complete the coupon that is included in this brochure and we will send you some information that outlines specific events, costs and etc. We look forward to conducting business with you.

Note: All sponsors and advertisers are not Federally endorsed.

Yes, I would like to receive more information about the Commercial Sponsorship & Advertising Program

Company Name _____
Address: _____
City: _____ State: _____ Zip: _____
Contact Name & Title: _____
Phone Number: _____ Fax Number: _____ Email: _____

Mail or Email to:
914 MSG/SV

2305 Franklin Drive

Niagara Falls, NY 14304

Attention: Jerry D. Slipko, Marketing Director, jerry.slipko@niagarafalls.af.mil